

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6114

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

See link to hear it.

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 | __x__ | 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 _Broadcast interview for Centennial Gala

Name of Port _Port of Palm Beach

Port Address _One East 11th 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?

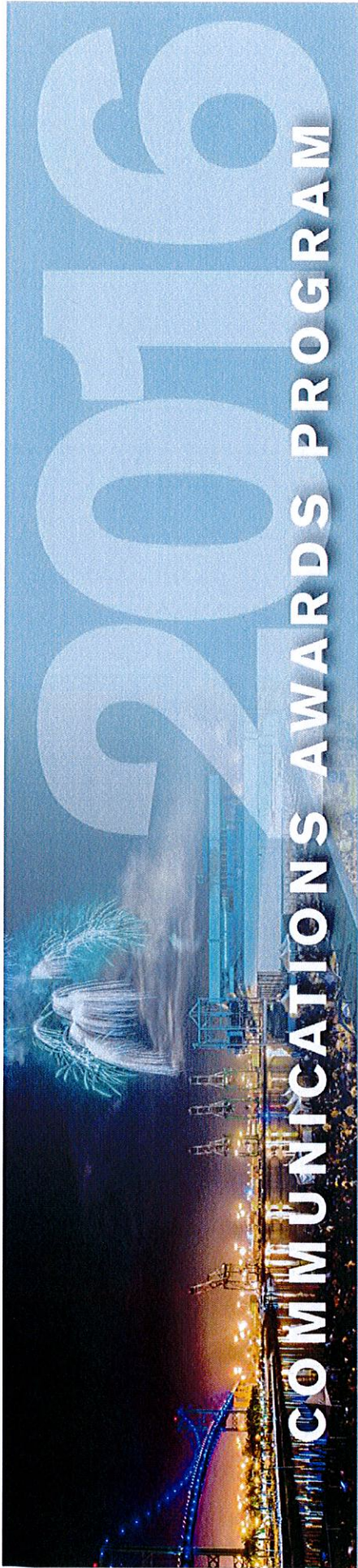
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

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?

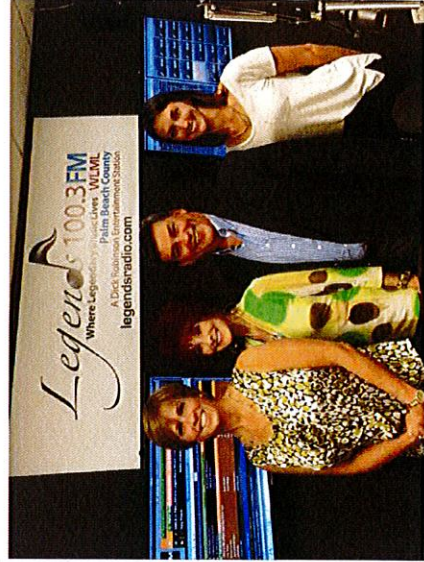
- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



Port of Palm Beach

Broadcast interview for
Centennial Gala

Audio Only



Audio Only – Centennial Gala broadcast on Legends Radio

Run time: 25:00

Broadcast date: 10/4/15

The Port of Palm Beach was featured on a local radio station Legends Radio on October 4, 2015. The 30-minute broadcast, part of the station's Community Focus program, was organized in efforts to raise awareness of the port's centennial anniversary as well as its upcoming gala. Radio personality Lorna O'Connell interviewed Executive Director Manuel Almira and Public Relations & Communications Specialist Tara Monks.

1. The port was on the last leg of its 100th anniversary and planning its centennial gala. To top off its awareness campaign, its staff arranged a radio interview to be aired October 4, six days before the gala. The goal was to not only raise awareness of the anniversary and event, but to also highlight some of our sponsors, as their agreements required maximum community visibility.

Factors to be addressed:

- a. Port history
 - b. Port impact, past & present
 - c. Port gala
 - d. Gala sponsors
 - e. Event notoriety/excitement generation
2. The communication in this entry is verbal dialogue that perfectly describes our vision, which is *To sustain world-class port operations and serve as a catalyst for the regional economy and a pillar for the local community*. Our mission describes the tools necessary to reach this vision.

The moderator was prepped with both the port's history and fun facts as well as sample questions to help us reach discussion about the gala. The conversation flowed smoothly from facts to statistics and gala information, allowing us to clearly communicate why the port's centennial is important, why we were hosting this gala and who was participating in the event with us.

3. Goals:
 - a. Community awareness of port activities
 - b. Completing gala sponsorship obligations
 - c. Obtaining last minute gala ticket sales

Objectives:

- d. Discuss on-air the port's history and ongoing activities and accomplishments
- e. Discuss on-air the port's gala, as well as mention the leading sponsor (CH2M Hill)
- f. Build hype to the event for an affluent audience through the airing of a segment on Legends Radio Community focus program

We built a script to meet these objectives, which was shared with the radio show host and producers, so they could use talking points for pre- and post-show promotions. We used the same

talking points/subjects on our end to promote the program as well. When the section aired on Sunday October 4, 2015.

The primary audience for this broadcast was our immediate community, residents of Palm Beach Island, West Palm Beach, Riviera Beach and Singer Island. The secondary audience consisted of our business partners and sponsors.

4. The port began grooming the relationship with Legends Radio months in advance in order to ensure the best outcome. Their 100,000 listeners are not only policymakers and influencers within the local business community, but also the area's most-seen socialites. Legends Radio regularly hosts events on Palm Beach Island and Jupiter, the two of the county's most affluent addresses. Association with the style and caliber of events Legends puts on was imperative to obtaining sponsorships.

Beginning in June 2015, the port asked Legends Radio to come onboard with the gala as the only radio sponsor. We created in-kind sponsorship trades for each entity, including visibility in all of our gala/centennial marketing collateral and hiring their performers as the host and entertainment for our gala. In return for our contributions, we received regular PSAs from July through October, on-air discussions of the event, as their two lead spokespeople were hosting it, website visibility and the radio broadcast.

Initial meeting with Legends Radio – 6/15/2015

Proposal/Letter of agreement signed – 7/7/2015

PSAs began running 7/13/15

Entertainment agreement for 2 Legends personalities, Jill & Rich Switzer – 8/4/2015

Radio interview scheduled – 9/21/15

Pre-show marketing began 9/21/15

Radio broadcast – 10/4/15

Post-show highlights from 10/4 – 10/10 (date of gala)

5. Feedback from our gala sponsors was all positive:
 - a. Our sponsors, the majority of which were single-person owned enterprises/businesses on the port, made it known their willingness to invest in an event that not only celebrates the port but that was in partnership and hosted by the only individually-owned broadcasting network in the region.
 - b. Our lead sponsors emailed and called to announce their satisfaction with the on-air mentions
 - c. Guests who already planned on attending provided feedback that the interview and broadcast helped boost their excitement for the event.
 - d. The port received listener call-ins after the airing, inquiring about the purchase of tickets to the event

Overall, it was an excellent last-push bit of publicity for the gala.