

Special Edition of Import Export Your Port

AAPA 2021 Communications Awards Program, Classification 4- Community/
Educational Outreach



Summary:

It all started with an email.

Back in April of 2021, the Port of Palm Beach's Public Information Officer Yaremi Farinas initiated a partnership with PBCTV 20; the local county government and educational station that's available to all cable subscribers in Palm Beach County.

Farinas contacted the station's manager Lester Williams about the possibility of airing video content produced by Port staff.



Good afternoon **Lester**,

My name is Yaremi Farinas and I am the PIO for the Port of Palm Beach. I got your contact information during a CO-OP meeting attended by several PIO's.

During the meeting, someone mentioned how Channel 20 is always looking for some content.

I was hoping to understand what kind of content you all air and whether or not you would be interested in airing Port related videos.

We have what's called a "Tenant Spotlight" that educates the community about different Port tenants and how the goods impact them.

We also have a Port virtual presentation and that provides an overview of the Port itself. And then we have shorter stories that showcase the unique happenings at the Port.

Here is our YouTube Channel so you can see some examples: <https://www.youtube.com/channel/UC0xQ8D4Lz5iFJhFbCJIBLTA>

Please let me know if you would be interested in airing this type of content and we can discuss further.

Have a great day,

Yaremi Farinas

Public Information Officer & Communications Specialist
Port of Palm Beach District
One East 11th Street, Ste. 600
Riviera Beach, FL 33404
O: (561) 383-4138
C: (561) 319-0098

Visit our [website](#) for updates on Port operations in response to COVID-19



Lester was impressed by the Port's video content and expressed interest in working on a joint video project.

Good morning Yaremi,

I apologized for the delayed reply.

I reviewed the list of short story video segments. This is great.

The content is very informative and works with our guidelines.

I am looking forward to adding information about the Port to our programming lineup.

If your schedule permits, on Monday afternoon, May 3rd I would like to involve our Production Coordinator John Sasson in a brief conference call with you to discuss next steps in moving forward. Let me know if a time after 2:30 p.m. on Monday works for you.

Thank you.



Lester Williams

PBC TV Channel 20 Station Manager | Palm Beach County Public Affairs Department
Main Of: 561.355.4573 | Direct: 561.355.2282 | Mobile: 561.662.7551

A week later, Farinas attended a teleconference with Lester and the production coordinator who proposed creating a 30-minute show that would educate the public about the Port.

After three months of planning, writing scripts, site visits, preparing interviewees, , shooting video and interviews, and editing the project, the special edition of *Import Export Your Port* aired on PBC TV20 on July 15, 2021 at 9:30 AM.

The *Import Export Your Port* Special Edition was a milestone for the Port, as this was the first time the Port was featured on the county cable station.

[Watch video here.](#)

Time: 19:00- 24:00

If you have some extra time, the intro is worth watching.

1. COMMUNICATION CHALLENGES OR OPPORTUNITIES

This project gave us the opportunity to provide the public an inside look at the Port and show them why the Port serves as a catalyst for the local and regional economies. Since the Port is located in a one city in the east part of the county, people who do not travel east, may never see the Port. This special edition segment of the Port allowed us to reach an audience we haven't been able to reach before because it aired on cable multiple times. This outreach video project provided viewers with an interactive experience, answering port-related trivia questions throughout the segment, unique visual perspectives including drone footage, and testimonials from Port staff.



PBCTV Channel 20 features Port of Palm Beach

#POPB TRIVIA

WHICH OF THE FOLLOWING COUNTRIES IS NOT A TOP TRADE PARTNER WITH THE POPB?

A MEXICO

LEEWARD & WINDWARD ISLANDS **B**

C UNITED KINGDOM

BAHAMAS **D**

The main challenge with this project was creating content that would abide by the county's policies and procedures. The county wanted the segment to be strictly informational and educational, versus promotional. Farinas and the Director of Planning Carl Baker worked together to structure the show with the focus on an overview of the Port, the importance of dredging, and the Port's Master Plan project. All subjects that impact the viewer one way or another. Another challenge was securing interview locations that would not disrupt daily cargo operations. Our goal for one of the interviews, was to have the Port owned locomotive in the background as we talk about our the rail grant we were awarded by the federal government. We worked with one of our tenants to utilize their warehouse space to set up the interview and we coordinated with the rail team on proper placement and availability of the locomotive. When you live in Florida and you are trying to do a video shoot outside in the middle of summer, weather is always a challenge. The Port's PIO had to closely monitor the weather to ensure we could shoot outside without being rained out. Luckily, we only had to change one interview location to inside due to the weather and our Port Executive Director's availability.

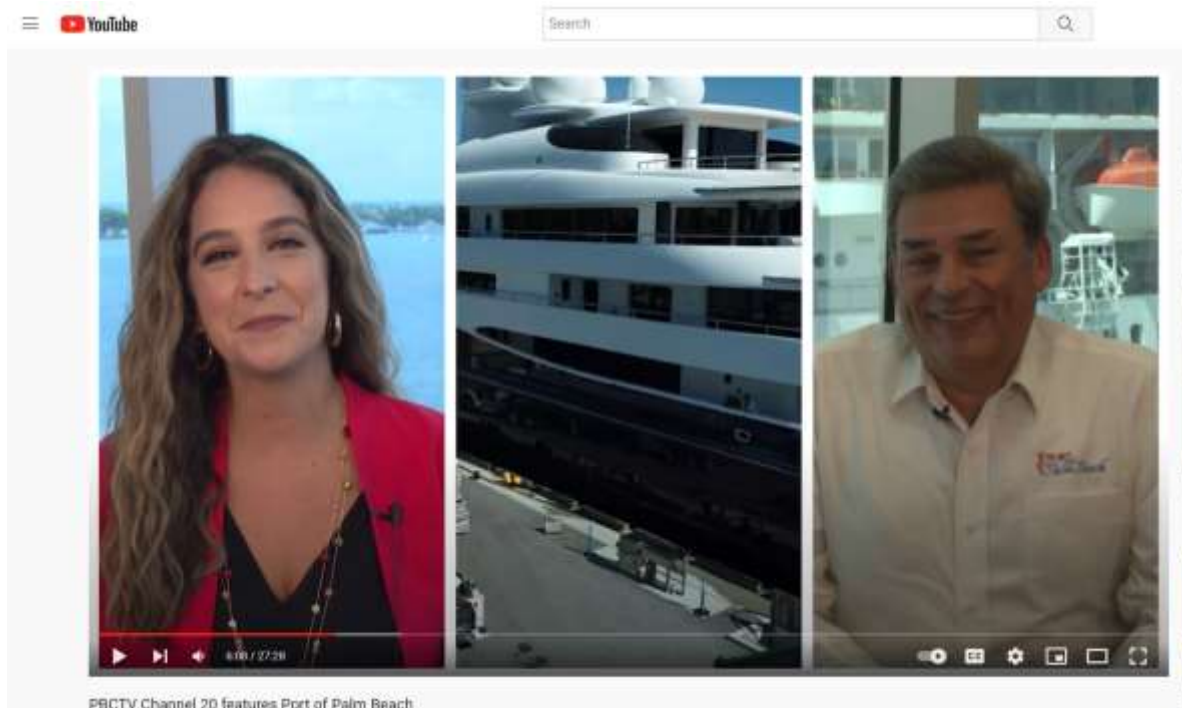


2. Complementing the Overall Mission

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*. This unique project communicates how Port of Palm Beach

- continues to improve the Port's infrastructure with the development of a new mega yacht facility
- is committed to the future growth of the port with our master plan project that includes a project that will more than double our intermodal rail capacity
- partners with local businesses to create jobs in our region
- keeps the community involved and informed in major changes at the Port by previewing our Master Plan project

All in which align with our mission.



3. Planning and Programming Components

Our goal was to produce a show that made viewers feel there is a benefit to living in a county that has a seaport.

Key Objectives:

- Create an educational show that can be aired on PBC TV20
- Show what makes our Port unique
- Address public concerns such as dredging
- Effective use of video
- Capture distinct footage to show what interviewees are talking about
- Showcase the Port's funding achievements
- Creative editing for introduction of the show and following breaks
- Incorporate port produced video packages to break up interviews
- Mix in fun fact trivia questions about the Port
- Reach at least 1,500 people using the port's website and social media pages
- Receive positive feedback from the county, port family and the public



Audience:

- Primary- county residents with access to cable and internet
- Secondary--Port of Palm Beach tenants, commissioners, employees, stakeholders and local customers

4. Actions and Outputs

This project took three months of planning and developing strategies to achieve our goals.

Strategies:

- Constant communication with Palm Beach County TV producer Karla Rodriguez to provide her with the proper packages, videos, compiled fun facts about the Port, schedule site visits and shoot dates
- When writing the script, PIO focused on how to relate to the average resident and what would they care to hear
- Prepared interviewees for the interview
- View show before air date

Timeline:

April 21– Emailed PBC TV20 Station Manager Lester Williams about possible collaboration where the Port would provide video content for the county cable station

May 3- Teleconference with PBC TV20 team. They proposed a 30-minute show versus airing short video stories

May 4- May 20 Brainstormed show ideas and topics to include

May 21- May 31- PIO drafted first script

June 3- Emailed script to PBC TV 20 team

June 4-June 10 Coordinated upcoming site visit with rail team and Port tenant Heavy Lift Services for use of the outside of their warehouse

June 18 –Site visit with PBC TV20 Producer Karla Rodriguez and Production Coordinator John Sasson. Visited possible interview locations

June 18- Provided Karla with ten videos/stories to incorporate in the show and a list of fun facts

June 18- Scheduled first video and interview shoot

June 21- Reviewed preliminary draft of the show introduction

June 23- PBC TV producer shot video in our cold storage facility, then we set up for our first interview with Port Engineer Ronald Coddington. The interview was shot along our 450 foot mega yacht berth facility

June 25- Sent county port images for program guide

June 28- Made changes to script to incorporate the Port Master Plan project since the public will have an opportunity to attend public meetings and the plan will be approved by the County Commissioners

July 1- Provided the county with statistics on cargo and cruise revenue generating more than \$350 million in business revenue

July 2- Second shoot at the Port with Port Executive Director Manuel Almira and Director of Planning and Development Carl Baker

July 2- Sent the county old rail photos for show

July 14- Viewed final video of the show

July 15- Aired on PBCTV 20 at 9:30 AM

July 16- Held a watch party for Port staff in our Board Room

July 16- Shared video on our website, YouTube channel and social media pages

July to present- The Port show aired five days a week during the months of July and August at different times of the day. County residents can still watch on the county station's website and on cable when it fills their special edition time slot.

JULY 2021    Watch live online or view our latest online programs anytime on demand at www.pbcgov.com

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	<p>6:30am 7:00am 7:30am 8:00am 8:30am 9:00am 9:30am 10:00am 10:30am 11:00am 11:30am 12:00pm 12:30pm 1:00pm 1:30pm 2:00pm 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm 6:00pm 6:30pm 7:00pm 7:30pm 8:00pm 8:30pm 9:00pm 9:30pm 10:00pm 10:30pm 11:00pm 11:30pm 12:00am</p>	




Special Edition

Coming up this month, we'll take you for an inside look at your Port of Palm Beach.

You'll see and hear all about the precious cargo that moves through the port, what it means to the County's economy and to residents. It's a hub of business activity with some impressive economic impact numbers that might surprise you.

Airs Mondays at 6:30pm, Tuesdays at 2:30pm, Thursdays at 9:30am, Fridays at 8:00pm, and Sundays at 8:30am

Program Guide

August 2021



IS THERE SAFETY IN NUMBERS?

Keeping You Safe: *Public Safety*
 Cross Departmental Team Awareness Campaign

LIVE COVERAGE

BOARD OF COUNTY COMMISSIONERS

Watch Every Meeting **LIVE!**

STORM WATCH 2021

Get Ready, Have a Plan.

An **Original PBC TV** Series

IMPORT, EXPORT, YOUR PORT

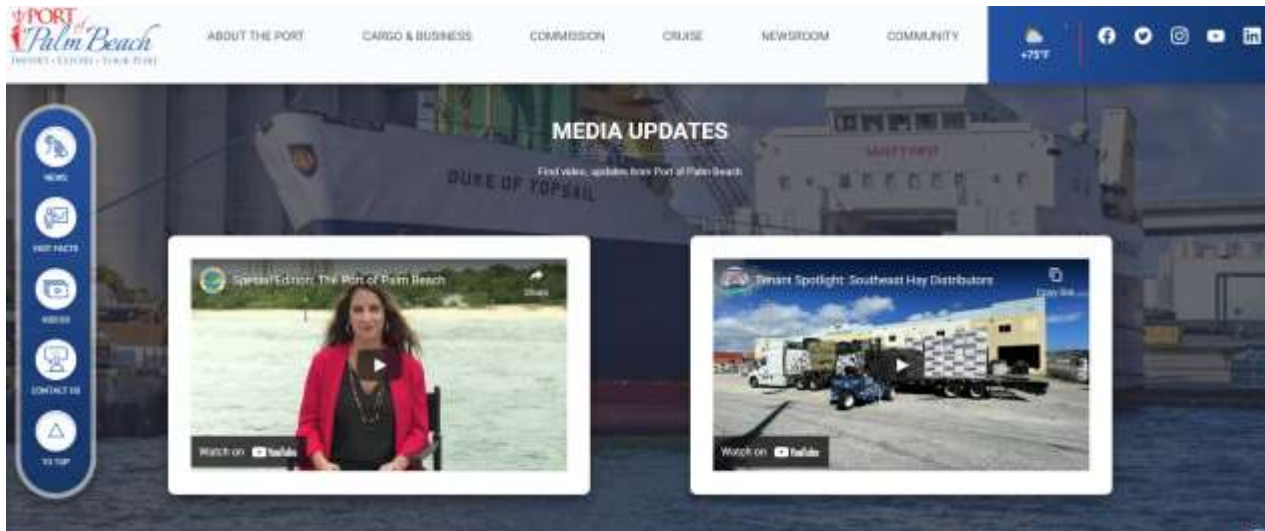
WHERE TO WATCH PBC TV:	
Comcast® Xfinity®	Channel 20
AT&T® U-verse®	Channel 99
Hotwire® Fision®	Digital Access Channel 20
Atlantic Broadband®	Channel 76

Watch live online or view our latest online programs anytime on demand at www.pbcgov.com

Co-Hosts of *Keeping You Safe*,
 STEPHANIE SEJNOHA and REGENIA HERRING

5. Communication Outcomes

We published the show on the home page of our website, YouTube channel and social media pages on July 16, 2021.



Here is a breakdown of the views:

Port and county YouTube channels: 615 views combined. The show is the top viewed video on the county page in the last 10 months with 439 views.

PBC Twitter page: 350 views

Port Twitter: 1,775 views

Port Facebook: 320 total people reached

Port LinkedIn: 316 views

In total, we were able to reach almost 3,400 people via online. The county unfortunately does not track the cable views.

We also ran a short story in our newsletter.

Port to be featured in Palm Beach County Channel 20









The Port of Palm Beach will soon be featured in [Palm Beach County Channel 20](#). The script for the half-hour show called "Import Export Your Port" was written by **Public Information Officer Yaremi Farinas**. Farinas worked with Palm Beach County TV Channel 20 Director and Producer Karla Rodriguez to schedule on-site interviews with Port **Executive Director Manuel Almira**, **Port Engineer Ron Coddington** and **Director of Planning Carl Baker**.

On July 2, the TV crew finalized their filming. The show will provide residents with insight on Port Operations, maintenance dredging and cargo growth. The "Import Export Your Port" series aired for the first time on Thursday, July 15 at 9:30 AM.


The feedback we received was positive all around.

Here are some emails we received from our port family after the show aired.

 Reply  Reply All  Forward  IM

 Alexander Christensen <alex@southeasthay.com> |  Yaremi Farinas

Re: Import Export Your Port Show

 You replied to this message on 7/15/2021 11:06 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.





[Bing Maps](#)



This email was received from a sender OUT
Please use extreme caution when replying to unknown senders.

This is a true banger! Wow - well done!!!




Alexander Christensen | Chairman & CEO
Director of Wholesale & Export Business Development
Southeast Hay Distributors Inc.

 Reply  Reply All  Forward  IM

 Tracy Carey |  Yaremi Farinas





RE: Import Export Your Port Show

 You replied to this message on 7/15/2021 1:12 PM.

[Bing Maps](#)

Fantastic! What a great representation of the Port and so informative!

Tracy Carey
Manager of Purchasing and Procurement
Port of Palm Beach District

 Reply  Reply All  Forward  IM



Karen Stearns <kstearns@ssipetro.com>

 Yaremi Farinas

Re: Import Export Your Port Show

This email was received from a sender OUTSIDE the Port of Palm Beach
Please use extreme caution when replying to unknown senders.

Saw, thank you for that. You are the best. We're all very lucky to have you on the POPB team, your experience and expertise is invaluable.

Have a great day.

Karen

From: Yaremi Farinas <YFarinas@portofpalmbeach.com>

Date: Thursday, July 15, 2021 at 12:19 PM

To: Karen Stearns <kstearns@ssipetro.com>

Subject: RE: Import Export Your Port Show

SSI's trucks made a short cameo ☺

Thanks for watching!

Yaremi Farinas

Public Information Officer & Communications Specialist



Port of Palm Beach District

One East 11th Street, Ste. 600

Riviera Beach, FL 33404

O: (561) 383-4138

C: (561) 319-0098


 Reply  Reply All  Forward  IM



Claudia Higuero <ch@sevenseasins.com>

 Yaremi Farinas

RE: Import Export Your Port Show

 You replied to this message on 7/16/2021 1:17 PM.

This email was received from a sender
Please use extreme caution when replying to unknown senders.

You are so cool!

Love it!

Claudia Higuero | Senior Underwriter | **Seven Seas Insurance Company**

Phone: 561-818-5931

www.sevenseasins.com



The station's production coordinator provided the following feedback even before the show aired:

"Hi Yaremi,

It sounds like the shoot went great earlier in the week. I saw just a few moments of the footage and really a great backdrop. 'm really excited to see Karla edit everything together.

While you're all working on that, we would be interested in promoting the show in the Channel 20 Program Guide for next month. We're putting together the guide right now for printing. If you would please send over an image we can insert above the blurb for the show. It would appear in print maybe 1 ½ inch square so, something easily recognizable."

-John Sasson

Our Executive Director Manuel Almira provided the following statement:

"It was a magnificent opportunity to continue to promote the Port of Palm Beach and its diverse businesses."

Our Port commissioners were also very pleased with the outcome of the project. One in particular mentioned he's received positive feedback from his constituents and his colleagues in the county.

The show turned out to be one of our most successful communication projects this past year, especially since we made it all happen in a short amount of time. We are currently working on securing another show with the county that focuses on our hurricane plan, the jobs supported by the port industry and port security.

Stay tuned for another edition of *Import Export Your Port*.