



Media Guide

Introduction

Port Manatee supports efforts to inform the public about the activities of the Manatee County Port Authority. The Port Manatee Media Guide provides an overview of how to work efficiently and effectively with port staff during all circumstances.

The Port Manatee Communications Department is available to provide consistent and accurate information to the media while maintaining the safe operation of the port. It is essential that members of the media understand and follow the protocols outlined in this guide.

Media Inquiries

All media inquiries should be directed to the Port Manatee Communications Department at (941) 722-6621.

Monday through Friday 8 a.m. to 5 p.m.*

Steve Tyndal PPM[®]
Senior Director of Trade Development and Special Projects
(941) 722-6621 ext. 323
Cell (941) 650-7302

Jill VanderPol
Communications Manager
(941) 722-6621 ext. 331
Cell (941) 650-7306

Anne O’Roake
Communications Specialist
(941) 722-6621 ext. 343
Cell (941) 650-3673

**Use cell phone numbers during non-business hours*

Media Access

Media representatives visiting Port Manatee should contact the communications department in advance of arrival at the port. A valid, government-issued photo ID must be presented at the Port Manatee Access Control Center located at the port's north entrance to obtain a visitor pass.

Visitor passes are worn on the upper portion of the body and must remain visible to security staff at all times. For safety and security reasons, a member of the communications department or security staff will escort media representatives while in secure areas of the port.

Media representatives seeking access to businesses located within secure areas of Port Manatee should contact the company directly, then notify the Port Manatee Communications Department.

Parking of Media Vehicles

Parking of news media vehicles is in designated parking spaces in front of the Access Control Center located at the port's north entrance.

While in secure areas of the port, media representatives will park in spots designated by a member of the communications department or security staff.

Events and Procedures

The Port Manatee Communications Department works closely with media organizations to provide consistent and accurate information on behalf of the Manatee County Port Authority. All media inquiries should be directed to the communications department at the numbers listed in the "media inquiries" section of this guide.

Briefings

During a news event, the Port Manatee Communications Department will establish a media availability area at the port for information dissemination. The designated area is subject to life and safety issues.

Once the site is designated, an official port spokesperson will be identified who will be available to consistently provide updated information to the media.

Access to Incident Site

Access to the site of an incident within the secure area of Port Manatee is subject to life and safety considerations and will be authorized by appropriate port personnel.

General Incident

If an incident threatens Port Manatee, the port's crisis web page may be activated at www.portmanatee.com. Critical information will be posted as necessary.

Weather-Related Incident

If a hurricane or other weather related incident threatens Port Manatee, the port's crisis web page may be activated at www.portmanatee.com. Critical information will be posted as necessary.

Press Conferences

Port Manatee conducts press conferences as appropriate to make announcements on behalf of the Manatee County Port Authority relating to issues of public importance or major developments at the port.

Media advisories are distributed and/or phone calls are made to inform organizations of the date, time and location.

Press Releases

Press releases are issued by the Port Manatee Communications Department periodically to make announcements related to important port developments. Releases are primarily distributed electronically, however hard copies are available and provided upon request.

If a member of the media would like to be added to the Port Manatee Media Contact List or update contact information, contact the communications manager at (941) 722-6621.

Current news and a news release archive can be found in the Latest News section of the Port Manatee web site, www.portmanatee.com.

General Information

For additional information about Port Manatee or the Manatee County Port Authority, please visit the following sections of the www.portmanatee.com web site: Port Facts, Agendas and Meetings, Publications, Press Releases, About Us, History, Community and Environment and Honors.

The Photos and Videos section of the web site offers high-resolution downloadable images for your convenience.