

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

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: 'On The Go' Video Series

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**
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)



Port of
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The Green Port

2012 AAPA Communications Awards

Category: Videos

Title: "On The Go" Video Series

Port of Long Beach "On The Go" Video Series

Communications Challenges and Opportunities

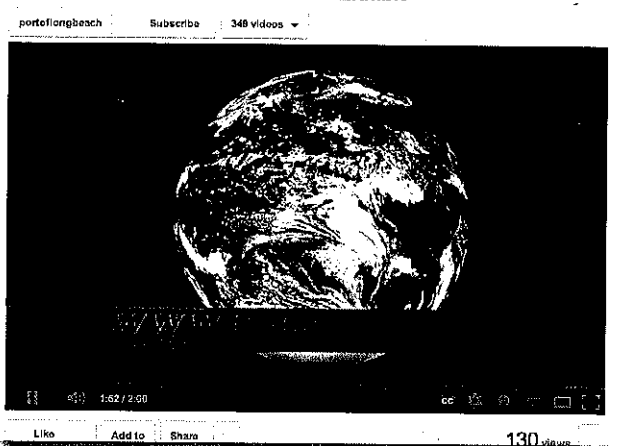
The Port of Long Beach began its second century of service in 2012 as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. The Port welcomes 5,000 yearly vessel calls and 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.

On the Go: Ocean Science Center Exhibit



But in the past few years the growth of YouTube, Facebook, Twitter and other social media outlets has increased the popularity of short videos online. With that in mind, in 2009 the Port's Communications and Community Relations Division began producing the "On The Go" video series.

And there is never a shortage of new stories to share.

Planning and Programming Components

"On The Go" is designed to provide Port news and information in a quick, fun and informative format. "On The Go" video segments are no more than three minutes long, and most run about two minutes.

The pieces highlight Port initiatives and programs while reinforcing the Port's key messages of economic strength, job growth, new infrastructure construction projects, teamwork, environmental responsibility and community partnerships.

The primary audience is Long Beach, but "On The Go" is viewed globally on YouTube.

Actions Taken and Communication Outputs

"On The Go" videos are produced by Media 360, a contractor working in close coordination with the Port's Communications and Community Relations Division. On average, one news-related "On The



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"On The Go" video is produced each week and posted to the Port's YouTube channel (www.youtube.com/portoflongbeach) in high definition. The cost is about \$500 per segment.

When a new "On The Go" is posted, the Port sends out an e-blast to its database of about 6,000 subscribers and posts the link on its Facebook and Twitter pages, which collectively reach another 10,000 subscribers. The video links are included in future news releases, e-blasts and online newsletters for several weeks or months following their posting, depending on the ongoing relevancy of the issues.

This selection of popular "On The Go" videos posted in 2011 and 2012 is submitted for consideration by the AAPA judging panel.

"Inflatable Emergency Shelter" 04/04/11
2:32 303 views <http://bit.ly/Hy8iaq>

This video demonstrates a remarkable, inflatable emergency structure on by at the Port of Long Beach that can act as headquarters should a Port structure become uninhabitable during a disaster.

"Ocean Science Center Exhibit" 06/01/11
2:00 130 views <http://bit.ly/HSZ63i>

The Port of Long Beach is proud to sponsor a major exhibit in the Ocean Science Center at the Long Beach Aquarium of the Pacific. This video chronicled the grand opening.

"Sand Sculpture Contest" 08/22/11
2:57 119 views <http://bit.ly/ImOfZM>

The Port of Long Beach is a major sponsor of the long-running SeaFest that extends throughout the summer months. One of the elements is the Sand Sculpture Contest, one of the oldest sand sculpture contests in the United States. This video not only showcases the terrific sculptures, but also shows the Port Community Relations team at work.

"Derailment Recovery" 11/29/11
2:24 975 views <http://bit.ly/IgjonW>

When a train derails at the Port, well-prepared emergency crews take fast action to get the rails humming again. This video showcases the wonderful teamwork among the Port, the Pacific Harbor Line and the Union Pacific Railroad.



"Hydrogen-Powered Truck Debut" 01/20/12
2:19 931 views <http://bit.ly/HvAmMw>

A major goal of the Port of Long Beach is zero emissions from operations, and each step toward this ultimate goal is celebrated. This video reports on the introduction of a new zero-emissions, hydrogen-powered truck that has begun testing at the Port.

"Port Official Awarded Bronze Star" 01/27/12
2:54 433 views <http://bit.ly/HpY3Cv>
It is a proud day when the Port of Long Beach can pay tribute to one of its own. This video shows the Port's Assistant Director of Security, Steve Ruggiero, receiving the Bronze Star Medal, our nation's 4th highest military honor, for his service in Afghanistan.

"Big Ship Arrives in Long Beach" 03/22/12
7:36 122,073 views <http://bit.ly/HHKUmt>

It was quite an occasion when the Fabiola, the largest container ship to ever call in the United States, arrived at the Port. This On the Go posting was the perfect opportunity to share that Long Beach is "Big Ship Ready."

Evaluation Methods and Communications Outcomes

"On The Go" is posted on YouTube (www.youtube.com/portoflongbeach) and the primary evaluation method is the number of people who view the segments.



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Total YouTube video views (including "On The Go" and other postings) increased from 114,742 in April 2011 to 180,000 in April 2012, with most segments averaging several hundred views.

A recent study conducted by Encinitas-based True North Research in early 2011 updates data collected by True North in a similar 2009 study and reveals that Port awareness has held steady at a high 97 percent, and favorable awareness has increased during the two year period between studies from 49 to 54 percent.

The survey was conducted with 1,000 registered voters in Long Beach and included respondents from all City Council Districts, with a thoroughly representative range of demographic profiles.

There was an increase in the percentage of respondents who recalled hearing/reading/seeing Port-related news and ads from 70 percent in 2009 to 77 percent in 2011. Visits to the Port website increased from 16 percent to 21 percent, and, of those who had heard some news of the Port, those who chose the Internet as their primary source increased to 15 percent.