2012 COMMUNICATIONS AWARDS PROGRAM 5527

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	_____

> **X CATEGORY 1**   ☐ **CATEGORY 2**

Your Name: Heather Morris

Title: 2012 'State of the Port' Address PowerPoint Presentation

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)*

- **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)*

Port of
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The Green Port

2012 AAPA Communications Awards

Category: Visual-Only Presentations

Title: 2012 "State of the Port" Address PowerPoint Presentation

Port of Long Beach
2012 "State of the Port" Address PowerPoint Presentation

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 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.

The annual State of the Port Address sets the tone for the Port of Long Beach for the coming year. It has become more and more anticipated by Port stakeholders and members of the news media, and it is designed to be a bellwether for the Port's Communications and Community Relations Division to follow in speeches, appearance and events during the remainder of the year. The accompanying PowerPoint presentation is reused for a variety of purposes throughout the year.

Planning and Programming Components

The goal of the annual State of the Port presentation is to report on the previous year's business, while setting the tone for the year ahead. Elected officials, Port clients, companies that service the Port, the local community, students, government agencies and other Port stakeholders are the primary target audiences, in person and via a simultaneous webcast that reaches a global audience.

The accompanying comprehensive PowerPoint presentation is posted on the Port's website for public viewing and is reused, as is or in an edited form, throughout the year by the Communications and Community Relations Division with other presentations.
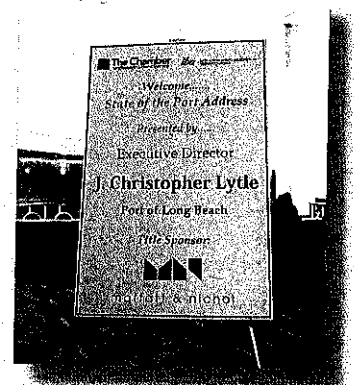
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Specifically, the images and charts in the State of the Port PowerPoint needed to:

- Acknowledge the Long Beach Board of Harbor Commissioners;

- Acknowledge the Port's new Executive Director and the Port staff;

- Acknowledge the many successful partnerships that make the Port an industry leader;

- Identify the Port as the place where Long Beach Works — and preview job growth;

- Review 2010 success and present elements that will shape 2011;

- Report on the Port's $4.5 billion program for infrastructure improvements and detail projects;

- Announce a major new terminal lease agreement;

- Address competition and the impact of the "mega ship" on the future of the industry;

- Share the Port's continuing commitment to Green Port Policy initiatives and related successes;

- Share the Port's continuing commitment to community outreach through grants, special events, scholarships and sponsorships;

- And emphasize Port safety in a post-9/11 world.

Actions Taken and Communication Outputs

The process began with a comprehensive outline, then moved on to a working draft that then went through a two-week review process by the Communications Division, the Executive Director and others.

The 2012 State of the Port Power-Point was begun in December 2011 and completed when 2011 year-end

results were available in mid-January just before the Jan. 19 event. The 30-minute State of the Port Address and PowerPoint was developed completely in-house by the Port's Communications and Community Relations Division with input by the Port's Executive Director. This would be his first major public presentation as Executive Director of the Port of Long Beach.

The State of the Port address is traditionally presented during a luncheon event organized by the Long Beach Area Chamber of Commerce and is sponsored by various trade-related companies headquartered in Long Beach and Southern California.

Evaluation Methods and Communications Outcomes

As a testament to the increasing importance of the State of the Port presentation, a record crowd of nearly 600 people attended the event. Since it was first placed online, many audiences have accessed the PowerPoint presentation on the Port website at www.polb.com. The PowerPoint presentation has been reassembled and reused to accompany at least 35 other Port presentations through April 2012, and it will remain a valuable resource in the months ahead.

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

Visits to the Port website, where the PowerPoint presentation is stored, have 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.