

AAPA COMMUNICATIONS AWARDS

5510

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION 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 _____X_____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: Commemorative hardcover book: 'Port of Long Beach -Celebrating a Centennial'

Port: Port of Long Beach

Address: 925 Harbor Plaza Long Beach CA 90815

Telephone: 562 283 7711 Fax: 562 901 1735 E-mail: Morris@polb.com

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

Name: Port of Long Beach

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*)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Miscellaneous — Commemorative hardcover book

Title: "Port of Long Beach: Celebrating a Centennial"

"Port of Long Beach: Celebrating a Centennial"

Communications Challenges and Opportunities

The Port of Long Beach celebrated its Centennial in 2011. In 100 years, the Port has grown from a single municipal dock at the mouth of the Los Angeles River into one of the world's leading full-service seaports, a vital transportation hub for more than \$150 billion a year in goods movement. Served by 140 shipping lines with connections to 217 seaports around the globe, Long Beach is the premier U.S. gateway for Trans-Pacific trade and acknowledged for its innovation, customer service, environmental stewardship and cutting-edge safety practices.

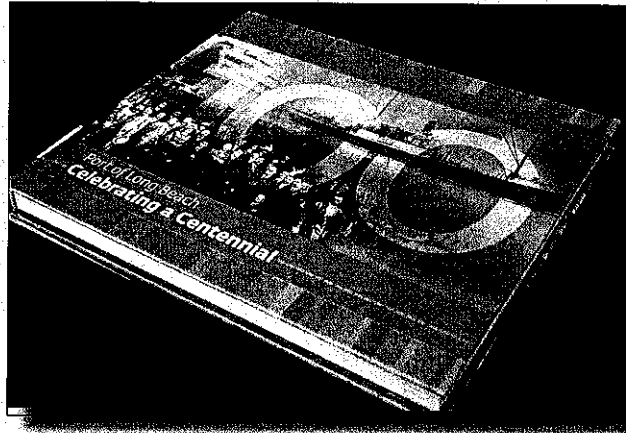
To help commemorate the 100-year anniversary celebration and create a permanent historic record, the Port produced a collectible, 190-page, hardcover book titled "Port of Long Beach: Celebrating a Centennial."

The goal of the project was to mark a century of progress at the Port of Long Beach, from humble beginnings to one of the world's busiest seaports and most consistent and reliable economic engines for the area. It would be a beautiful, enjoyable and easily readable coffee-table-style book that would rely heavily on photographs and strong design to tell the Port's story.

Planning and Programming Components

Through the strategic use of photos, design and text, the project aimed to:

- Educate target audiences about major Port themes and objectives;



- Celebrate 100 years of bringing useful products to consumers, providing jobs, supporting a vibrant community and being a partner in the city's growth;

- Educate audiences about the Port's environmental progress and goals for the future;

- Create awareness about how far the Port has come in 100 years — and how business here has thrived, created jobs, and supported the economy;

- Build pride in the Port of Long Beach by stressing benefits to the community now and through the Port's 100-year history.

The following key messages were to be woven throughout the book:

- From the time the first ship arrived in 1911, the Port of Long Beach has enjoyed a rich and exciting history;
- The Port was founded by visionary Long Beach leaders who recognized the importance of a seaport to the city's ongoing vitality. Other industries have come and gone, but international shipping has provided steady, dependable economic progress for generations;
- Throughout its history, the Port of Long Beach has been of vital economic and strategic importance to the city, the region and the nation, facilitating the import and export of trillions of dollars in consumer goods, supporting a century of careers and jobs, and providing a focal point for waterfront commerce;
- Long Beach will continue to strive to be the "Port of the Future" by investing in the most modern, sustainable facilities to support the



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Miscellaneous — Commemorative hardcover book

Title: "Port of Long Beach: Celebrating a Centennial"



economy and jobs as the Port move into its next century of service.

The target publics for the commemorative book would include Port customers, elected officials, visiting dignitaries from around the world and other VIPs, business stakeholders, community partners, libraries, archives, attendees at Port functions and events and the general public.

Actions Taken and Communication Outputs

To assist in the project, the Port contracted with Desert Springs Publishing, which began researching the Port's history and combing through thousands of photographs and historic documents in the Port's archive.

In addition to the Port archives, the publisher also collected interviews and archival materials from the Historical Society of Long Beach, the Marine Exchange of Southern California, Long Beach Public Library, Naval Photographic Center National Archives, Jacobsen Pilot Service, and members of the Windham family, descended from Charles Windham, founder of the Port of Long Beach.

The writing for the book began in 2010, with the Port's communications division staff participating closely in the development, editing and photo selection. Graphic design of the book began later that year, with the goal of printing in early 2011 for distribution throughout the Centennial year.

The Port's \$115,000 contract with Desert Springs Publishing included research, development, design and printing of 4,000 copies. Port staff participated closely at every phase of production.

Evaluation Methods and Communications Outcomes

The project resulted in a beautiful, 190-page coffee-table book that reproduces nearly 200 memorable black-and-white photographs and dozens of inspired color images from the vast collection of vintage photos and negatives that the Port archives. The book tells the fascinating story of the Port's development from humble lumber hub to one of the world's great trading centers, with twists and turns as a major oil field, naval base, manufacturing center and far more than its founders could ever dream.

The book was distributed free of charge throughout the year to Port customers, business stakeholders, VIPs, community partners and others. It was distributed free to all public libraries and school libraries in Long Beach (elementary through university level), and to many historical groups. The book was also a door prize at "Let's Talk Port" forums bringing the Centennial story into various Long Beach communities. The book was sold directly to the public for about \$30 through several local bookstores and at community events, including a "100th Birthday Party" centennial celebration in June. To date, more than 2,000 books have been distributed and sold. The remaining supply is still available for sale and will become more and more desirable as a collectible gift.

The book is available online through the book seller, Alibris, at the following link:
http://www.alibris.com/booksearch_detail?invid=10763856847&noworks=1&query=port+of+long+beach+celebrating+a+centennial&qsort=&page=1

"Port of Long Beach: Celebrating a Centennial" succeeded in conveying the Port's key messages, with compelling design and use of photography. It proved to be a popular, well-received coffee-table book to mark the Port's 100 year celebration. It remains a collectible item and an effective way to showcase the Port for multiple audiences.