

572

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ X |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title 2012-2013 Port Canaveral Print & Electronic Magazines

Port Name Port Canaveral

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port Canaveral

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- 1. What are/were the specific communications challenges or opportunities?**
 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- 2. What were your communications planning and programming components?**
 - Describe your overall goals (desired results).
 - Describe your objectives (identify specific, measurable milestones needed to reach your goals).
 - Identify your target publics (list primary, secondary and tertiary audiences in order of importance).
- 3. What actions were taken and what communication outputs were used?**
 - Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
 - Specify your tactics (actions used to carry out your strategies).
 - Map out your implementation plan (include timelines, staffing and budget).
- 4. What were your your evaluation methods and communications outcomes?**
 - Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
 - Determine communications outcomes by assessing changed opinions, behaviors and attitudes



AAPA 2013 COMMUNICATIONS AWARDS ENTRY

Periodicals (Category 9)

2012-2013 Port Canaveral Printed & Electronic Magazines

Situation

The local newspaper is the primary public source of news about Port Canaveral, following and reporting on it with some regularity, but the topics covered and the level of detail included are necessarily limited by the nature of the medium. To expand coverage to a wider range of stories about the Port, its team of tenants, sub-tenants and business partners; to provide in-depth coverage of important developments; and to add an information resource that is "direct from the horse's mouth," the Port produces a printed and electronic bi-monthly magazine covering newsworthy topics, plans and progress.

The printed version is mailed to 4,891 recipients, consisting of companies who express interest in or do business with the Port and its tenants and subtenants, and individuals who express interest in receiving it. The average number of readers per issue with 4.9 pass-alongs is 23,965.

The electronic version, which contains videos to further enhance articles and is linked with other electronic Port publications and social media pages, is emailed to approximately 754 people who have registered to receive it.

Goals

The goals of public dissemination of information about the Port through the magazine are to encourage additional business development by increasing awareness of Port plans, progress and news among business readers; to increase public awareness of the Port's overall value as a leading economic



engine that generates regional business and jobs; to inform residents and visitors about current recreational opportunities, new recreational facilities and future expansion and enhancements. It has been a goal in recent years to increase the ratio of electronic delivery to mail delivery of the printed version (via opt-in by readers) to optimize the use of communications funding and to strengthen the vigor of the Port's online presence.

Target Audiences

Target audiences include business decision makers; government policy makers; economic and tourism development organizations; chambers of commerce members; politicians; community leaders; and local, regional and seasonal residents with an interest in the Port.

Objectives

1. **Public relations:** Boost public recognition of the Port as a unique and valuable resource, to build critical community and governmental support that enables the Port to continue its missions
2. **Marketing:** Encourage and maintain interest in the Port and the opportunities it provides to businesses and individuals, to help increase business activity
3. **Market Reach:** Connect members of the target audiences with positive Port information, cost-effectively
4. **Online Presence:** Enliven and enrich the online experience of the Port

Strategy

The magazine supports the branding, public relations and marketing functions of Port communications. As a vibrant, visible publication with broad distribution, it is used to attract attention, to help sculpt the Port's image in the public eye, to



develop and continually maintain readers' interest and desire to learn about the Port and to become involved in its activities. By presenting stories and details unavailable in other external or internal publications, it fosters a positive feeling of being "in the know" and of belonging among its readership. The magazine is an important part of a strategy to create a sense of community focused on Our Port.

Tactics

1. Create interesting articles, including "behind-the-scenes" viewpoints, with eye-catching photographs (and videos in the electronic version) so readers will want to receive the magazine, read it and pass it on to others
2. Place a video icon at the end of stories in the printed magazine that have video in the electronic version
3. Employ software for electronic version with a convenient sharing feature, so readers can easily send it to colleagues and friends
4. Use print version to inform readers and potential readers about the added value of the electronic magazine
5. Follow up on last year's efforts to convert more readers to the electronic version – and practice ecological and financial responsibility – by using Last Issue Cover Wraps to focus/convert mailing list

Results

In place of the usual annual reader survey, this year's January/February printed version was delivered with a Last Issue Cover Wrap, asking people to indicate if they want to continue receiving the print version or be removed from the mailing list.

January/February wrap results: 664 cards were returned; 538 requested to continue receiving the print version; 98 requested to receive the print and electronic versions; and 28 opted to only receive the electronic version.



One more Last Issue Cover Wrap will be sent to give recipients a final opportunity to respond. Those who do not respond to either wrap by registering for the print or electronic version will be removed.

Staff and Timeline

The creative and production schedule of the print and electronic versions of the magazine occupies approximately six weeks, printing time not included. The magazine is produced by the Port's Communications Consultant under the direction of the Port's 2-person communications staff. Four members of the consultant's staff are involved in each issue, including the photography and videography, and creative and production services.

Costs

PRINTED VERSION: Creative, production and printing costs per issue – \$18,811

ELECTRONIC VERSION AND EMAIL BLAST: Creative, production and software service fee per issue – \$3,818



Port Canaveral Magazine Electronic Version

NOVEMBER/DECEMBER 2012 — EMAIL BLAST TO SUBSCRIBERS STATISTICS

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	645	1/3/2013	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
645	2.0% (13)	* 2 *	0.6% (4)	55.5% (351)	59.5% (209)	0.3% (1)

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://viewer.zmags.com/publication/957b86eff#/957b86eff/1	187	76.3%
http://www.portcanaveral.com/connect	21	8.6%
http://www.portcanaveral.com/emag	37	15.1%
Total Click-throughs	245	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0



Port Canaveral Magazine Electronic Version

JANUARY/FEBRUARY 2013 — EMAIL BLAST TO SUBSCRIBERS STATISTICS

Original Send	665	2/27/2013	Successfully Sent
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Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
665	1.1% (7)	0	0.2% (1)	54.6% (359)	70.5% (253)	0.6% (2)

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://viewer.zmags.com/publication/cd6fa46a#-cd6fa46a/1	228	67.7%
http://www.portcanaveral.com/connect	76	22.6%
http://www.portcanaveral.com/emag	33	9.8%
Total Click-throughs	337	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0



Port Canaveral Magazine Electronic Version

MARCH/APRIL 2013 — EMAIL BLAST TO SUBSCRIBERS STATISTICS

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	754	4/24/2013	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
754	1.1% (8)	0	0.1% (1)	44.2% (330)	60.0% (198)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://viewer.zmags.com/publication/61f003a6	182	70.0%
http://www.portcanaveral.com/connect	55	21.2%
http://www.portcanaveral.com/emag	23	8.8%
Total Click-throughs	260	100%

Social Stats

Page Views	Share	Sand	Like	Twitter	LinkedIn	(Other)
0	0	0	0	0	0	0