

# AAPA COMMUNICATIONS AWARDS

## 2012 COMMUNICATIONS AWARDS PROGRAM

5524

### 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 _____ x                  |
| 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 _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: Port of Long Beach Re:port Community Newsletter (print)

Port: Port of Long Beach

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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 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)



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## 2012 AAPA Communications Awards

Category: Periodicals (Newsletters & Magazines)

Title: Re:port Community News Letter

### Port of Long Beach Re:port Community Newsletter

#### Communications Challenges and Opportunities

The Port of Long Beach began its second century of service in 2012 as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. The Port welcomes 5,000 yearly vessel calls and is served by 140 shipping lines with connections to 217 seaports around the world. It covers 3,230 acres with 35 miles of waterfront, 10 piers with 80 berths and 66 gantry cranes offloading 6.3 million containers each year. Customer and community service is at the core of the Port's operations. Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing overall diesel air pollution by 72 percent, and industry leaders have named the Port of Long Beach the World's Greenest Port as well as the Best Seaport in North America in 14 of the past 16 years. A major economic engine for the region, each year the Port handles all kinds of cargo valued at more than \$150 billion. The Port is moving forward with nearly \$4.5 billion in planned capital improvements this decade to support growth and strengthen its ability to eclipse new competition, serve the goods-movement industry, Port clients and the community. The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That translates to 30,000 Long Beach jobs and expands to more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide.

In recent years, the Port has taken on an additional, critical mission — to be an industry leader in communications, and one of the primary



initiatives is to provide periodic newsletters for the community (Re:port), the industry (Tie Lines) and our Port employees (Dock Talk).

Often, media and public attention focus on the negative side of Port operations without acknowledging the many positive aspects. The Port's challenge

is to help our various publics understand the Port's commitment to fostering sustainable operations while continuing to be an economic engine benefiting the local, regional and national economy. The Port must make its audiences aware of the efforts being made to revamp and modernize the Port's infrastructure to remain competitive and to continually strengthen security in this post-9/11 era. Finally, the newsletters allow an opportunity to showcase the many remarkable people who are integral to Port operations.

Re:port, an eight-page newsletter published quarterly by the Port of Long Beach Communications staff, is a vital communications tool to deliver the Port's key messages directly to one of its most important target audiences — the local community.





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## 2012 AAPA Communications Awards

Category: Periodicals (Newsletters & Magazines)

Title: Re:port Community News Letter

### Planning and Programming Components

The overall goal of Re:port is to help Long Beach residents better understand how the Port operates, and why the Port is important to them. The newsletter helps show how the Port has become an environmental leader while maintaining its role as a major gateway for seaborne trade and a leading generator of jobs. It points out that the Port is working diligently with its security partners to protect the Port and the community from danger and disaster, both natural and man-made.

To reach as wide a local audience as possible with Re:port, the publication is mailed to 209,000 households, reaching the majority of the 500,000 residents of Long Beach, California's fifth largest city, and neighboring Signal Hill.



### Actions Taken and Communication Outputs

The three 2011-2012 issues of Re:port submitted for AAPA consideration demonstrate how the Communications Division effectively transmits these messages to its community audience. The Spring 2011 issue previewed the Port's 100th Birthday Party for the community, announced the dates for the annual free boat tours of the harbor, talked about green construction, showcased community involvement and shared how an increase in trade is boosting the local economy. The Fall 2011 issue celebrated the Port's dramatic 72 percent drop in diesel air pollution, introduced

new Harbor Commissioners, talked about construction beginning on the new \$1.2 billion Middle Harbor development and a new Pier S terminal project, reported on the 100th Birthday Party festivities and announced the fall schedule for "Let's Talk Port" community forums. The Winter 2012 issue shared the extraordinary success of the Port's Clean Trucks Program that reduced truck emission by 90 percent, introduced the new Port executive director to the community, introduced a new advertising campaign focusing on local jobs, announced the newest Port facility with shore power allowing ships to plug in to clean electricity while docked, showcased community involvement activities and, finally, announced a \$4.6 billion lease agreement for the new Middle Harbor facility.

In each issue, readers are frequently encouraged to go to the Port's interactive website ([www.polb.com](http://www.polb.com)) for more details, other new information, to read archived issues of Re:port or leave feedback.

Re:port is written, edited and designed in-house by the Port's Communications Division and distributed by the U.S. Postal Service. Because the articles feature everything from environmental efforts to security programs, the Communications and Community Relations Division works closely with other Port divisions to obtain the necessary background information. The Port of Long Beach uses outside consultants for most photography.

Re:port maintains a colorful, casual and approachable style and takes about 200 hours of staff time per issue to produce. The printing cost is \$30,000 per issue for 209,000 copies — a 14-cent per-unit cost, and photography averages \$2,000.

### Evaluation Methods and Communications Outcomes

The Port was able to document readership levels and community response to Re:port through a 2011 scientific study conducted by Encinitas-based True North Research. The study updates data collected by True North in a similar 2009 study and reveals even better recognition and readership levels.



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Title: Re:port Community News Letter

More than 58 percent of Long Beach respondents indicated that they recalled receiving the Re:port in the past 12 months, up 18 percent over the 2009 study. Readership also increased to 82 percent. Of those receiving the newsletter, 47 percent "always" read it and 35 percent "sometimes" read it.

More than three-quarters (77 percent) of the respondents indicated that they recalled hearing, reading or seeing news or other information about the Port in the past 12 months, up from two-thirds of the respondents in 2009. Of those who had heard some news of the Port, 20 percent (up from 15 percent) said it was the Re:port newsletter that supplied the information.

Only the *Long Beach Press-Telegram* (32 percent) and television news collectively (23 percent) were cited as sources where people were more likely to encounter information about the Port.

Direct mail (24 percent) was slightly ahead of the Re:port newsletter as the respondents' main source of information about the Port, but in this category, Re:port was well ahead of the *Los Angeles Times* (8 percent) *Downtown and Grunion Gazettes* (a local weekly newspaper group at 8 percent), radio news (3 percent), the Internet (which had climbed to 15 percent), and friends and family (6 percent).