

10. PERIODICALS (Newsletters & Magazines)

For this classification, **periodicals** are defined as color or black & white print or electronic publications (generally newsletters and magazines) that are published at least twice annually. Please send the most recent three consecutive issues for judging. *You must complete the questions on this page for each entry and include a print rendition of the submission (for judging and display purposes) and 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

Type of Entry: Printed Periodical Electronic Periodical

Entry Title: Deepwater Newsletter (Bi-monthly)

Port Name: Port Manatee

Periodicals will only be judged if three consecutive issues of the publication are provided. Printed copies of electronic periodicals must be submitted for judging purposes. Issues must have been produced between May 1, 2005 and April 30, 2007.

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

2) To what audience(s) was this entry directed?

Deepwater is delivered by mail to a continually-updated list of stakeholders, business leaders, political entities, local media, trade media and those who fill out a subscription card at the port. Stakeholders include all interested parties, port workers, tenants and their employees, Port Authority employees, vendors, and truck drivers. The total bi-monthly circulation is approximately 4,900.

Deepwater is also available to all web users via Port Manatee's web site www.portmanatee.com and is prominently displayed at the top of the home page.

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)?

In Port Manatee's fast-growing environment, *Deepwater* keeps port employees, stakeholders, politicians, business leaders and the media up to date on the port's growth, as well as that of its tenants and customers. The newsletter educates its audience through its *Port Talk* section, an informative glossary of maritime jargon and its periodic content-driven quiz *Is That Your Final Answer*.

By mailing the newsletter to recipients' homes, other household members also read the newsletter, allowing more people to become engaged in the port. The net result is a community of port advocates well informed about the port's activities and growth.

- 4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry? Approximately \$26,000 annually, or \$4,333 per issue, including editorial, graphic design, printing and mail distribution.
- a) How many printed copies were distributed, if any, of each of the three issues? 4,900
- b) If produced for the web, how did you track readership or "visits"? n/a
- 5) How did you evaluate the success of this entry and what were the results?

Our Readers Responded...

Here are the results of a March 2007 direct-mail survey card:

- *Deepwater* rates an 8.4 on a scale of one to 10 on the value of information provided.
- 93% of respondents say YES!.. *Deepwater* is a trustworthy source of port-related information.
- 98% of respondents say they read *Deepwater* when it's delivered to their home.
- Two out of three households include multiple newsletter readers.

Here's a sample of the comments we received:

- "We read from cover to cover and enjoy"
- "Look forward to your future issues"
- "Good overview, keep it coming"
- "I enjoy keeping up to date since my visit last year"
- "Nice, professional piece"

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: _____

Entry Title: _____

Port Name: _____