

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6117

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                    | _____x_____ |
| 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            | _____ | 14. Visual-Only Presentations     | _____       |
|                             |       | 15. Websites                      | _____       |

Please check the appropriate box:

☒ CATEGORY 1

☐ CATEGORY 2

☐ CATEGORY 3

Entry Title \_Port of Palm Beach Monthly e-newsletters

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.

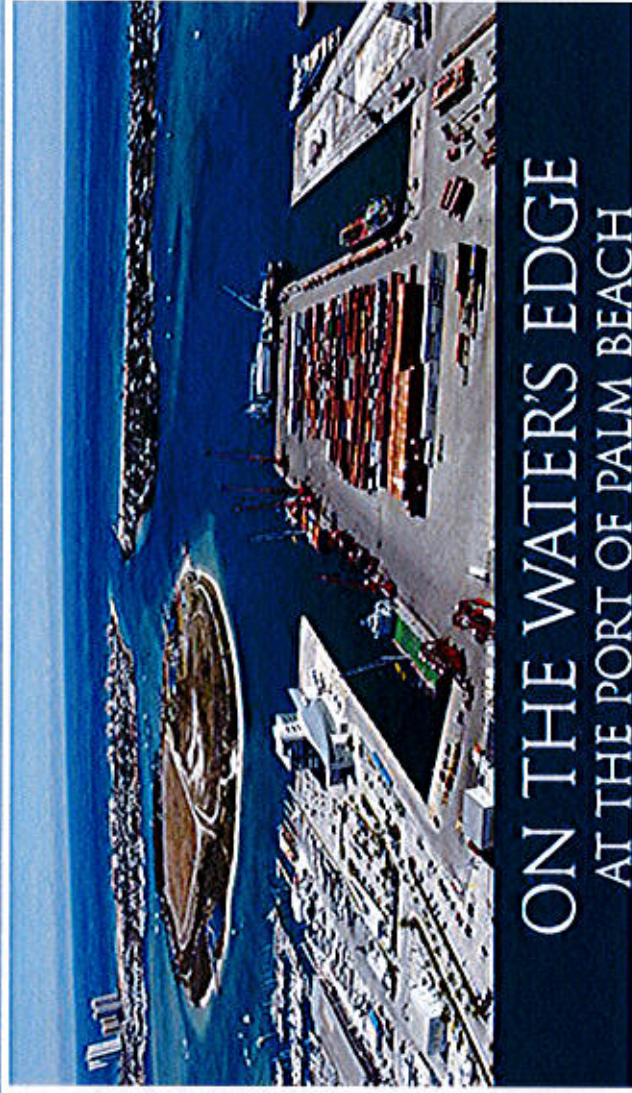




# Port of Palm Beach

Port of Palm Beach  
Monthly e-newsletters

Periodicals





Prior to the third quarter of 2015, Port of Palm Beach had various means of communicating with the public, whether it was by publishing on a blog/newsroom, sending out news flashes or posting on its social media accounts. While all modes of communication were used by the public, they were inconsistent in terms of unified messaging content. Some news flashes were not appropriate for social media, some blog posts were not necessarily news flash material. Distributing all the information the port had was difficult. By September 2015, the port was introduced to its website's newest feature, Civic Send, an online e-news bulletin. The port uses this monthly publication to provide readers with all the port's updates, from community events to public meeting calendars. While announcements are still published through various channels (blog/social media/news flashes/update emails), they are now also shared under one platform that is sent out the first Monday of the month.

1. Challenges: The main challenge was how to consolidate information and present it in people's inbox in a manner that will engage rather than overwhelm, both content- and frequency-wise. While new steel shipments were good news for us, they weren't necessarily worthy of a press release, meaning that news had no way of reaching our public unless they were subscribers to our online blog/newsroom or social media. We most certainly did not want to devalue a true news release just because we wanted the public to know about operations changes. So, when our website developer alerted us to a new module on the site, one that served as a newsletter, we decided there was no better way to present information than through short-form content with links – meaning those who were interested in the story could follow the link for the full article/post, and those who were not, could still read the other headlines and follow links of interest to them. We would be able to reach a wider audience through one mailing, than through the segmented forms of communication we'd used in the past. Plus, the one email system allowed users to easily share information as well, making our job easier.
2. As it is the port's overall mission to sustain world-class port operations and serve as a catalyst for the regional economy and a **pillar for the local community**, it is within our goals to offer an open-door policy to the public when it comes to information gathering. We believe clear communication is the key to developing long-lasting relationships, trust and support with our stakeholders and neighbors, and continually strive for ways to introduce Port of Palm Beach as a member of the community. This newsletter helps us show what's going on at the port, in an easy-to-digest format. Having a monthly mailer keeps our messaging consistently available to people, and shows our dedication to keeping the public informed, as well as beneficiaries to the developments that happen here.
3. The goal of this project is to provide a monthly email that provides a wide array of information to readers in an easy to read and approachable format. In order to do this, we need:
  - a. A verified email list, and means for people to sign up to receive updates
  - b. Valuable content that spans all interests, from dredging to waterside construction to new businesses operating at the port
  - c. Monthly schedule of communications, publishing one release/news post per week

The primary audience is the local community. The second is new business development opportunities.

4. We wanted to make sure content was being distributed weekly, rather than all at once in efforts to fill a monthly newsletter. This way we could fill our social media feeds on a regular basis as well. So we created a simple calendar that requires the following:
  - a. 1 press release per month
  - b. At least one port-centered blog post per month
  - c. One social media share of industry-related news per month
  - d. One tenant operations update/blog post per month

Doing this resulted in constant content creation, not only helping us with readership engagement, but also filling our monthly newsletter.

We decided to send the newsletter on the first Monday of every month. This gives one week after our monthly Board of Commissioner meetings to get new information organized and posted.

We also follow this email with a monthly tenant meeting. This meeting is all about open communication, and while it always has an agenda, we allow time for tenants to discuss whatever is on their minds, or whatever news they want to share – further adding fodder to the content creation fire.

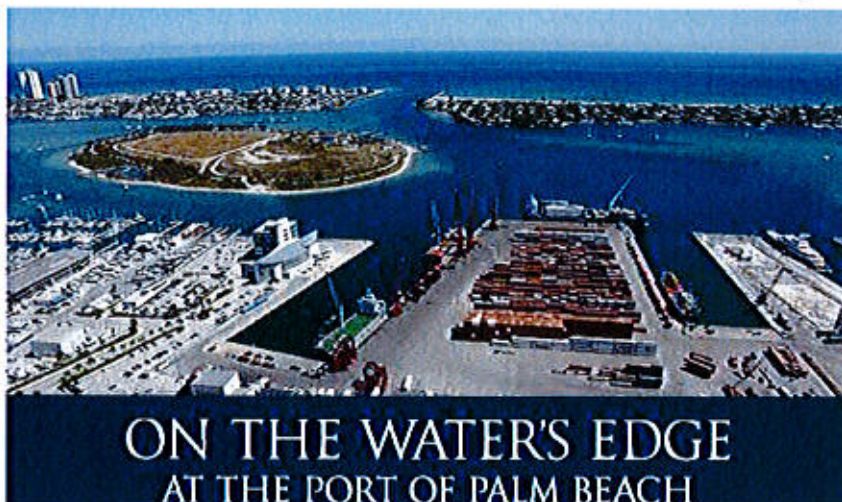
Further, the week before publish, and the week after, the port publishes a link to the newsletter signup on its social media accounts. And for every mailing, the port publishes the newsletter on its social media accounts as well, adding to the audience each time.

5. The newsletter has now been publishing since September. What started out as a recipient list of 10 has grown by 15+ persons each month. While this seems relatively small, the list has grown organically on its own and emails have a 90% open rate.





Sept. 2015



### Celebrating History with CH2M

As we get closer to our Centennial Gala on October 10, we'd like to take a moment to thank our Platinum Sponsor CH2M of Palm Beach Gardens. The engineering firm CH2M HILL (CH2M), through the Gee & Jenson legacy, has been an integral part of the port's development for nearly 65 years. [Read More>>](#)

[\[http://www.portofpalmbeach.com/Blog.aspx?IID=9#item\]](http://www.portofpalmbeach.com/Blog.aspx?IID=9#item)



### A Special Thanks to our Centennial Sponsors

The Port of Palm Beach has reached its 100 year milestone because of its partnerships. Whether they are tenants, contractors, business partners or community supporters, each relationship has helped the port grow, sustain and plan for the future. To learn more about our Centennial Sponsors, please [Read More>>](#)

[\[http://www.portofpalmbeach.com/Blog.aspx?CID=8\]](http://www.portofpalmbeach.com/Blog.aspx?CID=8)



### Port of Palm Beach Number #2 Export Port in the Nation

The port's first-half exports grew 7 percent year-over-year to 66,041 20-foot-equivalent units, according to PIERS, a sister product of JOC.com [\[http://JOC.com/\]](http://JOC.com/) within IHS, putting it in the No. 2 spot on the fastest-growing U.S. export ports list, tied with Miami. [Read More>>](#)

[\[http://www.joc.com/port-news/us-ports/port-new-orleans/slide-show-top-10-fastest-growing-us-export-ports\\_20150915.html?page=0%2C8\]](http://www.joc.com/port-news/us-ports/port-new-orleans/slide-show-top-10-fastest-growing-us-export-ports_20150915.html?page=0%2C8)



### Now Accepting October Reservations

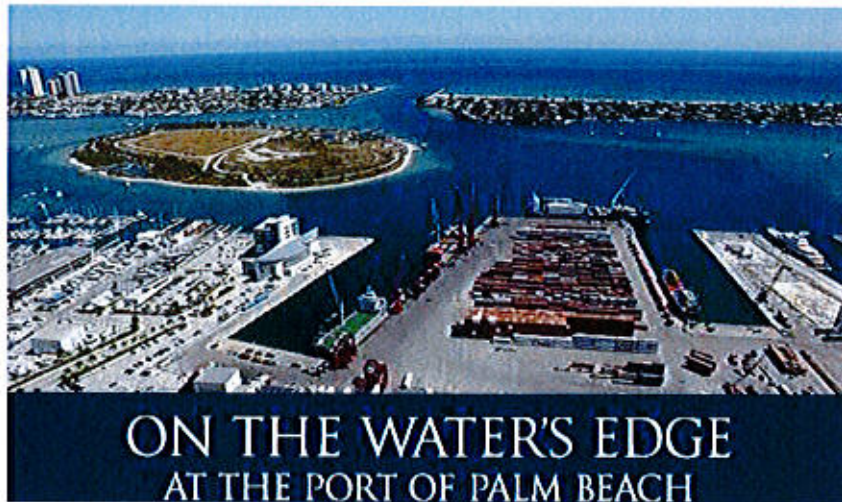
Blue Horizon Casino Cruises is now accepting reservations for cruises beginning in October! Reservation specialists are online and waiting for your call at 855.478.5825! [Read More>>](#)

[\[http://www.portofpalmbeach.com/169/Blue-Horizon-Casino-Cruises\]](http://www.portofpalmbeach.com/169/Blue-Horizon-Casino-Cruises)





Nov. 2015



### Port of Palm Beach to Receive AAPA Communications Award at 2015 Convention PortMiami

During its 104<sup>th</sup> Annual Convention and Expo, hosted by PortMiami, AAPA will hand out two PPM<sup>®</sup> certification "diplomas" and awards for outstanding achievements in communications, environmental improvement, facilities engineering and information technology. [Read More>>](http://www.aapa-ports.org/Press/PRdetail.cfm?itemnumber=20871)  
[\[http://www.aapa-ports.org/Press/PRdetail.cfm?itemnumber=20871\]](http://www.aapa-ports.org/Press/PRdetail.cfm?itemnumber=20871)



### Centennial Gala Success

On Saturday, October 10, 300 guests entered the Port of Palm Beach cruise terminal for an evening of dining, dancing and entertainment. Set to the theme of the 1920's, in honor of the first cruise ship to enter the port, guests went all out in celebratory style. To see the details and designs, and discover who was there, please visit our [Facebook Album](https://www.facebook.com/media/set/?set=a.980125345341508.1073741845.441734522.513929&type=1&l=cc44317e81)  
[\[https://www.facebook.com/media/set/?set=a.980125345341508.1073741845.441734522.513929&type=1&l=cc44317e81\]](https://www.facebook.com/media/set/?set=a.980125345341508.1073741845.441734522.513929&type=1&l=cc44317e81).



### The State of Freight in the U.S.

Port-related infrastructure connects American farmers, manufacturers and consumers to the world marketplace and is facilitating the increase of American exports that are essential to the nation's sustained economic growth. Discover the state of, needs and future plans for ports across America when it comes to staying competitive through infrastructure improvements. [Read More>>](http://www.portofpalmbeach.com/Blog.aspx?IID=14#item)  
[\[http://www.portofpalmbeach.com/Blog.aspx?IID=14#item\]](http://www.portofpalmbeach.com/Blog.aspx?IID=14#item)


### Blue Horizon Set Sail October 30

Blue Horizon is back in action. After re-entering the port in October, it's first journey since return took place Friday, October 30 and was followed by a weekend of twice-daily cruising. For more



information on the gaming cruise, visit  
[www.BlueHorizonCasinoCruises.com](http://www.BlueHorizonCasinoCruises.com)  
[\[http://bluehorizoncasinocruises.com/\]](http://bluehorizoncasinocruises.com/).  
Best of luck!

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 Share on Twitter

 Share via Email

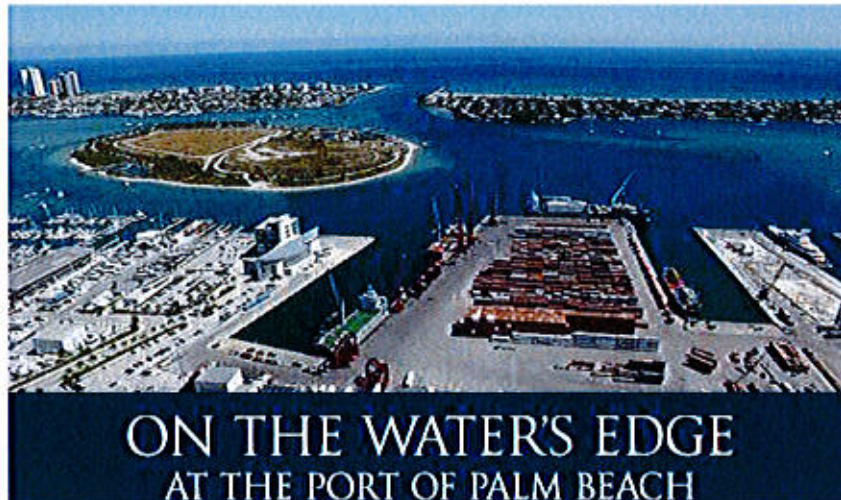
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Jan. 2016

**Strong Year for Port of Palm Beach:  
Year over Year Increase in Cargo,  
Containers**

Over FY 2015, Port of Palm Beach experienced an increase in cargo and container volume, with highest increases in utility fuel oil and sugar. [Read More>>](http://www.portofpalmbeach.com/Blog.aspx?IID=18#item)  
[<http://www.portofpalmbeach.com/Blog.aspx?IID=18#item>]

**Port of Palm Beach CFO Recognized  
as Finalist in 2016 CFO Awards**

Mr. Paul Zielinski, Port of Palm Beach Deputy Director and Chief Financial Officer, will be recognized as a finalist and potential winner of the 2016 CFO Awards, an annual recognition ceremony hosted by South Florida Business Journal. [Read More>>](http://www.portofpalmbeach.com/Blog.aspx?IID=19#item)  
[<http://www.portofpalmbeach.com/Blog.aspx?IID=19#item>]

**AAPA 2016 Commissioners Seminar**

This annual program takes place February 9-11, 2016 at the West Palm Beach Marriott, and is designed for those who sit on port governing boards and commissions and need to keep abreast of the latest trends within the industry. [Learn More>>](http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=20641) [<http://www.aapa-ports.org/Programs/seminarschedule.cfm?itemnumber=20641>]

**Port of Palm Beach Board of  
Commissioners January Meeting**

The first board meeting of the year will take place Thursday, January 21 at 4:00pm. The agenda will be made available one week prior on the [port's website](http://www.portofpalmbeach.com/200/Agendas).  
[<http://www.portofpalmbeach.com/200/Agendas>].

**U.S. Seaports Do Well In Fiscal 2016  
House-Senate Budget Conference  
Agreement**

In reviewing the \$1.15 trillion amount in the U.S. House-Senate conference agreement released



last night for the [fiscal 2016 omnibus appropriations bill \(HR 2029\)](#) [<http://docs.house.gov/bills/thisweek/20151214/CPRT-114-HPRT-RU00-SAHR2029-AMNT1final.pdf>], the American Association of Port Authorities [<http://www.aapa-ports.org>] (AAPA) noted that there are significant funds to enhance U.S. port infrastructure. [Read More>>](#) [<http://www.aapa-ports.org/Press/PRdetail.cfm?itemnumber=20956>]

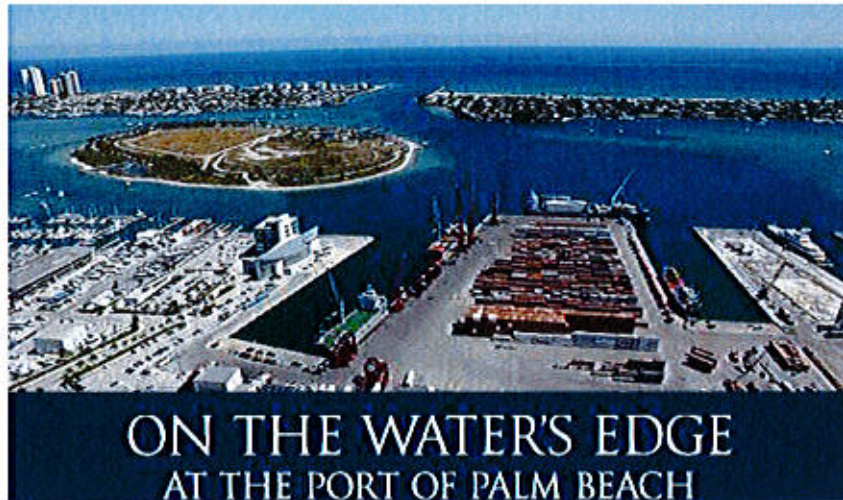
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March 2016

**Port of Palm Beach Celebrates Black History Month**

Port of Palm Beach spent the month of February talking with staff and commission about Black History Month. Please take a moment to enjoy the thoughts of our associates by [watching our video](https://www.youtube.com/watch?v=bN5Lq-xNKS8) [https://www.youtube.com/watch?v=bN5Lq-xNKS8].

**Port of Palm Beach Shares Grant Funding with PBSO, RBPB**

Port of Palm Beach is proud to announce it has entered into an interlocal agreement with Palm Beach County Sheriff's Office and Riviera Beach Police Department that will allow the port to allot \$1.3 million in U.S. Department of Homeland Security grant funding to the organizations. [Read the full story >>](http://www.portofpalmbeach.com/Blog.aspx?IID=23#item) [http://www.portofpalmbeach.com/Blog.aspx?IID=23#item]

**Merchants Market Names New President, General Manager**

Merchants Market Group has named Rick Wilson as President. Merchants Export LLC has named Craig Knowles as General Manager. [Learn more about Merchants Market here>>](http://www.merchantsmarket.com/) [http://www.merchantsmarket.com/]

**Port of Palm Beach Seafarers' Center to Open March 3, 2016**


Please join us for a dedication and ribbon cutting ceremony for the Port of Palm Beach Seafarers' Center on Thursday, March 3 at 4:00pm. [Find the full invitation online>>](http://www.portofpalmbeach.com/DocumentCenter/View/1035) [http://www.portofpalmbeach.com/DocumentCenter/View/1035]


**Port of Palm Beach Board of Commissioners March Meeting**






The next board meeting will take place Thursday, March 17, 2016 at 4:00pm. The agenda will be made available one week prior on the [port's website](http://www.portofpalmbeach.com/200/Agendas) [<http://www.portofpalmbeach.com/200/Agendas>].

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