



## Port of Palm Beach “Helping rebuild the Bahamas”

AAPA 2020 Communications Awards Program, Classification 12-Videos

**Summary:** The Port of Palm Beach prides itself on being an essential lifeline to the Caribbean, moving more than \$3.3 billion worth of goods to the islands each year. Since many of our tenants primarily do business with the Bahamas, it was obvious they would play a major role in the relief and rebuilding efforts in the Bahamas following Hurricane Dorian in September 2019. Following the devastating hurricane, numerous non-profits began working with our Port tenants. We felt it was important to share this with the public.

In the last 10 months the Port’s public Information Officer has self-produced and published at least 13 videos, highlighting the relief and rebuilding supplies moving through the Port to the affected islands.

This particular video features long time Port Tenant Gulfstream Line Inc. and Heavy Lift Services, which have handled a majority of the donated cargo shipped to the Bahamas. The video also includes an interview with the founder of a local non-profit.

**[Watch video.](#)**

## **1. COMMUNICATION CHALLENGES OR OPPORTUNITIES**

The two-minute video came about after Port Commissioner Katherine Waldron, notified the Port's PIO about a decommissioned fire truck and other donated goods arriving at the Port. We saw this as an opportunity to show the public the Port's role in helping rebuild the Bahamas months after Hurricane Dorian. Furthermore, the video project gave locals who donated money or goods to the Eagles Wings Foundation certainty their donations were truly making a difference. In addition, this allowed us to highlight the Port in a positive light. The Port's PIO invited local TV stations and the local newspaper. Three different media outlets shared the story with their viewers.

The main challenge with this project was timing. The donations and fire truck were at the Port for two weeks before the cargo was loaded and shipped. This delay was due to days of ship inspections by the Panamanian government, since the vessel was a Panama flagged vessel. The PIO remained in constant communication with the Port tenant and the non-profit, in order to line up the media and be present at the time the vessel was being loaded.

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

The 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." This video project gives viewers



insight on how the Port and its tenants are generating change in the Bahamas and how we work with entities serving our communities and regional neighbors.

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

Our goal was to show the continuous critical need for donations for people living on the affected islands. It was important for us to show why the decommissioned fire truck was much needed in Northern Abaco. The founder of Eagles Wings Foundation provided us with photos of how Bahamians were fighting fires on the islands.

The video also helped viewers understand donating was just half the battle. The other half was exporting the cargo to the islands. That's where our tenants step in. Without their service, the donations would not be able to get to hurricane victims. We interviewed Joey Dias, who is a third generation stevedore for Heavy Lift Services.

**Primary Audiences:** General public, people living in the Bahamas, tenants and local media.

### **4. Actions and Outputs**

The entire video project was produced in house. The Port's Public Information Officer Yaremi Farinas shot the interviews, video and edited the project. There were no cost associated with this project. Once the Port Executive Director learned of the donations, he waived cargo fees for the donated goods. To date, Gulfstream Line and Heavy Lift Services have been credited approximately \$2,000 for shipping humanitarian relief items.

## Timeline:

- January 26th- Port Commissioner notified PIO about donations
- January 27<sup>th</sup>- PIO emailed founder of Eagles Wings Foundation
- February 27<sup>nd</sup>—Spoke with Eagles Wings Foundation about video shoot and plan to invite the media
- January 28<sup>th</sup> to February 6<sup>th</sup>- Daily updates from Eagles Wings Foundation on inspection status
- Feb 7<sup>th</sup>- Shot video and conducted interviews on the dock while donations were being loaded
- Feb. 7<sup>th</sup>- Provided local TV stations and newspaper reporter with access to video and interviews
- Feb 10<sup>th</sup>- edited video, published on website, YouTube and social media pages.
- Feb 13<sup>th</sup>- shared video story on monthly e-newsletter

## **5. Communication Outcomes**

More than 500 people viewed the video YouTube and Facebook. Four hundred fifty-five of those views were on Facebook. Keep in mind, this is just one of 13 videos we've created and published in the last nine months that show how the Port and its tenants are helping rebuild the Bahamas. All the videos combined, we've reached more than 16,800 people through Facebook and YouTube alone.

