

AAPA COMMUNICATIONS AWARDS

2013 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 | <u>X</u> |
| 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 | _____ |
| | | 15. Websites | _____ |

CATEGORY 1 CATEGORY 2

Entry Title Dock Talk Employee Newsletter (Electronic)
 Port Name Port of Long Beach
 Port Address 925 Harbor Plaza, Long Beach, CA 90802
 Contact Name/Title Art Wong, Acting Director of Communications and Community Relations
 Telephone 562 283 7702 Email Address wong@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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- | | |
|--|--|
| <p>1. What are/were the specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - Describe in specific & measurable terms the situation leading up to creation of this entry. - Analyze the major internal and external factors needing to be addressed. <p>2. What were your communications planning and programming components?</p> <ul style="list-style-type: none"> - Describe your overall goals (desired results). - Describe your objectives (identify specific, measurable milestones needed to reach your goals). - Identify your target publics (list primary, secondary and tertiary audiences in order of importance). | <p>3. What actions were taken and what communication outputs were used?</p> <ul style="list-style-type: none"> - Explain your strategies (e.g., identify media, tim- |
|--|--|

OFFICIAL ENTRY LABEL
AAPA 2013 Communications Awards

Port PORT OF LONG BEACH
 Contact Person Art Wong
 Entry Classification Periodicals



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Periodicals (Newsletters and Magazines)

Title: Dock Talk Employee Newsletter

Port of Long Beach Dock Talk Employee Newsletter

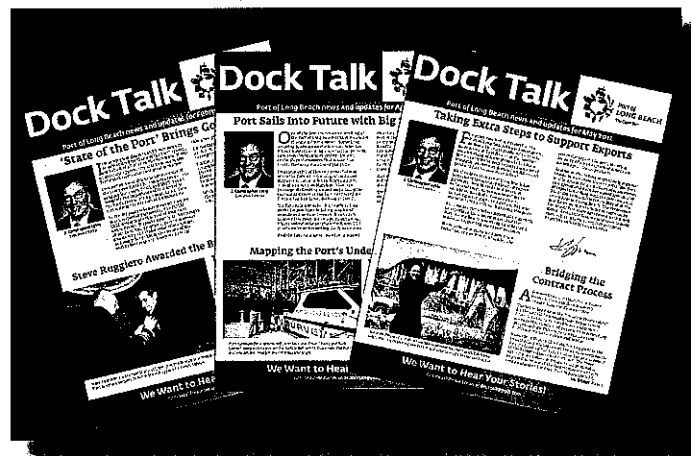
Communications Challenges and Opportunities

The Port of Long Beach is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States and a major economic engine for the city and the region, the Port handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs.

The Port supports 30,000 jobs – one in every eight – in Long Beach, and more than 300,000 across Southern California. The Port is part of the City of Long Beach and operates under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port. One of the primary goals of the Board and Port management is to maintain open channels of communication between the Port and its various audiences.

One of the most important audiences for the Port is its internal one, its staff of 500 professionals who keep the 2nd-busiest container seaport in America humming.

The Port is spread over 3,200 acres with 35 miles of waterfront, and the various departments that make up engineering, environmental affairs and planning, finance and administration, trade development and port operations are held together by their monthly newsletter – Dock Talk.



Dock Talk is a four- to eight-page newsletter published electronically and in print at least every other month by the Port of Long Beach Communications staff. It is a vital tool that helps create a sense of community among all Port employees, many of whom may not interact

with each other on a day-to-day basis. It also reinforces the Port's mission among employees and keeps them on message and informed of Port issues when interacting with the public.

Before Dock Talk was introduced in 2008, the Port did not have an ongoing regular employee publication to communicate with this key constituency. Most employee communication was handled through mass emails from various Port divisions (generally lacking photos, professional writing and a theme or vision) or through the employee Intranet, which is more suited to short announcements about timely events and ongoing resources, such as work forms and strategic plans.

The Communications and Community Relations Division created Dock Talk to fill that void.

Planning and Programming Components

The concept behind Dock Talk is to produce a regular employee publication, at least every other month, that goes beyond the usual news bytes or human resources updates. Dock Talk focuses on employees and tells the Port's story through their perspective. It is intended to be fun and



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Category: Periodicals (Newsletters and Magazines)

Title: Dock Talk Employee Newsletter



light in tone. Dock Talk also contains kudos for accomplishments by divisions and individuals, and each issue begins with an informative, encouraging and congratulatory introduction by the Port's Executive Director J. Christopher Lytle. Lytle assumed his new post in early in 2012, and Dock Talk was one of the ways employees got a closer glimpse of their new boss.

All divisions of the Port are involved in gathering and reporting the news and keeping the content pertinent and interesting to their fellow employees.

Dock Talk remains an excellent tool for the Human Resources Department, and they maintain several ongoing columns.

Actions Taken and Communication Outputs Used

The three issues of Dock Talk submitted for AAPA consideration (May, June and July 2012) are typical of the informal online publication.

Feature articles in these three publications talk about:

The contract for the \$1 billion Gerald Desmond Bridge Replacement Project, repairing waterlines in the street outside headquarters, the Port's Green Flag program, the Port soccer team, the search for a temporary administration headquarters while permanent new headquarters are considered, and more.

Recurring columns include:

The **Executive Director's Letter** kicks off each edition, recapping the upcoming content and addressing major news.

What's Developing updates employees about Port construction plans and progress with the \$4.5 billion capital improvement program – the biggest in the nation.

Getting to Know Our Leaders profiles the Port's managers and directors, usually in a question-and-answer format.

Safety Speaks offers tips for working safely and effectively.

The **Human Resources Buzz** page includes three sections: **Ask HR!** where specific employee HR questions are answered; **Dock Mate Mystery**, a fun game challenging employees to identify a fellow worker just by reading his or her biography, and **Milestones** which introduces new employees, bids farewell to departing or retiring employees and sends congratulations or condolences for life events.



When space allows, **Port People** offers a photo gallery of employees at work and play.

Each issue has a banner on the front page asking the employees to contribute their stories and ideas and directing them to the Port intranet at docktalk@polb.com.



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This wide variety of articles helps reinforce the Port's key employee messages – that the Port is a dynamic, exciting place to work – while also keeping staff informed about their co-workers in other divisions and major projects that affect them all.



All the colorful photography in **Dock Talk** features Port employees.

Dock Talk is written, edited, designed and produced in house by the Port of Long Beach Communications and Community Relations Division, with input from the Human Resources

Department and other Port Divisions. It is sent to most employees by email, and 200 are printed in-house for distribution at the Port headquarters building, security headquarters and maintenance yard. Beyond the minimal cost of paper and ink to print the 200 copies, staff invests approximately 50 hours for each issue.

Evaluation Methods and Communications Outcomes

In each issue, Port employees are invited to say what they think about their newsletter by sending their comments to docktalk@polb.com or directly to Communications. Many ideas for future content are suggested by Port employees, and features in the publication are a source of pride and discussion for many on the staff. The employees look forward to getting “the scoop” on what's new, getting to know new people throughout the Port, and learning new things about their long-time colleagues in up-close-and-personal articles about their work. Readership is widespread. All 200 printed copies are picked up by employees at various locations within days of publication.