

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5526

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: A Centennial Celebration of Women in the International Trade and Goods Movement Industry

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*)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Special Events – Recurring Event

Title: Centennial Celebration of Women

Port of Long Beach Centennial Celebration of Women in the International Trade and Goods Movement Industry

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, cutting-edge safety practices and environmental stewardship.

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 supporting more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide.

Traditionally, the seaport and maritime industry has been very male-dominated. However, during the past quarter-century, women have made inroads into all aspects of port-related jobs and careers. Therefore, as part of a variety of events and activities during the Centennial year, the Port of Long Beach wanted to pay tribute to pioneering women in the maritime industry. At the same time, the Port wanted to encourage and inspire young women hoping to build their future careers in the industry.

The first-ever "Centennial Celebration of Women in the International Trade and Goods Movement Industry" was held on October 25, 2011.



Planning and Programming Components

The Port's initial goal was to host a special event that would recognize and honor the role of women in the maritime industry in conjunction with the overall Centennial year celebration. Through internal discussions among the Port's Communications and Community Relations Division staff, a second idea emerged, to include an educational component that would help mentor young women seeking careers in the industry.





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The Port reached out to principals at four local high schools, who were asked to each select about seven promising young women who hoped to pursue careers in international trade or the maritime industry. The young women would be paired with longtime industry leaders and mentors for discussions.

The targeted participants were:

- Legendary women who paved the way for women in the industry;
- Women currently working in the industry, from executives to interns;
- Women in high school interested in the maritime industry as a career and their teachers.

The objectives were to:

- Thank pioneering women for their extraordinary contributions;
- Acknowledge women currently at work in the industry;
- Provide encouraging success stories to inspire students;
- Provide a unique opportunity for students to interact, one-on-one, and be inspired by both industry pioneers and women currently employed at all levels and in a variety of disciplines.

Actions Taken and Communication Outputs

A committee was formed to plan and implement the event, including the Harbor Commission president, the Port's Communications and Community Relations team and four women who were affiliated with the industry, but not Port employees.

Two letters of invitation were sent, signed by Commission President Susan E. Anderson Wise, a prominent Long Beach attorney who is the fourth woman to serve on the Long Beach Board of Harbor Commissioners during its 100-year history.

One letter was an invitation to women pioneers in the industry as well as women currently serving the industry, inviting them to be honored. The letter also invited them to participate in a rare opportunity to share their success stories and mentor young women hoping to follow in their footsteps.

The second letter was sent to principals at four local high schools. Each was asked to select about seven promising young women who hoped to pursue careers in some aspect of international trade or the maritime industry. The young women would be paired with longtime industry leaders and mentors for discussion. Their teachers were also included in the invitation.

The "Centennial Celebration of Women in the International Trade and Goods Movement Industry" event was held on Oct. 25 2011, from 11 a.m. to 1 p.m. at the Long Beach law offices of Keesal, Young and Logan. The guest list was limited to 110 guests (including 32 students) to help keep the event relatively intimate and encourage discussion among smaller groups.

After a short kickoff by President Wise (who moderated the event), guests were invited to take their seats at round tables, each seating eight guests. The seating was very deliberate, with a variety of jobs and ages represented, and no two guests from the same company, agency, organization or school seated at the same table.



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The Port placed “conversation starter” questions at the center of each table to kick-start the individual discussions, such as “Why do think this is a good industry for women to explore and join?” and “What type of skills do you think you need to be successful in this industry?” This was a very successful way to engage the guests, resulting in lively table discussions. One member of the planning committee was seated at each of the tables to act as a hostess.

A short video, produced by Media 360, that highlighted the role of women in the industry, was shown at the luncheon. All of the women included in the video were guests at the luncheon and answered questions posed by the students.

After lunch, four women at various stages of their careers talked about their jobs in a panel discussion. Panelists included a former Port intern who recently began working for a logistics company; a mid-career Coast Guard officer; a long-time maritime industry professional; and a shipping terminal operator nearing retirement, who has seen decades of change in the industry. The event concluded with remarks by Commission President Wise. Each guest received a copy of “Port of Long Beach - Celebrating a Centennial,” the 190-page, hardcover book produced as an historic record of the Port’s first century.

The event cost about \$3,000, which included lunch and printing of the program. The video was produced as part of a yearly contract with Media 360, the Port’s video production company, and the venue was donated by Keesal, Young and Logan in support of the event goals. The non-Port members of the planning committee volunteered their time.

A follow-up email news release was distributed with a video of the event attached. The video, also produced by Media 360, can be viewed at www.youtube.com/watch?v=Y6BvXvxuWTU.

A thank-you letter to each participant from President Wise tested the waters for making this an annual event and requested that a brief survey be completed.

Evaluation Methods and Communications Outcomes

The “Centennial Celebration of Women in the International Trade and Goods Movement Industry” event was very well-received, and while it was originally intended to be a one-time event, the Port now plans to make it an annual event because of the success and positive reception by the attendees.

About 13 percent of the attendees responded to the online survey. The results reflected strong levels of positive feelings about the event. The highest approval ratings went to panel speakers and interaction with guests (78 percent rated “excellent”). All respondents agreed that they “found value in the interaction at your table” and most (92 percent) agreed that they “found value in the program discussion.” About 85 percent of respondents said they approved of the length of the program, while the remaining 15 percent said it was too short. When asked to rate their overall experience at the event, 64 percent deemed it “excellent” and 35 percent “good,” with no responses marked as “average” or “poor.” All respondents said they would be interested in attending a future event of this type, showing a high level of interest and positive response to the event.

The follow up release was carried in local and trade media outlets, and the follow-up video has been viewed 168 times on YouTube.

“I was very impressed with the many levels of success the event produced,” said Lovetta Kramer, an industry professional invited to the event. “I had the pleasure of escorting to the event the first woman to serve on the Long Beach Harbor Commission. She was deeply honored and, at the same time, delighted to answer questions from the young people at our table. The students really lit up when they heard the stories shared by the successful women at our table and on the stage, and I could see the wheels turning in the heads of the teachers attending. They knew this event was a really good thing. The panelists were perfectly selected, and the planning and implementation were impeccable. I’m so happy to learn that this will become an annual event. Great job!”