

11. VIDEOS

This classification is for entries that have both audio and visual elements combined which are produced by, or on behalf of, the submitting entity and that advocates for or educates viewers on a particular goal, objective or program. All video presentations must be submitted in a DVD or 1/2-inch VHS format and be labeled with running time. ***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

Entry Title: CT-10 Video

Entity Name: Canaveral Port Authority

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

- 2) To what audience(s) was this entry targeted?
The target audience is cruise passengers waiting in line to check in/board.

- 3) What was the goal or objective for this entry and what were the key messages this entry intended to communicate to its target audience(s)?
The goal was to inform passengers of the many things to do in and around the Port for the next time they visit the area. The mime was used so there would be no audio to compete with cruise line and public safety announcements on the terminal P.A. system.

- 5) If produced for the Web, how did you assess "visits"? If applicable, how many data storage devices (e.g., CD-ROMs, DVDs, memory sticks) were distributed? How much stock footage vs. original shots did you use?
N.A.

- 6) How did you evaluate the success of this entry and what were the results? *(Be specific.)*
The success was evaluated by answers to a personal survey of waiting passengers in the terminal. Comments were very complementary. Please see attached comments listing.

- 7) If your Video is in a language other than English, please briefly describe the major points of this entry in English or provide a written transcript in English.

Award of Excellence

Entry #11
CT-10 Video
Question #6 Attachment

CT-10 Video passenger comments:

People found the use of the mime fascinating. Caught and kept their attention.

Activities in the area are interesting. The video would make them want to come back and explore.

They have never seen anything like this in any port.

Liked having something to watch while waiting in line.

Overwhelmingly good video

Held children's attention, kept them amused while waiting in line.

Liked that the video did not have sound. Usually distracting with sound.

Appreciated that the video was family friendly.

CRUISE TERMINAL 10 VIDEO (Silent)

Things To Do Around Port Canaveral



Welcome to Port Canaveral
and Florida's Space Coast.

There are many
things to do around

