



Marine Industries Association
of South Florida
Since 1961

FOR IMMEDIATE RELEASE

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THE MARINE INDUSTRIES ASSOCIATION OF SOUTH FLORIDA WINS A TELLY AWARD FOR ITS VIDEO SERIES, SALTY JOBS

Selected from more than 12,000 entries from all 50 states and 5 continents

Fort Lauderdale, FL – The Marine Industries Association of South Florida (MIASF) is proud to announce that its educational video series depicting jobs and career paths in the marine industry, Salty Jobs, won the Bronze Telly Award for Social Video in the category of Education & Discovery, specifically for the episode showcasing Resolve Maritime Academy.

The series, which is now entering its fourth season, features youthful and engaging co-hosts who highlight careers in the marine industry by spending a day working with employees and showcasing various jobs at every level, from trade skills to managerial to entrepreneurial.

“Salty Jobs has really become a model for how to communicate job opportunities and career paths to middle school and high school students, young adults, and anyone looking for an exciting career with great benefits,” said Lori Wheeler, MIASF vice president. “The short, five-minute videos capture and keep your attention and are full of relevant salary and education information. They have been an excellent method for connecting with people and we are honored to receive this important recognition from The Telly Award judges.”

Salty Jobs episodes can be viewed at www.YouTube.com/marineindustriesassociationofsouthflorida and the full list of Telly Awards can be found at <https://www.tellyawards.com/winners/2020/social-video/general-education-discovery>.

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The Marine Industries Association of South Florida (MIASF) is the largest trade organization in the Southeast United States dedicated to promoting, protecting, and growing the 111,000 middle class jobs in Broward County and 142,000 jobs regionally driving the economic output to \$12 billion regionally. Created in 1961, the not-for-profit trade group is focused on the sound growth of the marine industry in the South Florida Region to benefit its members and their customers, communities, and the environment. The Association has over 500 members in Broward, Miami-Dade, and Palm Beach counties and is the owner of the Fort Lauderdale International Boat Show.

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates. Partners of The Telly

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Awards include NAB, StudioDaily, Stash Magazine, Storyhunter, ProductionHub, VR/AR Association, The Wrap and Digiday.