

# 2021 ENTRY CLASSIFICATION DESCRIPTIONS

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## 1. Advertisements

Entries in this classification are defined as marketing communications print materials, or electronic promotions appearing on the Internet, radio or television, that are produced for media on a paid-placement or trade-out basis, or mailed directly to target audiences electronically or through a common carrier such as the post office, FedEx or UPS. For judging purposes, a hard copy of each advertisement produced for print should be mailed to AAPA to accompany your electronic entry submission.

## 2. Annual Reports

Entries in this classification should summarize a port's major messages, developments and management decisions during a calendar or fiscal year. An annualized financial accounting of the port is not required. For judging purposes, if an annual report was produced in a printed format, please mail a copy to AAPA to accompany your electronic entry submission.

## 3. Audio-Only Presentations

Entries in this classification may include oral interviews, recorded speeches, radio programs, podcasts and other non-advertising audio communications. If submitting a presentation which combines sound and images, please use the **Videos** classification. For judging purposes, please include the run time of any recorded audio segment as part of your electronic entry submission.

## 4. Community/Educational Outreach

Entries in this classification may involve programs to engage stakeholders representing community, neighborhood, special interest, civic, fraternal, educational and/or government organizations, to name a few. For judging purposes, examples of printed materials you want reviewed should be mailed to AAPA to accompany your electronic entry submission.

## 5. Directories/Handbooks

Entries in this classification are defined as printed or electronic publications which provide descriptions of services and facilities, along with comprehensive contact information. Some organizational news and feature information is permitted, but should not be the dominant feature of this submission. For judging purposes, if the directory or handbook was produced for print, please mail a hard copy to AAPA to accompany your electronic entry submission.

## 6. Miscellaneous

Entries that do not fit well in any other classification should be entered into this one. As with other classifications, judges will not only be looking for creativity and clarity of messages, but also a brief situational analysis; clearly stated goals, objectives, strategies, tactics and target audiences; and some form of evaluation to analyze the entry's success. For judging purposes, please mail to AAPA examples of any printed material mentioned in your electronic entry submission.

## 7. Overall Campaign

Entries in this classification may include components from other entry classifications, but each Overall Campaign entry must include a range of communications materials used in a comprehensive public relations campaign or program designed to achieve specific goals and objectives. Clearly identify the campaign goals, objectives, tactics, strategies and target audiences, and include a detailed description of program elements including research, planning, implementation and evaluation of results. For judging purposes, please mail to AAPA any printed communication element of your campaign described in your electronic submission.

## 8. Periodicals (Newsletters & Magazines)

Entries in this classification are defined as print or electronic publications that are published at least twice per year. Printed periodical entries must be mailed to AAPA in the original publication size to accompany your electronic entry; no enlargements or reductions are permitted. For judging purposes, include in your electronic entry submission three different editions of the periodical that were published within the last 24 months. The editions need not be sequential. If the periodical was produced for print, please mail three hard copy issues to AAPA to accompany your electronic entry submission.

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## 9. Promotional/Advocacy Materials

Entries in this classification may be in either print or electronic form, and must promote or advocate for a particular goal, objective, program, service or policy, and should be a component of a larger communications effort. No advertisements allowed! Among the eligible entries may be brochures, flyers, pamphlets, booklets, maps, posters and calendars. If submitting a series of promotional materials that advocate for the same or similar thing, please submit them as one entry. Each stand-alone promotional piece that advocates for something different must be submitted as a separate entry. For judging purposes, please mail to AAPA a hard copy of any promotional pieces produced for print to accompany your electronic entry submission.

## 10. Social/Web-Based Media

Entries in this classification may include uses of social, web-based media such as Facebook, Twitter, LinkedIn and YouTube for engaging, informing and educating stakeholders. Each entry in this classification may include up to three social media sites in which the port has a presence.

## 11. Special Events

Entries in this classification may range from milestone events like anniversaries lasting up to a year, to short-term events like port festivals, employee volunteer activities and press conferences. The entry should clearly identify the special event's goals, objectives, strategies, tactics and target audiences, and include a detailed description of program elements, including research, planning, implementation and evaluation of results. Submissions can include copies of components from other entry classifications. If entering a series of special events with the same overarching goals and objectives, consider submitting them in the **Overall Campaign** classification. For judging purposes, please mail to AAPA a hard copy of any elements of your entry produced for print to accompany your electronic entry submission.

## 12. Videos

This classification is for entries that have both audio and visual elements combined which are produced by, or on behalf of, the submitting port or organization, and that advocates for or educates viewers on a particular goal, objective or program (e.g., port brand video, video tour, marketing video, educational video, recorded newscasts, etc.). For judging purposes, all video presentations must be available to view online and include an Internet link in your electronic entry submission (e.g., on YouTube or a port website), together with the precise run time for judging purposes. Judges will be instructed to review no more than five minutes of any video entry. If yours is longer than five minutes, please provide instructions as to which time segment of your video you would like the judges to review or they will only review the first five minutes.

## 13. Visual-Only Presentations

Submissions in this classification include graphics-rich information and education materials, photo displays, PowerPoint and Prezi presentations, webinars and other electronic communications for which there are images and written words, but little or no sound. If submitting a presentation which combines sound and images, please use the **Videos** classification.

## 14. Websites

Entries in this classification include both Internet and Intranet websites. For judging purposes, please include the website homepage URL with your electronic entry submission and up to 6 (six) additional website pages that you want the judges to review.