

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6115

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                | _____ |
| 6. Directories/Handbooks    | _____       | 13. Videos                        | _____ |
| 7. Miscellaneous            | _____x_____ | 14. Visual-Only Presentations     | _____ |
|                             |             | 15. Websites                      | _____ |

Please check the appropriate box:

CATEGORY 1       CATEGORY 2       CATEGORY 3

Entry Title \_Port of Palm Beach centennial book

Name of Port \_Port of Palm Beach

Port Address \_One East 11<sup>th</sup> Street Suite 600 Riviera Beach FL 33404

Contact Name/Title \_Tara Monks – Communications Specialist

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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?**

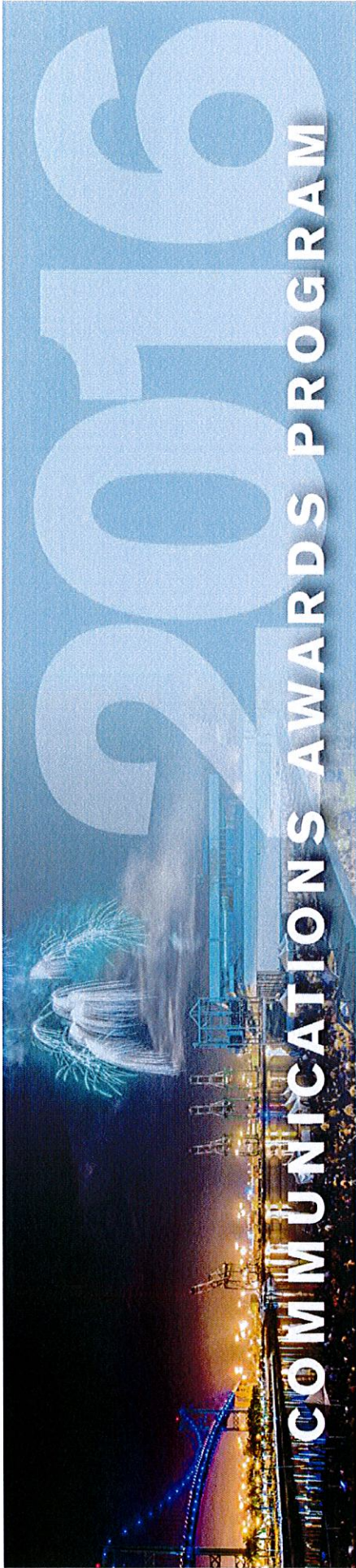
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

**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?**

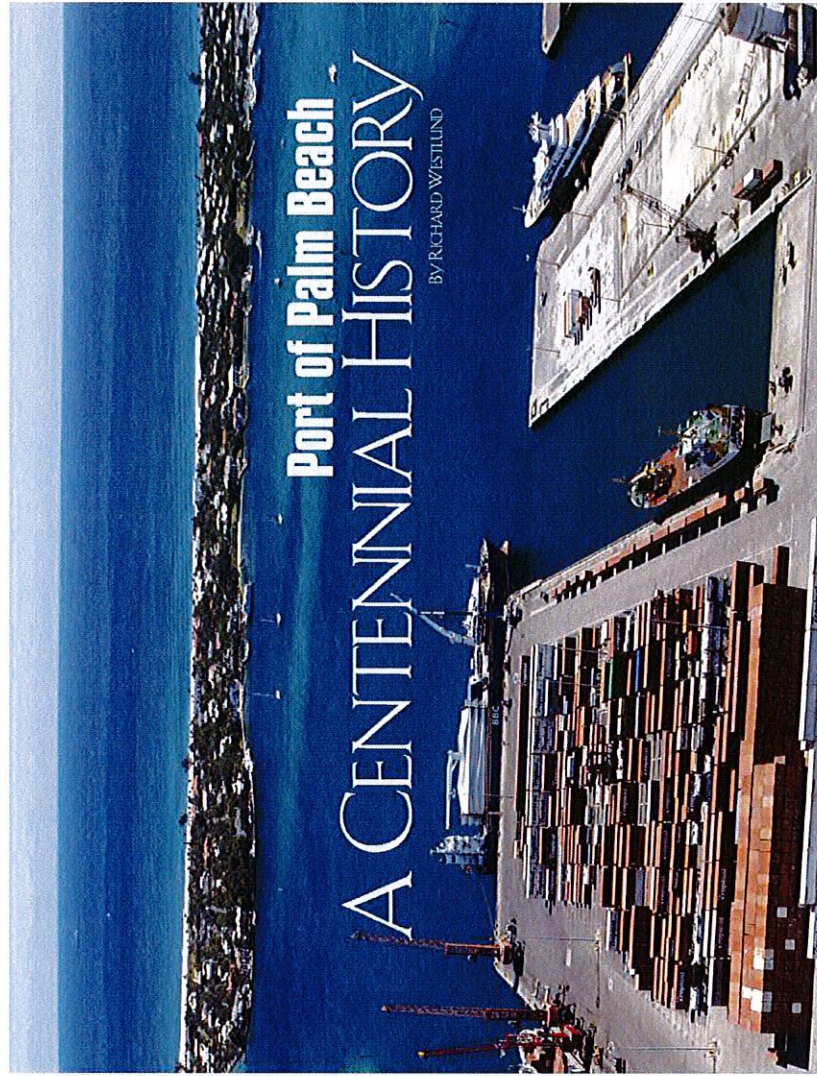
- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



# Port of Palm Beach

Centennial book

Miscellaneous



## Miscellaneous – Commemorative Coffee Table Book – Port of Palm Beach: A Centennial History

As Port of Palm Beach was celebrating its 100<sup>th</sup> anniversary, it seemed high time to produce a commemorative book, for all who have been involved in the making and success of the port. The book, which is 94 pages, covers the beginnings of the port, the companies who have come, gone and still operate and some of the milestone projects that have helped the port and surrounding communities grow.

### 1. Challenges: records & historic archives, timeline

Records from 100 years ago can be hard to come by! The port's archives are massive, and bits of information can be found in many forms, from old commission ledgers to annual reports, port-published magazines, construction contracts and film slides, CDs and data drives. Our mission was to create a coffee table-style book that featured as much imagery as content, allowing the reader to really view the progression of the port. The book had been put on hold for six months, as the public relations specialist had left the company and the port sought to hire a new person for the position. So upon hiring a new employee, this book was in dire need of preliminary research. With someone on staff who was able to dedicate time to the project, the port got to work on finding a publisher and writer, scheduling out timelines and fact/photo gathering. Storyboarding and interview scheduling came later.

2. The book is a beautiful representation of the port as it once was and now is, as well as what it would like to be moving forward. It fully depicts examples of the port's mission, which is to:
  - a. Effectively generate and sustain economic development in the region through cargo and passenger operations
  - b. Manage the District's assets to maximize the economic benefits to the citizens and taxpayers of the Port of Palm Beach District, Palm Beach County and the State of Florida
  - c. Be committed to the highest levels of services including fiscal and environmental responsibility

### 3. Goals:

To provide a comprehensive overview of the past 100 years at Port of Palm Beach  
 To illustrate the companies, cargoes and projects that have come through the port  
 To display the long history of community support and inter-local partnerships  
 Allow our "Centennial Sponsors" (those who participated in our year's worth of events) extra space within the content, as well as advertising space at the back of the book

#### Objectives:

Data gathering, interviews with port tenants, employees and local historians to form a detailed timeline of operations at Port of Palm Beach  
 Story board an 80-page book that is logically sectioned, easy to read and includes information on as many companies that have operated at the port as possible  
 Arrange interviews and photo gathering sessions with sponsors to ensure accurate and fair coverage

#### Primary Audience:

Port stakeholders – businesses, community leaders and other supporters

#### Secondary Audience:

Staffs, general population, new business

4. The port went to the Historical Society of Palm Beach County first, to speak with their historians and go through their archives for information. Upon gathering all the timeline data and photographs from there, the port then set up an overall timeline of events for the port. Based on the information we had, and the information we knew we needed, we set up task lists around decades. We then worked with the printer to create a production timeline, and then worked with sponsors and tenant interviewees to ensure all content would be available to the author in a reasonable time. Lastly, we went through extensive edits and additions to the drafts, adding spreads for special groups, such as the Harbor Pilots, and then drafting a forward looking chapter on our own.

Timeline:

Writing/Content Submission – June 8

First Design Submission – June 20

Revisions – July 1

Targeted delivery date - October 5, 2015

The books were presented at the celebratory gala, which took place on October 10, 2015.

5. We did not hold any formal/informal surveys to receive feedback on the publication. However, our tenant Tropical Shipping asked for a reprint, so they could have additional books; our community partners kept the books and are displaying them in the council and office lobbies; and all of the copies we had to distribute at the gala were happily taken. As you can see in this package, this book is a worthwhile publication, with a beautiful dust jacket and embossed cover.