

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u>XX</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title 2012 Calendar

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Los Angeles

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

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2012 Calendar

Port of Los Angeles

Communications Challenge/Opportunity

Ports typically operate in the background to move goods and facilitate goods movement. As long as ports are working smoothly, they do not typically rise to the top of mind for consumers, legislators and in some instances business entities. And when they are on the minds of these audiences, ports are often viewed as one-dimensional and simply a place where boxes are moved.

The challenge is to find a unique way to highlight the variety of aspects of the Port to a consumer, legislative and business audience on a cost-effective, on-going basis. This will not only educate audiences on the variety of aspects of the Port but will also serve as a frequent reminder of the Port itself.

Planning and Programming

One solution to this challenge that the Port of Los Angeles has found very effective is a yearly wall calendar. A calendar remains in a home or business location for 12 months and affords a very visual opportunity to highlight unexpected aspects of the Port.

Target audiences for the Port of Los Angeles calendar are: local, state and federal legislators; current and potential business partners; partner agencies; businesses in the surrounding community; media representatives; community groups and the general public.

Actions Taken & Outputs

The Port of Los Angeles launched an employee photo contest to capture unique photos of the Port. Employees were allowed to enter up to six different photos and in addition to having their photo featured in the calendar, cash prizes were given to the 13 winners of the contest – one for every month plus a cover shot. More than 300 photos were submitted by 58 employees. These photos were judged by the photography supervisor of the local newspaper, State University Asst. Dean of the Art Department and freelance photographer.

It was determined that the optimal size of the calendar would be one which fit into a standard 9x12 catalog envelope so that it would be easy to distribute through regular mail. Using one photo and one month per spread maximized the size and impact of the photo plus left enough room on the date portions of the calendar to make it useful for the recipients. 7,500 calendars were produced in-house at a cost of 69 cents per piece.

The winning photographs and their photographers were highlighted at a Board Meeting and the employees received special recognition. It was also announced at the Board meeting – shown on local cable and archived for viewing on the Port's website – that the calendars could be picked up from the Port's lobby, free of charge.

Additionally, calendars were hand-distributed to our local Councilmembers and their staff by our Legislative Affairs staff. State and federal legislators received their calendars in the mail. Similarly, local business and agency partners, the media and community groups received calendars from their Port representatives either in person or through the mail.

Outcome and Evaluation

The calendar is a highly-sought-after item and more than 7,000 of them were distributed by the end of January. We received numerous requests for additional copies from our legislative and business partners and we distributed more than 2,000 of them through our lobby security guards. Requests came in from community groups asking that a stack of the calendars be brought to their monthly meetings attended by Port staff. We consider the 2012 calendar a huge success and a great tool for the Port.