

# FMCA Outstanding Awards: Best Video (In-house) 20,000 or less population Entry Form

Single video for an educational campaign, event or product/service launch.



## Category Description

Single video for an educational campaign, event or product/service launch.

### Name of Individual Submitting Entry

Barbra  
First

Hernandez  
Last

### Affiliation (Municipality/Organization)

Pinellas County Government

### Phone

### Primary Contact Email

bhernandez@pinellascounty.org

### Primary Contact Phone

(727) 562-4092

**Entry Title**

Discovering Pinellas: Pinellas Trail

**Jurisdiction (City/Town/Village/Other)**

Pinellas County

**Population**

117800

**Video Link (YouTube or Vimeo)**

[https://www.youtube.com/watch?v=LeTzwZdza\\_U](https://www.youtube.com/watch?v=LeTzwZdza_U)

**Supporting Documentation**

FMCA Award Submission Supporting Documentation - Discovering Pinellas - Pinellas Trail .docx

Single video not exceeding five minutes long for an educational campaign, event, or product/service launch.

**What are the goals and objectives of the video (include target audience)?**

As the second episode in a new video series exploring high-interest topics to Pinellas County residents, this video aimed to substantially boost views for both the Discovering Pinellas series and engagement on our YouTube channel - specifically, to double viewership from the first episode (Red Tide) to the second (Pinellas Trail). The Fred Marquis Pinellas Trail has long been considered a community treasure by families, cycling enthusiasts and even commuters, offering a dedicated bike and pedestrian path from the north to south ends of the county. With an expansion project underway to complete a countywide trail loop funded by the Penny for Pinellas sales tax, this video would educate residents on the history of the trail and inform them about the critical work underway to expand it. Our target audiences included trail users, including the Friends of the Pinellas Trail, as well as thousands of other more casual users of the trail, including those searching for trail information online.

**Describe the strategies and platforms used for sharing the video and reaching the target audience.**

Since boosting interest in the new Discovering Pinellas series and our YouTube channel was our goal, we started by posting the video on YouTube and sharing the direct link with community groups with past interest in the topic. To further increase product reach, we posted the video on Facebook first with a link to the YouTube video and then directly on Facebook, which is favored by the platform. It was quickly shared by local cycling and outdoor groups, significantly expanding viewership.

**Describe who was responsible for this video production (including idea generation, development, approval, deployment, etc.).**

Pinellas County Communications originated the story idea, working with Parks and Public Works staff to identify interviewees who could tell the trail's full story. We also identified an enthusiastic trail user to participate in the video by directly soliciting stories about the trail from Facebook users. A team of two Communications staff members developed the script, coordinated interviews and shot the video on site at numerous locations throughout the county. Subject matter experts in the Parks and Public Works departments reviewed the content for accuracy before release.

**What is new, innovative or creative about this video?**

This video series represents a new style for Pinellas County productions, with a host leading the audience through various points of interest and talking to experts along with everyday people to answer questions about local government operations. To keep audiences engaged with a longer form video, a myriad of visual techniques were used, including aerial footage, extended tracking shots filmed while the host is biking and talking to the camera, and point of view shots filmed via GoPro affixed to the host's bike.

**Describe why the video was successful (include your evaluation process and any metrics).**

Despite running two minutes longer than the previous Discovering Pinellas episode, viewership on YouTube went from 1,300 for the first episode to 3,750 organic views and another 3,297 views from a paid boost to maximize reach, totaling 7,047 views, exceeding our goal of doubling viewership. Average duration of views also went from 1 minutes 15 seconds to 3 minutes 58 seconds between the first and second episodes. The video garnered an additional 1,500+ views on Facebook after directly posting on the platform (rather than linking to YouTube).

Internally, the video received high praise from staff leadership and elected officials within Pinellas County and among other local city governments, solidifying the Discovering Pinellas series as a new standard for high-quality production by the Communications Department.

NOTE: The fields above were auto-filled for the City of Clearwater - I corrected this to Pinellas County Government, but could not adjust the population field. Pinellas County's latest population estimate is 956,615.

## **SUPPORTING DOCUMENTATION**

Discovering Pinellas – Pinellas Trail Video

YouTube Link: [https://www.youtube.com/watch?v=LeTzwZdza\\_U](https://www.youtube.com/watch?v=LeTzwZdza_U)

Facebook Post 1:

<https://www.facebook.com/PinellasGov/posts/pfbid0mHBgif5fsQBHoFGJfL8SxBz4Q7DWia3QZDw8K9LEQNeR3iRW32VVHjtECPY9UXLi>

Facebook Post 2: <https://www.facebook.com/PinellasGov/videos/470154061452402/>

Discovering Pinellas – Red Tide Video (First Episode)

YouTube Link: <https://www.youtube.com/watch?v=FROEAH-WI0U>