

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5514

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 _____ x |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: 'Faces of the Port: Celebrating 100 Years'

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*)

- Objectives (*identify specific and measurable milestones needed to reach goal*)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Videos

Title: Faces of the Port: Remembering 100 Years
Documentary Film

Port of Long Beach Faces of the Port: Remembering 100 Years Documentary Film

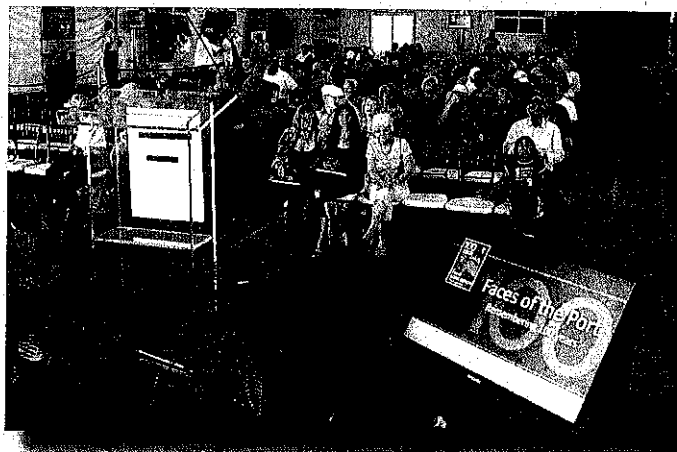
Communications Challenges and Opportunities

The Port of Long Beach celebrated its Centennial throughout 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.

To help commemorate the 100-year anniversary celebration and create a permanent historic record, the Port set out to produce a half-hour documentary film to tell the story of the Port's first century.

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 an entertaining, fast-paced journey that would rely heavily on colorful interviews with characters from the Port's fascinating past and their colorful, informative anecdotes.

The goal was to produce a compelling visual history emphasizing the people who worked in various capacities to make the Port a success and hear their personal stories about what it was like, from out on



the docks to inside the boardrooms.

While the machines and structures of the Port were important, the emphasis would be on the people, and the title would be "Faces of the Port: Remembering 100 Years."

The documentary would also feature vintage film and video footage as well

as still photos from the Port's extensive archive and other sources. A celebrity narrator would add additional appeal.

Planning and Programming Components

Through the strategic use of interviews, vintage film and video footage and an entertaining and informative script delivered by a celebrity narrator, the project aimed to:

The project aimed to:

- Tell the Port's history through the voices and recollections of the people who were a part of it;
- Create awareness about how far the Port has come in 100 years, and how business here has thrived, created jobs, and supported the economy;
- 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



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environmental progress and goals for the future;

- 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 documentary film:

- 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

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

The target audiences would include attendees at Centennial events, both for the community and the industry and a broader audience through cable television. It would also be accessible on the Port website and made available to libraries for ongoing reference and available for purchase by individuals.

Actions Taken and Communication Outputs

To assist in the project, the Port's Communications and Community Relations Division contracted with Long Beach-based production company Media 360, which began research and development for the project in 2010. The company began researching the Port's history, through thousands of photographs, videos, film clips and historic documents in the Port's archive. Media 360 also gathered historic footage from the archives of ABC News, the British Broadcasting Corporation (BBC), and from the private collections of individuals connected to the Port, many of whom were interviewed for the film. More than 50 people were interviewed for the documen-



tary between late 2010 and May 2011, when post-production work began. The Port's Communications Division worked in close partnership with Media 360 on script development, interview selection and editing decisions.

Media 360 also arranged for legendary actor Robert Wagner to provide his voice to the documentary





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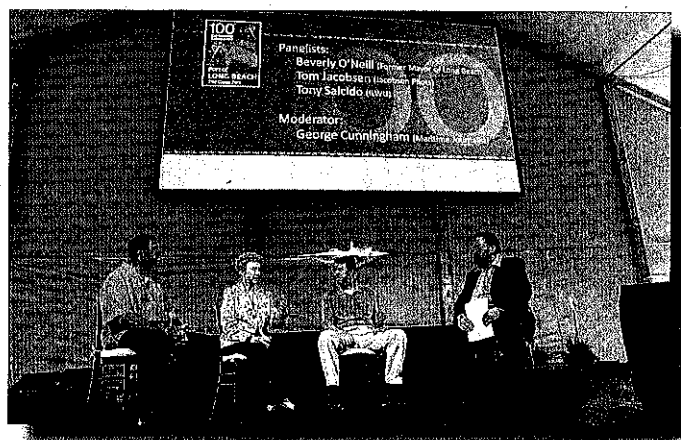
narration. Through a series of discussions, Wagner became personally interested in the project and offered his services for free.

The cost for Media 360's services was \$45,000.

Evaluation Methods and Communications Outcomes

The resulting documentary film tells the fascinating story of the Port's development in a rich and compelling way through the voices of those who were a part of it. The voice narration of iconic actor Robert Wagner added tremendous value and audience appeal.

The documentary was premiered with a series of screenings, including a personal appearance by Wagner, before more than 5,000 members of the community who attended the Port's 100th Birthday Party on June 25, 2011. The premiere screening also featured a panel discussion with several people featured in the film, narrated by industry veteran journalist George Cunningham. Several thousand more viewed the film during Long Beach's "Movies on the Beach" events during summer 2011, where it was shown as an opening feature prior to full-length films. It was incorporated into many Centennial events throughout 2011 and included in gatherings



and conferences both for the public at "Let's Talk Port" community forums and at industry events and conferences where Port officials were featured speakers.

"Faces of the Port: Remembering 100 Years" was also distributed to 36 local government programming channels throughout Southern California, which have a combined audience potential of 1.2 million viewers. The film was also submitted to a national network, the History Channel, for consideration (a decision is pending). "Faces of the Port: Remembering 100 Years" continues to provide a historic "time-capsule" of the Port's first 100 years and will remain a strong narrative for future generations interested in the Port's history.