

AAPA COMMUNICATIONS AWARDS

5517

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

CATEGORY 1

CATEGORY 2

Your Name: Heather Morris

Title: A Century in Photos Art Exhibit

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)

• **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
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The Green Port

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Port of Long Beach A Century in Photos Art Exhibit

Communications Challenges and Opportunities

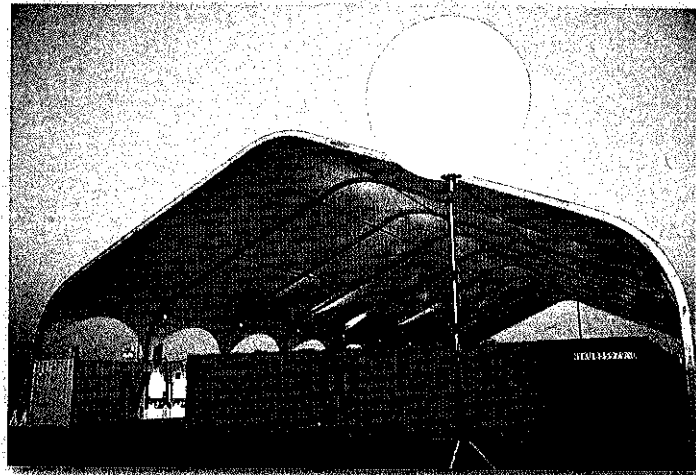
The Port of Long Beach celebrated its Centennial throughout 2011 with a variety of activities. In 100 years, the Port has grown from a single municipal dock at the mouth of the Los Angeles River into one of the world's leading full-service seaports, a vital transportation hub for more than \$150 billion a year in goods movement and a major employer for the city and the region. 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 headliner event commemorating the Centennial was a public 100th Birthday Party on June 25, 1911, the actual anniversary date. For that free, public event, many unique elements were created to showcase the Port's 100-year history.

One of those elements was "A Century in Photos Art Exhibit."

Planning and Programming Components

To add unique appeal, cargo containers would be used to construct the gallery at the site of the 100th Birthday Party—a Port dock near the waterfront at a temporarily vacant shipping terminal facility. The art medium would be photography from throughout the Port's colorful history.



The gallery project aimed to:

- Educate target audiences about major Port themes and objectives;
- 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 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.

The following key messages were to be woven throughout project, through the selection of photos and caption text:

- 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;



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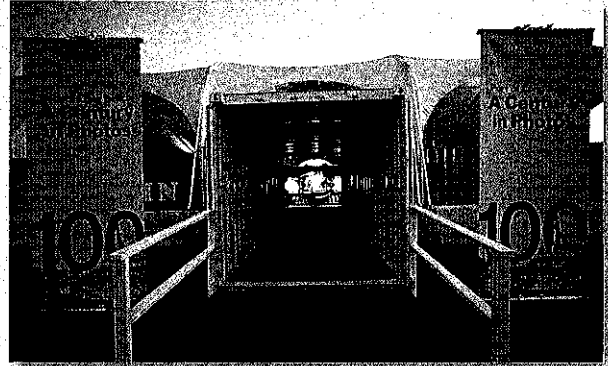
- Throughout its history, the Port of Long Beach has been of vital economic and strategic importance to the city, the region and the nation, facilitating the import and export of trillions of dollars in consumer goods, supporting a century of careers and jobs, and providing a focal point for waterfront 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.

The target audiences for the Art Exhibit would be VIPs and members of the public attending the June 25 event, employees attending a pre-party on June 23, and Port clients and stakeholders who were honored at a gala party on the site the evening prior to the major June 25th anniversary event.



Actions Taken and Communication Outputs

Metal cargo shipping containers, which revolutionized global shipping when they were first introduced 50 years ago, haven't been known for their aesthetic appeal. But increasingly, artists and architects are constructing homes, buildings,



temporary art galleries, and finding other creative uses for shipping containers.

With that in mind, the Port of Long Beach set out to construct a one-of-a-kind, temporary gallery made out of cargo containers to showcase nearly 100 photographs, from the Port's opening in 1911 to the present day. The project would marry art with an industrial structure in a way that would enhance both, making the structure itself part of the artwork. The location was a cargo shipping facility that was temporarily vacant while awaiting a construction project scheduled to begin in late 2011.

The photographs would 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. The goal was to produce a beautiful, stunning gallery experience for visitors to the Port's 100th Birthday Party in June. The photos would include major Port events, historic milestones, various Port jobs, dignitaries, environmental projects and more.

To curate the exhibit, the Port enlisted the help of several curators from the Long Beach Museum of Art, who provided advice and assistance on photo selection (from the Port's extensive archives), the layout of the gallery, the proper hanging of the artwork, and more. The Port contracted with the Choura Events Group to design and install the rooftop covering and gallery lighting.

Working closely with Port staff, the Long Beach Museum of Art team guided the artistic selection and layout of the gallery, to guide viewers through the experience. Choura led the technical design,

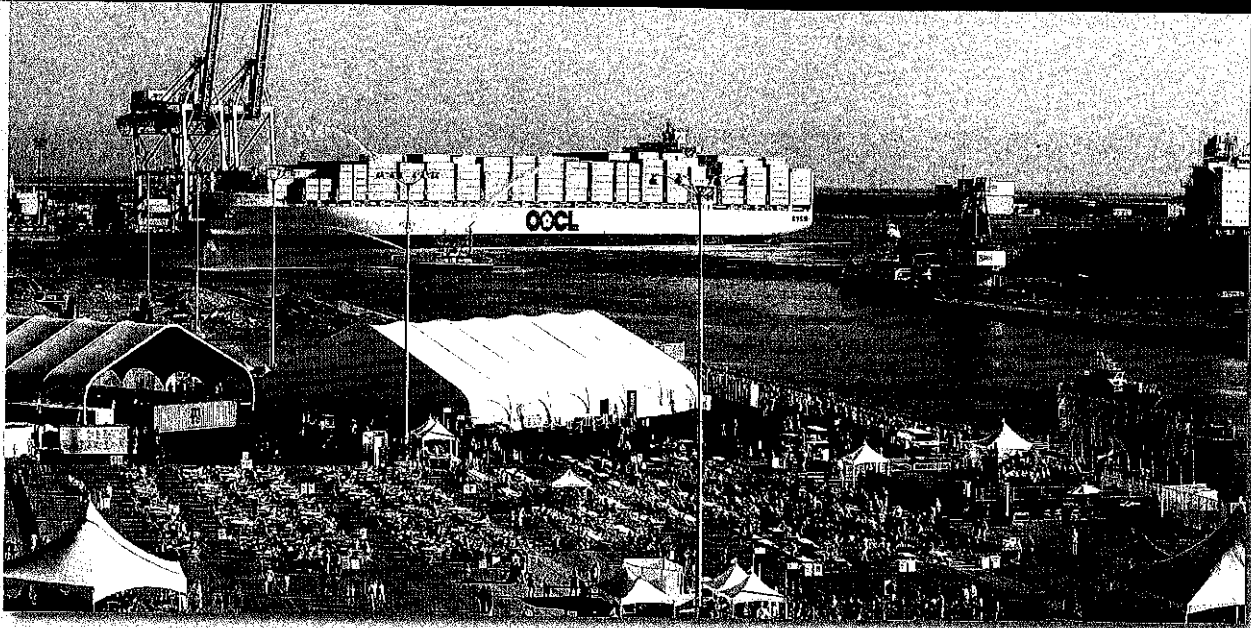


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to safely construct the gallery with containers and build the rooftop structure in a way that did not compromise the look and display of the 120-by-80-foot gallery. The challenge was to integrate the art and structure in a way that enhanced both.

Several volunteer partners proved invaluable. Port staff reached out to the private shipping companies who operate container shipping facilities at the Port for the temporary donation of shipping containers, which provided a variety of colors and logos to enhance the artistic backdrop. The containers themselves became part of the art.

California Cartage, a local trucking company with deep ties to the Port's history, volunteered trucks and drivers to collect the containers from various locations throughout the Port and move them to the vacant dock where the gallery was to be constructed. The dockworkers' union, the International Longshore and Warehouse Union (ILWU) provided the labor free of charge to move the containers into place. This was a very precise activity, which required the use of cranes to move the containers onto exact lines.

The installation and construction of the gallery took about six days, starting with the placement of containers into the configuration of the plan, then building the structure, installing the photos and, finally, adding the lighting structures.

The containers, artistic consultation and much of the labor was donated, and the Port owned all copyrights to reproduce the photos. The remaining costs were reprinting and framing the photographs (\$37,000) and the tent and lighting (\$42,000) for a total project cost of \$79,000.

Evaluation Methods and Communications Outcomes

The "A Century in Photos" art exhibit and its unique cargo container gallery was experienced by more than 5,000 members of the community who attended the Port's free 100th Birthday Party June 25, 2011. Four hundred employees and their families viewed the gallery at the pre-event and _____ hundred customers and stakeholders thoroughly appreciated the Art Exhibit on Birthday Party eve.





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The project resulted in a beautiful, unique and memorable visitor experience, showcasing some of the very best photos from the vast collection of vintage photos and negatives in the Port's archives. The gallery succeeded in communicating the Port's messages through pictures, telling the fascinating visual story of the Port's development from humble lumber hub to one of the world's great trading centers.

Of the 5,000 attendees, 505 completed an on-site survey at the June 25 Birthday Party. When asked how they would rate their experience at the Photo Gallery, 92 percent stated that their experience was good or excellent.

