

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ <u>X</u> | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title Port of Palm Beach/Blessing of the Fleet Seaview Radio PSA

Port Name Port of Palm Beach

Port Address One East 11th Street, Suite 600 Riviera Beach, FL 33404

Contact Name/Title Julie Houston Trieste, Public Relations Specialist

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Palm Beach

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

13. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

14. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

15. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

16. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

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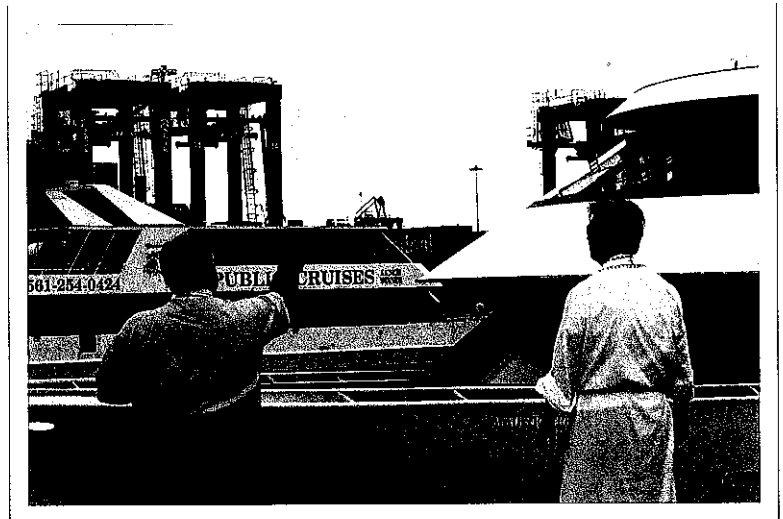
Category: Audio-Only Presentations
Port of Palm Beach/Blessing of the Fleet
Seaview Radio PSA

Seaview Radio, an Adult-Contemporary/Easy Listening station that reaches listeners across the entire Port of Palm Beach District and the surrounding areas, also produces what they call Public Service Announcements in a talk-show format.

Producers from the station invited the Port Harbor Master and the Port PR Specialist to their studios to record a 30-minute talk show discussing the Port of Palm Beach, its tenants, the Port's impact on the community and Blessing of the Fleet event that was held at the Port in April 2013.

The Port representatives and show host engaged in a light-hearted, conversational format that covered port business, opportunities to tour the Port and our community outreach objective, the cruise operations and the Blessing of the Fleet event.

The Second Annual Blessing of the Fleet event benefited the Port's Harbor of Hope mission to establish a Seafarers' House at the Port of Palm Beach. The Seafarers' House, once established will be used by the mariners calling on the Port of Palm Beach as a place to relax, worship and contact family. The free, family-friendly event included a Parade of Vessels, Mariners' Eucharist, silent auction and raffles.



The radio program ran on the Friday before the event and streamed live on the station's Web site (www.seaviewradio.com). Additionally, the Port was granted permission to upload the show online so that we could share it on our Web site and Facebook page.

Turnout to the Blessing of the Fleet event was tripled that of the previous year with more than 150 attendees and 20-plus boats in the parade of vessels for the Blessing. More than \$5,000 was raised for the mission.

Cost to the Port: \$0

URL: <http://bit.ly/ZBXZGk>

Runtime: 30 minutes