

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5516

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 _____ x |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: 100th Birthday Party! Community Centennial Celebration

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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100th Birthday Party! Community Centennial Celebration

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Communications Challenges and Opportunities

The Port of Long Beach celebrated its Centennial throughout 2011. During its first 100 years, the Port grew from a single municipal dock at the mouth of the Los Angeles River into one of the world's leading full-service seaports, the second busiest seaport in the United States and a vital transportation hub for all kinds of cargo adding up to more than \$150 billion a year in goods movement.

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.

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. Other industries have come and gone in Long Beach, but the international trade and goods movement industry has provided a constant economic engine



for the region, a real bright spot in the country's continuing economic recovery. 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 nearly 316,000 jobs in Southern California and almost 1.4 million jobs nationwide.

The headliner event commemorating the Centennial was a public 100th Birthday Party on June 25, 2011, the actual anniversary date. A wide variety of unique and exciting exhibits and activities were created to mark the occasion.

Planning and Programming Components

The Port of Long Beach is just over the bridge from the City of Long Beach, but may seem a million miles away from people's everyday lives. The year-long activities to celebrate the Centennial were a great way to build awareness for the Port and community pride — and the Port's 100th Birthday Party for the community was the icing on the cake.

The party site at the Port would be Pier E, Berth E26, the former California United Terminals facility just south of the Gerald Desmond Bridge near Ocean Boulevard and Pico Avenue.

Guests could enjoy free hot dogs, purchase food from food carts or bring a picnic basket and lawn chairs for a fun day on the docks.

Each guest would receive an "event passport" describing the elements of the event and containing coupons for a free hot dog and beverage and carnival rides. The passport would also contain



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the on-site survey form for the event to be turned in before departing.

Free on-site parking and a bicycle valet would be provided.

The target audience for the event was the city's 500,000 residents (of all ages), as well as VIPs, port customers and other stakeholders.

The attendance goal for the event was 3,000 guests with space to accommodate more.

The 100th Birthday Part was intended to:

- Celebrate 100 years of bringing useful products to consumers, providing jobs, supporting a vibrant community and being a partner in the city's growth;
- Include members of the Long Beach community in their Port's Centennial celebration;
- Provide an opportunity for Port clients and suppliers to contribute to the celebration through volunteerism and sponsorships;
- Educate the target 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;
- And be fun for the entire family.

The following key messages were to be woven throughout all activities at the event:

- 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;
- We will continue to strive to be the "Port of the Future" by investing in the most modern, sustainable facilities to support the economy and jobs as we move into the next 100 years;

Planning for some elements of the event began as early as 2010, but planning for the actual party began just a few months out.

Actions Taken and Communication Outputs

The 100th Birthday Part was produced by the Port of Long Beach Communications and Community Relations Division with assistance from The Choura Events Group and various contractors and sub-contractors for food carts, electricity, lighting, environmental services, electric cart rental, party staffing, valet service, audio-visual, radios and entertainment.

The Port's Communications and Community Relations Division coordinated the involvement



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of all the participants and synchronized the activities of the various teams. Altogether, about 50 people, identifiable by their 100th Birthday Party shirts, worked on the day of the event, including Port employees, Port Ambassadors (a volunteer support group), volunteers and paid event staff (The Party Staff).

The Communications team developed a marketing and outreach plan using print advertising, the Re:Port community newsletter, cable TV, the Port's website, social media outlets, fliers, posters and face-to-face outreach to spread the word about the free community event. The news media received a number of electronic releases and media alerts.

The major elements created for the 100th Birthday Party were:

- "Port of Long Beach: Celebrating a Centennial" — a commemorative hard-cover book Desert Springs Publishing research, wrote and produced 4,000 copies of the 190-page, coffee-table-style book at a cost of \$115,000. The book was made available for sale, used as a VIP gift or prize at Port-sponsored community events and donated to every public and school library in Long Beach, elementary through college level. It was also contributed to the libraries of various historic societies and maritime associations;
- "Faces of the Port: Remembering 100 Years" — a half-hour documentary narrated by Robert Wagner. The Port Communications and Community Relations Division contracted with production company, Media 360, to research archival footage from many sources, bring celebrity narrator, Robert Wagner, aboard and arrange interviews with 50 people from the Port's history. Their engaging first-hand stories became the focus of the film;
- "A Century in Photos Art Exhibit" — inside a one-of-a-kind gallery constructed from cargo containers;
- The exhibit, showcased nearly 100 photographs from the Port archives reflecting the Port's 100-year history. The exhibit in the 120 by 80-foot cargo container gallery was curated by professional staff from the

Long Beach Museum of Art. The Choura Events Group designed and installed the rooftop covering and gallery lighting. Private shipping companies at the Port loaned the Port the shipping containers, California Cartage, volunteered trucks and drivers to deliver the containers and the ILWU provided the labor free of charge. The containers, artistic consultation and much of the labor was donated, the Port owned all the photo copyrights, so the only cost was for reprinting and framing the photographs, the tent and lighting;

- "Let's Talk Centennial" — a panel discussion with community luminaries featured in the video, followed the premier of the documentary;
- "Memory Lane" was a special place with artists and storytellers where guests could record their Port memories on paper or video;
- The Long Beach Municipal Band, a community treasure whose summer outdoor concert season is underwritten by the Port, performed as they did at the Port's grand opening ceremonies 100 years earlier in 1911;
- Other entertainment was provided throughout the event, as well as free carnival rides and hot dogs, a rail exhibit, various Port displays and much more.

Total cost for the event was \$270,000, with great savings realized through the extensive use of volunteers and companies who donated in-kind services and sponsorship dollars.

Generous event sponsors included:

Carnival: Union Pacific and BNSF Railroads

Rail display: Pacific Harbor Lines

Hot dogs: Long Beach Firefighters Local 372

Memory Lane: Gensler

General sponsors: OOCL/Long Beach Container Terminal, International Longshore and Warehouse Union, California Cartage Company, Lovco Construction.



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Evaluation Methods and Communications Outcomes

Based on an attendance goal of 3,000, the event was a huge success. Fortunately, there was space to accommodate more guests and more food was attainable, because the 3,000 goal was reached by 3:30, an hour into the event, and final totals exceeded 5,000.

The 100th Birthday Party received excellent pre and post-publicity coverage in all local media, in social media and online.

Of the 5,000 attendees, 505 completed the on-site survey in their 100th Birthday Party event passport. The results showed an extremely positive reception by the target audience.

When asked how they would rate their experience on the following items, the response was either good or excellent as follows:

92%	Exhibits
89%	Documentary
92%	Photo Gallery
92%	Entertainment
94%	Parking
86%	Carnival

In addition:

92%	responded that their overall experience was good or excellent.
38%	indicated that their Port knowledge increased due to the 100th Birthday Party.

Random comments on the response forms included the following:

"I learned more about the greening of the Port and the air sampling that takes place, the new construction plans and air quality."

"This was a very well organized party. Thank you!"

"Excellent job on parking."

"Loved the colorful drummers and the recycled instruments."

"Thanks Port. We love you!"

