

11. PROMOTIONAL MATERIAL
(Either brochures/pamphlets/booklets OR maps/calendars/posters)

Materials in this classification must advocate or support a particular goal, objective or program and be a component of a larger communications effort. Photographs used in maps, calendars and posters must be identified in the body copy or have captions. *You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1 CATEGORY 2

Brochure/Pamphlet/Booklet Map/Calendar/Poster

Type of Entry: Brochure _____

Entry Title: Protecting the Balance _____

Port Name: PORT EVERGLADES _____

1) Was this entry produced in-house? by an agency? or a combination?

2) To what audience(s) was this entry directed?
The audience targeted is the local community, including port tenants and customers who will soon be targeted to become part of Port Everglades' "Green Team."

3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)? This environmental brochure is part of an overall Environmental Awareness campaign that is extending to port users and customers, and beyond to the local community. The brochure was created in response to an Environmental Workshop that was held at the start of the Port's Master Plan Update project. The goal of the Workshop was to work with those in the community who were environmentally conscious to generate ideas about how Port Everglades can further its environmental stewardship as it planned for the future. The Environmental Brochure was created because those who attended the Workshop expressed surprise on how much the Port was already doing to protect the environment.

4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry?
\$9,554 for research, creative and production
\$3,988 for printing

a) How many printed copies or data disks (e.g., CDs) were distributed?
5,000 copies were printed and are being distributed as handouts at public speaking engagements.

b) If created for the web, how did you assess readership or "visits"?
The brochure was not created for the web.

5) How did you evaluate the success of this entry and what were the results?

The *Protecting the Balance* brochure was created in response to a survey that was collected after an Environmental Workshop to discuss the Port's updated Master Plan Update. Of the 40 survey respondents, 31 said that they learned something new about Port Everglades' environmental efforts. When asked what they learned, the write-in comments included:

- Port's commitment to the environment
- How much tax dollars are generated
- Manatee observer training program
- The history and future mission of the Port
- The Port displayed their genuine concern for the environment and proved they are going forward by hosting this forum!
- Level of environmental pro-activity
- Knowledgeable public actively concerned and involved with Port
- Recycling efforts
- Many specific logistical details, some on ecological history
- Is concerned about the environment
- Making progress

To date, the *Protecting the Balance* brochure has been distributed at a handful of community events, including a recent Vision Broward conference on the environment. During these meetings the brochure was either placed on the audiences' seats prior to the presentation or handed out during the presentation. In either case, we received positive feedback about the brochure's design, colors and quality. And, the most common remark is: "Wow, I didn't know Port Everglades even had any environmental programs."