

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5520

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: Pulse of the Port' 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**

- 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)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Videos

Title: "Pulse of the Port" Video Series

Port of Long Beach "Pulse of the Port" 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.



In recent years, the Port has taken on an additional, critical mission, to be an industry leader in communications and community engagement.

Often, media and public attention focus on the negative side of Port operations without acknowledging the economic benefits of trade or the

Port's significant efforts to lessen its impact on the environment. The Port's challenge is to help the public understand the Port's commitment to fostering environmentally sustainable operations while continuing to be an economic engine benefiting the local economy. The Port also must make the public aware of the efforts being made to revamp and modernize the Port's infrastructure to remain competitive and to continually update security in this post-9/11 era.

In 2005 the Communications and Community Relations Division at the Port of Long Beach began producing "Pulse of the Port," a half-hour video magazine-style program to air on local government access channels. Segments from the program are also posted on the Port's YouTube site.

Planning and Programming Components

The goal of "Pulse of the Port" is to offer viewers a behind-the-scenes look at the Port and cargo handling operations, community outreach, environmental programs, and the people who work in and around the Port, while emphasizing the vital role the Port and its partners play in the local and national economies.



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The primary market for Pulse of the Port is the local community served by LBTv3 and, secondarily, the viewing audience of about 30 other Southern California cable TV stations that regularly air the program. Finally, the individual segments reach a global audience via YouTube.



other Southern California cable TV stations also air the program. To expand viewership, individual segments are uploaded to YouTube.

Segments are available for download on the Port's website at www.polb.com/videos and at www.youtube.com/portoflongbeach.

The objectives are:

- To offer another opportunity for the community to receive updates about the Port and a balanced viewpoint;
- To, in a timely manner, offer regularly-scheduled, entertaining and informative programming that will be appealing to viewers, and create a viewing "habit;"
- To increase viewership for "Pulse of the Port."

Actions Taken and Communication Outputs

"Pulse of the Port" is a fast-paced, half-hour cable TV program produced by the Port of Long Beach Communications and Community Relations Division in conjunction with Media 360, a Long Beach-based video and film production company. A new program, consisting of four segments, is produced every few weeks to add to the on-air rotation. The cost to produce each program is about \$14,000.

A consistent show hostess opens and closes each program and introduces the segments, but the actual segments are hosted by a series of field reporters who tell the stories and conduct interviews with pertinent guests.

"Pulse of the Port" airs at 7:30 p.m. each Monday, Wednesday, Friday and Saturday on LBTv3 (www.lbtv3.com) and has a potential viewership of 80,000 to 90,000 households. Approximately 30

New "Pulse of the Port" programming is announced via e-mail and on-air TV promos.

The following segments are representative of "Pulse of the Port" programming:

"Panama Canal Expansion" 06/11
5:47 minutes <http://bit.ly/IBdk55>

The industry is anticipating the opening of an expanded Panama Canal in 2014, and this video discusses its expected impact on the Port of Long Beach.

"Marine Exchange Monitors Traffic" 06/11
7:56 minutes <http://bit.ly/HzoFOM>

This video offers a panoramic view of San Pedro Bay and introduces the people who, since 1923, have had the vital job of monitoring vessel traffic.

"Zero-Emissions Truck" 08/11
8:38 minutes <http://bit.ly/HzI8Ro>

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.

"The Port's 100th Birthday Party" 08/11
6:12 minutes <http://bit.ly/HpX5WH>

The Port of Long Beach celebrated its 100th anniversary in 2011, and this video shares the story.



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"10 Years After 9/11"

09/11

7:02 minutes

<http://bit.ly/HsXyX8>

In a post-9/11 world, security is paramount, and this video tells how the Port of Long Beach has developed one of the most advanced security operations in the world.

"World of Warehousing"

10/11

6:09 minutes

<http://bit.ly/IghAbP>

This video shows how the Port of Long Beach affects regional warehousing and logistics.

"Moving the Big Stuff"

11/11

4:51 minutes

<http://bit.ly/IgcNZd>

Not everything fits inside a container, and this fun video takes a look at a variety of unusual and odd-size items that cross the docks.

"Big Ship Ready"

03/12

6:37 minutes

<http://bit.ly/HEB9tq>

Bigger ships are being introduced each year, and many ports are playing catch-up to accommodate them. This video shows that the Port of Long Beach is "big ship ready" right now and already planning for tomorrow's still bigger ships.

Evaluation Methods and Communications Outcomes

A 2011 study conducted by Encinitas-based True North Research 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.

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.

Of those who had heard some news of the Port, only the Long Beach Press-Telegram (32%) surpassed TV news (23%) as their primary source. Visits to the

Pulse of the Port: Panama Canal Expansion



Port website increased from 16 percent to 21 percent, and those who chose the Internet as their primary source increased to 15 percent.

Including the individual "Pulse of the Port" segments on the Port's YouTube site, in addition to airing the full, 30-minute program on cable channels, expanded viewership significantly as indicated below through April 2012 for the segments highlighted in this entry:

"Panama Canal Expansion"	432 views
"Marine Exchange Monitors Traffic"	163 views
"Zero-Emissions Truck"	811 views
"The Port's 100th Birthday Party"	247 views
"10 Years after 9/11"	97 views
"World of Warehousing"	210 views
"Moving The Big Stuff"	150 views
"Big Ship Ready"	255 views

Total Port of Long Beach YouTube video views (Including "Pulse of the Port" and other postings) increased from 114,742 in April 2011 to 180,000 in April 2012.

"Pulse of the Port" won first-place honors in 2007 from the National Association of Telecommunications Officers and Advisors (NATOA) and a 2010 Silver Telly Award for Education.