

Monthly E-Newsletter

AAPA 2020 Communications Awards Program, Classification 8- Periodicals

Summary: On the Water's Edge is the Port of Palm Beach's community and business e-newsletter. Before October 2019, the Port had not published an e-newsletter since January 2018. The newly hired Port of Palm Beach Public Information Officer decided to bring back the e-newsletter, with monthly editions, instead of quarterly. The e-newsletter is published on the Port's website, the third week of every month. The newsletter includes port updates, status on port projects, our new "Tenant Spotlight", community events, dredging projects, cruise promotions, port and tenant initiatives and achievements, public meeting calendars, environmental initiatives, cargo tonnage reports, job postings, new hires and news coverage. The e-newsletter is intended to be a quick read with photos and direct links to video stories published on our website. The e-newsletter is emailed to more than 3,000 subscribers via Civic Send and it's shared on our social media platforms.

[Read e-newsletters.](#)



ON THE WATER'S EDGE



Port rail expansion project gains more support

The Port of Palm Beach plans to expand its rail infrastructure if awarded a \$1.2 million Consolidated Rail Infrastructure and Safety Improvements grant by the U.S. Department of Transportation. This will allow the port to more than double its intermodal rail capacity from 44,000 TEUs per year to 95,000 TEUs per year. The project will replace old rail with new, relocate the truck interchange, and install new radiation portal monitors for increased security, all of which will allow for more efficient operations. The port received a letter of support from three South Florida Congressional Representatives, U.S. Representatives Alice Hastings, Lois Frankel and Ted Deutch.

Click [here](#) to read the letter.

Click [here](#) to read the news release.

More donations arrived in Marsh Harbour in time for Christmas

Heavy Lift Services Inc. worked around the clock and in the rain to load up donations on Ro-Ro cargo ship, Duke of Top Sail. Monday, December 16th, was the Duke's last sailing in 2019 to Marsh Harbour from the Port of Palm Beach. A majority of the items shipped were donations from a charity called Samaritan's Purse. Two local television stations used video and an interview we shot with HeavyLift Services.

Click [here](#) to watch video.



Port Commission



1. COMMUNICATION CHALLENGES AND/OR OPPORTUNITIES

The main challenge was learning how to use the Civic Send newsletter module. The Port's PIO was fairly new to the Port and had never created an e-newsletter. Luckily, it only took a few days of practicing and receiving support from the Civic Plus help desk. As far as opportunities, the monthly e-newsletter has helped build a strong rapport between our tenants and staff. Everyone has become more aware of the different operations at the Port. Publishing the newsletter every month allows us to provide the public with positive news involving the Port. Take for example, the continuous efforts by our tenants to help rebuild the Bahamas following the devastating Hurricane in September 2019.

2. Complementing the Overall Mission

Port of Palm Beach's mission is to sustain world-class port operations and serve as a catalyst for the regional economy and a pillar for the local community. We believe transparent communication plays a major role in building long lasting relationships and our e-newsletter helps us do just that. It proves our dedication to keep our stakeholders, neighbors and the public informed. Publishing our e-newsletter monthly instead of quarterly, also allows us to keep our messaging consistently available to the communities near the Port.

3. Planning and Programming Components

Our goal was to provide engaging content that makes viewers understand the importance of port operations and the port's dedication to the community.

Key Objectives:

- Valuable content that spans all interests and showcases different tenants
- Work with employees and tenants to showcase content
- Utilizing eye grabbing graphics and headlines
- Include videos and links for as many stories as possible
- Set a hard deadline every month

Audience:

- Primary- -Port of Palm Beach stakeholders and local communities
- Second- new potential tenants

4. Actions and Outputs

The Port of Palm Beach e-newsletter is written, edited and designed in house every month. The PIO keeps track of content she wants to feature in the newsletter. The tenants play a huge role in filling the newsletter. Many of them are regularly reaching out to the PIO with story ideas.

The PIO captures the videos, interviews and photos used to create the monthly e-newsletter. Writing takes anywhere from two to five days. The newsletter is reviewed and approved by the Executive Director every month. Once approved, an email is sent to the more than 3,000 individuals subscribed to our newsletter. We expand our readership by sharing the newsletter on our social media platforms and sending a separate email to the tenants and employees.

5. Communication Outcomes

The newsletter has been published every month since October 2019. We have been provided with positive feedback from our stakeholders who have seen a significant improvement in communication by the Port. Our monthly e-newsletter is a simple reminder of the services we provide, our commitment to our communities and our responsibility as a seaport.

