

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6150

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title USACOE Port Everglades Harbor Improvements Plan Media and Community Roll-out

Name of Port Port Everglades

Port Address 1850 Eller Drive Fort Lauderdale, FL 33316

Contact Name/Title Ellen Kennedy, Assistant Director of Business Development/Communications

Telephone 954-468-3508 Email Address ekennedy@broward.org

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

1. What are/were the entry's specific communications challenges or opportunities?

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed in this entry?

- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

12. SPECIAL EVENTS

USACOE Port Everglades Harbor Improvements Plan Media and Community Roll-out



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USACOE Port Everglades Harbor Improvements Plan Media and Community Roll-out

Summary:

After nearly two decades, the U.S. Army Corps of Engineers (USACOE) approved a long-awaited economic and environmental report, called the Chief of Engineers Report, that clears the way for Broward County's Port Everglades to begin the next phase leading to deepening and widening its channels, and allows the project to be included in federal legislation expected in 2016 that will authorize similar water and navigation-related projects.

This achievement was in part accomplished with the help of a grassroots, blue-ribbon committee of key business, community and port industry leaders who came together in 2012 as the Port Everglades Advocacy Team (PEAT) to help support the dredging project. PEAT's main function was to raise awareness about the economic importance of Port Everglades and its expansion efforts through fostering relationships and building consensus between local, state and federal governmental leaders, business leaders and residents.

The USACOE Chief of Engineers Report was the grand prize for PEAT. It was the main reason that PEAT formed. The Report's approval was a clear victory and a reason to celebrate.

But the Report wasn't the end to the dredging approval and funding process. Congressional authorization and funding remained as major hurdles before dredging could actually begin. Port Everglades officials realized that they still needed PEAT's continued support.



1. Challenges and Opportunities

Our challenge was how to celebrate the victory of obtaining the USACOE Chief of Engineers Report, while communicating the need for continued support from PEAT members, our elected officials and the community at large.

Port Everglades officials anticipated the USACOE announcement for several weeks, but it could not have come at a worse time – on a Friday, in the late afternoon, during the summer. The press release was written and approved for dissemination in advance because we knew it would be a big news item locally and in the trade press. But we were concerned that the news value would be overlooked because of the timing as many media outlets have shorter workweeks during the summer.

However, we saw the USACOE Chief's Report as a community relations milestone as much as a capital improvement milestone, and used it to our advantage to communicate our appreciation to the local community and as a call to action for their continued support.

2. How the communications used for this press conference complemented our overall mission

The Port's mission statement reads: *As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.*

Through this roll-out process and press conference, we were able to celebrate an important milestone and communicate our need for continued support, while incorporating key messages from our port mission statement into the speeches given by key local leaders, business people and U.S. legislators.

Broward County Mayor Tim Ryan opened the press conference by talking about the Port's contribution to the region's economic vitality and world-class facilities. He also recognized those elected officials and key business leaders in attendance, which added credibility and a sense of importance to the event.

Elected officials – U.S. Congresswoman Debbie Wasserman Schultz, U.S. Congresswoman Federica Wilson, U.S. Congresswoman Lois Frankel and Florida Representative George Moraitis – also addressed the economic importance of the project, how the project promotes safety in the navigation channels, and the port as a premier gateway and powerhouse for international trade, travel and investment. They also recognized the Port's innovative leadership, which finally led to the approval of the Chief's Report.

Steven M. Cernak, Port Everglades Chief Executive and Port Director, gave an overview of the project and appealed to those attending for their continued support through community engagement. During his appeal, he addressed the Port's commitment to environmental

stewardship and described key elements of the mitigation plan to support and protect coral reefs, mangroves and seagrasses.

Christopher Roland, President of the International Longshoreman's Association Local #1526, took the message of economic vitality one step further by personalizing the port's role in job creation and community involvement.

Eric Roth, Executive Vice President of Finance and Operations for Premier Beverage Incorporated, who also serves as the PEAT Chair, talked about how his company depended on importing and exporting through the port, emphasizing travel and investment. He talked about the partnerships between business leaders, government officials and community involvement as the key to success.

From a business development standpoint, the press conference also gave us the opportunity to highlight our strengths and plans for future expansion before an audience of influencers and the media.

3. Planning and programming components

Goals and Desired Results: Our goal was to celebrate the victory of obtaining the USACOE Chief of Engineers Report and honor those who helped make it possible, while communicating to those same individuals that we need their continued support because there are several more intense steps before the shovel hits the dirt. Our desired result would be further participation by PEAT members to advocate for this project in Washington, DC, Tallahassee and locally.

Objectives and Milestones: While the USACOE Chief of Engineers Report was a major stand-alone milestone, and the reason for the press conference, we had several communications objectives that we hoped to achieve to reach our ultimate goal of garnering continued support.

- **To generate media interest:** Our first milestone for this objective was on June 26, 2015, when we distributed a press release as soon as our Port Director received notice that the USACOE Chief had signed the report. We knew that the Chief's Report would be big news locally and in the trade industry press, so we had the release prepared and approved in advance. This created a challenge when we decided that the press conference would be held several weeks later on July 7, 2015. Billing the press conference as an announcement on the "next steps" gave us a second milestone opportunity to generate media interest.
- **To make supporters feel appreciated.** We invited each member of PEAT and the board of directors for the Port Everglades Association, which is a maritime business organization that is part of PEAT, to the press conference, and asked them to extend the invitation to their associates. This was a milestone in itself because 1) we were thanking them, 2) engaging their participation, 3) reminding them of the victory, and 4) offering them an opportunity to meet with their elected officials.

- To recognize elected officials for their efforts. The press conference was coordinated with the offices of Congresswomen Wasserman Schultz and Frankel because they spearheaded the effort in Washington, DC. A major milestone was simply reaching a date for the event.
- To create excitement for the project. The USACOE announcement couldn't have come at a worse time – Friday late afternoon during the summer. So the press conference on July 7, 2015 was a milestone to recreate excitement for the Chief's Report milestone.
- To promote the Port for business development. As a secondary objective, we wanted our customers and decision-makers in the maritime industry to be aware of the progress Port Everglades was making towards deepening and widening its navigation channels. This awareness could help attract new business. Media coverage resulting from the press release and the press conference would help achieve that objective.

Audiences:

- Local business leaders were identified as a primary target for this roll-out campaign as they are known to be active in the broader general community through philanthropic and economic development activities, and many have established relationships with local, state and federal elected officials.
- Federal, state and local elected officials were directly targeted as a primary audience since they are poised to carry the Port's message to Tallahassee and Washington, DC.
- Business leaders in the cargo shipping industry who would benefit from the Port's expansion efforts were a secondary audience.
- Media, local and trade, was another secondary audience as a means to generate publicity and excitement for the harbor improvement project.

4. Actions Taken and Communication Outputs

On June 26, 2015, our Port Director received word that the USACOE Chief had signed the report. We had anticipated this major milestone for several weeks and knew that it would be big news locally and in the trade industry press. The release was prepared and approved in advance so it was ready to disseminate to the press.

Originally, we thought that the press conference would be scheduled immediately after the press release was disseminated. However, our legislators were not available for several weeks. This created a challenge because the earliest date available was July 7, 2015.

Billing the press conference as an announcement on the "next steps" gave us a second milestone opportunity to generate media interest. It required just minor changes in the media alert and invitation.

For the press conference, we selected speakers who were instrumental in helping achieve the signed Chief's Report and who represented various port and community stakeholders. The press conference was structured so that the story of the dredging project could be told without being repetitive.

The Port Director's remarks were tailored to address next steps, environmental initiatives and appeal for continued support. (See speech)

USACOE Chief's Report – Rollout Plan

1. Day that the Chief's Report is signed
 - a. Contact Congresswoman Debbie Wasserman Schultz's office and Congresswomen Lois Frankel's office
 - i. Notify their chiefs of staffs about the signed Chief's Report
 - ii. Make sure there are no changes to their quotes in the press release
 - iii. Set date and time for press conference
 - b. Send press release to:
 - i. Local media list
 - ii. Port, maritime and cargo trade media
 - iii. PEAT and Port Everglades Association members
 - iv. Chambers of Commerce
 - v. Port user list
 - vi. Port Employees
 - c. Social Media (Facebook, Twitter)
 - i. Hooray! @USACOE signed the long-awaited Chief's Report, thanks to Col. Dodd. Our deepening and widening project moves forward. #BROWARD #PowerhousePort
 - ii. Now that @USACOE signed the Chief's Report, what's next? We need Congress to authorize plus more funds for a deeper, wider, safer harbor. #BROWARD #PowerhousePort
 - d. Media Calls
 - i. See highlights on media list
2. Press event – When????
Mondays @ 10:30AM are the best for the Congressional Delegation
 - a. Make sure all speakers are available.
 - Steven M. Cernak, Port Everglades Chief Executive and Port Director
 - Broward County Mayor Tim Ryan
 - U.S. Congresswoman Lois Frankel
 - U.S. Congresswoman Debbie Wasserman Schultz

- Christopher Roland, President of the International Longshoreman's Association Local #1526
- Eric Ross, Premier Beverage, representing the Port Everglades Action Team

b. Add to Outlook calendars for Port's Senior Staff

c. Arrangements with Public Works for Terminal 18

Needs: Podium and microphone on dock, speakers, 60 chairs on dock, two tables for refreshments inside terminal, paint walls around floor art

Arrangements for Security and Parking

Arrangements with caterer

d. Distribute Media Alert/Invitation (change date in "Subhead" and "When")

- Local media list
- Port, maritime and cargo trade press
- PEAT and Port Everglades Association members
- Chambers of Commerce
- Port user list
- Port Employees

e. Ask Gail (PEAT) and Margaret (PEA) to forward the invitation to their memberships

f. Review speaker outline and Port Director's speech/talking points