



## Port of Palm Beach “Keeping commerce moving during COVID-19 pandemic”

AAPA 2020 Communications Awards Program, Classification 12-Videos

**Summary:** As the Port remained operational during the COVID-19 pandemic, we felt a need to show why essential maritime workers at Port of Palm Beach are critical in maintaining the movement of commerce. The Port’s Public Information Officer decided to produce, shoot, write and edit a video featuring the Port’s largest tenant, Tropical Shipping. The video was used as a visual element to recognize Ports Day.

### Watch video.

#### 1. COMMUNICATION CHALLENGES OR OPPORTUNITIES

The five-minute video was intended to showcase the various workers needed to move cargo, the safety measures the Tropical Shipping implemented to protect its employees and the dedication and hard work required to provide food and other goods to those who depend on the company and our Port. The five minute video was shared with the public through our website, monthly e-newsletter and social media pages. In addition, we invited a local television station, WPBF, to conduct interviews with Tropical Shipping. The Port’s PIO provided WPBF with video she shot earlier that day to reduce the amount of time the TV crew was on site.



The story aired Wednesday, April 1<sup>st</sup> in the evening newscast.

## **Watch news story.**

### **2. Complementing the Overall Mission**

This project reflects the Port of Palm Beach's vision to sustain world-class port operations and serve as a catalyst for the regional economy. Interviewees explained why the Port and Tropical Shipping are essential lifelines to the Caribbean. Especially, during a time of such uncertainty and demand for daily essentials and medical supplies. Every year, almost 60% of everything consumed in the Caribbean is exported from the Port of Palm Beach. As mentioned in the video by Claude Clevinger, the U.S. Port Operations Manager for Tropical Shipping, "They have an ability to buy what we supply. After that their lifeline is cut off and that is not what we want here."

### **3. Planning and Programming Components**

Goal: To explain to the general public why maritime workers are considered essential during the COVID-19 crisis, inform how the essential workers are protecting themselves from the virus, why they are an essential lifeline to people living in the Caribbean and commemorate the value of ports and the port workforce on Ports Day.



## OBJECTIVES:

- Surpass 1,500 views on YouTube
- 3,000 impressions on social media

**Primary Audiences:** General public including individuals living in neighboring communities, employees, tenants, port commissioners and industry workers

**Secondary Audiences:** local media and governments

## 4. Actions and Outputs

The Port's PIO came up with the idea after participating in a COVID-19 crisis communications webinar. She believed the project would propel the Port's efforts to raise awareness on the importance of Port's Day and essential maritime workers who were putting their lives on the line to keep commerce moving. The entire video project was produced in house. Interviews, videography, script writing, editing and voiceover was done by the Port's Public Information Officer Yaremi Farinas. Director of Planning and Development Carl Baker also assisted with an interview and video footage.

## Strategies:

- Explain to Tropical Shipping the benefits of the project
- Determine the port jobs we want to feature
- Secure access to the cab of a mobile harbor crane for video and interview
- Set a hard deadline in order to have the video story ready for Ports Day

## Timeline:

- March 26<sup>th</sup>- Pitched video project to President and CEO of Tropical Shipping
- March 27<sup>th</sup>- Tropical Shipping agreed to participate
- March 31<sup>st</sup>- Lined up interviews with five Tropical Shipping workers including President, US Port Operations Manager, Lead Crane Operator, Straddle Crane Operators, Refrigeration Lead Tech and Mobile Harbor Crane operator
- April 1<sup>st</sup>- in the morning we shot video of Tropical Shipping cargo area, vessels and employees moving cargo. Interviews were conducted in the afternoon from 12pm-1 pm while practicing social distancing. We allowed a reporter with WPBF to conduct her interviews and we provided her video footage shot by the Port's PIO.
- April 2<sup>nd</sup>- transcribed interviews and script writing
- April 3<sup>rd</sup>- edit project and approval from Executive Director
- April 4<sup>th</sup> – posted on YouTube and Port website. We shared soundbites and video footage with the local media.
- April 5<sup>th</sup>- shared video on social media pages in recognition of Ports Day
- April 20<sup>th</sup>- Included video in monthly e-newsletter



## 5. Communication Outcomes

We published the video project on our website, YouTube channel and social media pages on the first weekend of April to commemorate Ports Day. We received positive feedback from Tropical Shipping, our tenants our commissioners and people in the community. Overall, we achieved our goals and are proud to have shed light on the port workforce and its role during the COVID-19 pandemic.

**Objective:** Surpass more than 1,000 view on YouTube

**Result:** The video had 1,982 views in just months.

**Objective:** Reach more than 3,000 people on social media

**Result:** We reached more than 4,500 people on social media

Facebook: 2,612 impressions

Twitter: 1,547 impressions

Instagram: 239 impressions

LinkedIn: 157 impressions