

# 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 Mariners Guide

Port Name Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731 USA

Contact Name/Title Theresa Adams Lopez

Telephone (310) 732-3507 Email Address tadams-lopez@portla.org

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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### MARINERS GUIDE

Port of Los Angeles

#### Communications Challenge/Opportunity

The Mariners Guide provides vital information for persons who pilot or operate ships and small boats in and around the Port of Los Angeles. It is a helpful, easy-to-use guide to provide a safer navigational experience and includes annual tide tables, construction information which impacts water conditions and safety, US Coast Guard requirements, and a directory of maritime support services with current contact information. It also contains technical information for merchant mariners and more basic information for small boaters and water enthusiasts. The content is compiled with heavy input from the Port Pilots and Port Police.

Since this publication is designed primarily for use on the bridges of large ships, it has been requested by the Port Pilots that printed, pocket-sized versions be available for quick access to information. The booklets are, in fact, most often kept near the helm where they are the most accessible in extreme shipboard incidents, when the quick use of computers or other electronic devices may be precluded. Similarly, small boaters find the size convenient for storage near the helm. However, for use while not underway on a vessel, the material is also made available on the Port of Los Angeles website.

#### Planning and Program

The goal is the production of a Port of Los Angeles-focused, accurate, easy-to-use, complete guide of rules, regulations, contact information and tide tables for professional or amateur mariners. The selection and prioritization of content are dictated by the Chief Pilot staff at the Port, consistent with the San Pedro Bay Harbor Safety Committee.

#### Actions Taken & Outputs

A total of 8,000 copies are produced, half of which are distributed to shipboard personnel by the Port Pilots. The balance is distributed by Port Police patrol officers or Communications staff at marinas, community events and maritime conferences. The publication is also loaded onto our website for those who either don't have a printed copy or who prefer an electronic format.

The booklet is designed for ease of use and maximum technical and non-technical information that might be needed by mariners. Content is provided by Port Pilots and Port Police and layout is done by internal Graphics staff. Printing is done at the City of Los Angeles in-house print shop. Budget for this publication is \$4,000 bringing the cost per piece to 50 cents.

#### Outcome and Evaluation

This is a highly useful guide for the maritime community. It is published annually in the fourth quarter of the year, and the Port's Communications office receives an average of four calls per week during the late summer and early fall months to ask when the new one will be available. Upon publication, the office mails and personally distributes at the rate of 30-35 per week (based on requests).

In addition, Port Pilots report that the *Mariners Guide* is requested by all inbound captains and crews, and copies remain on the bridge of all vessels transiting the Port. Personal distribution by the Pilots also provides the potential for direct input regarding format, content and usefulness – all of which have been overwhelmingly positive. Similarly, distribution by Port Police officers to small boaters provides an interaction that is positive and productive. Approximately 90% of the supply is distributed in the first three months after publication. The website version of the *Mariners Guide* receives just over 1,000 hits annually.