

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

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

*See link
to review.*

Check only ONE entry classification below:

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

Please check the appropriate box:

- CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title _Port of Palm Beach Black History Month Video

Name of Port Port of Palm Beach

Port Address _One East 11th Street Suite 600 Riviera Beach FL 33404

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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.

Video – Port of Palm Beach Black History Month

The Port of Palm Beach Black History Month is a series of interviews and moments captured of our staff and commission. Each participant describes what black history and today's diversity means to them, and recites their favorite quote by an African American icon.

1. The Port of Palm Beach rests between an extremely diverse population, located at the apex of West Palm Beach, Riviera Beach, Singer Island and Palm Beach Island. The port's staff parleys that locational diversity, with employees who are from all walks of life. We wanted to celebrate Black History Month in a way that included our employees, and helped others see the human side of Port of Palm Beach.
Time was an issue, as always! We did not get approval to move forward with the project until the January board meeting, which takes place on the third Thursday of the month. So already, we were in a race. But really, who doesn't work best when under the gun?
2. One of the 5 goals written into the port's mission statement is to increase community involvement and port responsiveness to community needs. This goal is in support of its vision to sustain world-class port operations and serve as a catalyst for the regional economy and a pillar for the local community. This video helps personify the port, adding faces to the cement silos, railroad tracks, cargo containers and grey ships that make up the majority of our landscape.
3. Goals: Personify the port. Celebrate Black History Month.
Objectives: Enlist and schedule port personnel to participate in video – Create video for social media that can be used year after year - Show diverse workforce through interviewees.
Audience: Surrounding community
4. We started by hiring a film production company to tape and edit the interviews with our staff. We followed that up with a company-wide emails asking for participants, then scheduled them according to their work hours, and our film crew availability. In order to get the most genuine answers from people who were unaccustomed to being on film, we spent a lot of time chatting and joking around, getting them used to simply talking even though there are lights glaring at them and 4 people staring at them. It definitely took some time, but we believe the results were well worth it.
Schedule:
Feb 1., Sign agreement with production company to film and produce video
Feb 2-5: Schedule speakers, prep them and allow them time to choose quotes they want to read
Feb 8, 9: Filming
Feb 10-15: Film editing, production
Feb 15/16: Changes from port
Feb 18: Debut for commissioners
Feb 19: Changes from commissioners ((⊗))
Feb 22: Video public debut!
5. The post was published on Facebook and received 116 views within the first day, it reached 393 people over the following week. It was shared by our employees as well, adding to the organic

movement of the video through the community which we work and serve. Feedback was positive and energetic, and we continue to hear about people's reactions when they visit the port. We believe it has greatly helped show the port as an entity that employees people just like those who find the port in their back yard, and who drive by it every day. We believe it has been, and will continue to be, a powerful tool for us in our continual mission to "personify the port."



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Videos

