

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 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 XX _____ |
| | 15. Websites _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title PORTfolio

Port Name Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731 USA

Contact Name/Title Theresa Adams Lopez

Telephone (310) 732-3507 Email Address tadamslopez@portla.org

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Los Angeles

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*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

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PORTfolio

Port of Los Angeles

Communications Challenge/Opportunity

PORTfolio takes viewers behind the scenes at the Port of Los Angeles. PORTfolio is the Port of Los Angeles' quarterly, half-hour program featuring a variety of topics encompassing community events, environmental/ infrastructure developments, special editions such as *Notorious* and more.

Portfolio is viewed on the Los Angeles Cable station Channel 35/ LA City View 35 on Thursday and Saturday mornings from 10 - 10:30 a.m., the La City View Channel 35 website at www.lacityview.org/portfolio, the Port of Los Angeles external website at www.portoflosangeles.org and our intranet iPOLA which is available to all 956 Port employees.

PORTfolio provides information about the nation's busiest Port. Before 2011, PORTfolio primarily targeted the City of Los Angeles residents and for years this was successful. As the nation's busiest port and with more than 40% of the cargo coming into the Port of Los Angeles actually staying within the 5 county region that makes up the greater Los Angeles area, we had an opportunity to educate Southern California residents beyond the city limits of Los Angeles whose everyday lives are enhanced by the Port of Los Angeles.

Planning and Programming

Our challenge is to broaden our audience outreach and broadcast to the Southern California region about the Port of Los Angeles and the maritime industry. We would continue to produce visually appealing, highly energetic themed segments that would cross a wide range of interests but more importantly focus on the Port of Los Angeles its innovations, technological advancements, environmental initiatives, construction, waterfront development, community and business partnerships that improve the quality of life for everyone the Port of Los Angeles reaches.

Target public: Residence of the City of Los Angeles with access to the City View Cable Channel 35 and surrounding local city government public/community access channels.

Secondary public:

- Elementary/ Middle and High School Youth
- Community groups (Rotary , Seniors Groups, etc)
- Historical Societies
- Local Museums (LA Maritime Museum, Banning Museum, etc)
- City Colleges
- Universities

Objectives:

- Add fresh out-of-the-box topics
- Include one special edition show, 30 minute single topic based - Notorious.
- Additional shows - The Heart of the Harbor, Hi-tech Port Police Headquarters

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- Continue to highlight new technology, environmental, waterfront development and community features in each show with the exception of the special edition.
- Continue to work with City View team/ Information Technology Department for filming
- Continue building relationships with public access channels and their sister stations to become a regular program feature.
- The cost of each show will not exceed \$8,500 per show for four quarterly episodes.

Actions Taken & Outputs

To increase awareness of the Port in the Southern California Region, a mass mailing of PORTfolio DVD's with cover letters was initiated to nearly 80 local city and public television stations in Orange County, Los Angeles County, Ventura County and the Inland Empire. The letters were written to emphasize the connection of that particular city to the Port of Los Angeles. For example, the letter to the City of Banning highlighted how the city was named after Phineas Banning, father of the Port who owned and operated a stagecoach line. The residents of Banning and the Port of Los Angeles owe their early beginnings and establishment to Phineas Banning. Interestingly enough, the station manager had no idea about the connection and from that Banning reference a relationship was formed. Copies of PORTfolio were also mailed to the local museums, historical societies, the local Warner Grand Theater.

In the spring, PORTfolio produced and aired a 30-minute special edition entitled, "*Notorious*", which delved into the infamous past of the Port. Who would have known this sleepy town had a connection to the likes of Al Capone, Charles Manson and the unpredictable Finn twins. In the fall, "*The Heart of the Harbor*" explored the softer side of the Port with visits to the Mammal Care, International Bird Rescue Center- one of two facilities in the nation, and the Tall Ship Youth Sailing Program. After "*Notorious*" was seen on a local station by a PBS-Orange County station manager, POLA was contacted about airing the show on PBS as a complement to another show about *Bloody Thursday*.

Articles were placed in the Port of Los Angeles "*What's New, Crew?*" - the POLA employee newsletter, as well as City View Program Guide and website, and the Port of Los Angeles Main Channel Community newsletter which is mailed to some 20,000 harbor residents.

Outcome and Evaluation

Currently, PORTfolio airs quarterly on the LA City View Channel for the City residence reaching nearly 3 million residences. PORTfolio is also accessible via YouTube. On the Port's website, PORTfolio is viewed through YouTube so the view numbers will be combined. Nearly 400 YouTube Viewers have viewed "*Notorious*" and nearly 200 viewers have viewed "*The Heart of the Harbor*". YouTube audience feedback indicates views. The Port's website is also uploaded. Other City stations such as Cerritos TV and Banning Access TV also aired the episodes.

"*Notorious*" was a huge hit with history buffs, seniors. The Port received 50 individual requests for copies from the general audience.

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Port employees also have access to view it on the iPOLA intranet from their desk. When a new episode is available, an "All employees" email is sent out alerting them of the availability of the new episode as well as a Save the date announcement in the "What's New, Crew?" employee newsletter. As upcoming PORTfolio episodes become available, PORTfolio will be featured on the Big Screen" in the Harbor Administration Board Room during lunch for employees to view. Harbor City Community College now airs the show in their student union making Port news and updates available to 15,000 Community college students. Members of the general public have called to request copies of PORTfolio ".