

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 re:port Community Newsletter
 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:

1. What are/were the specific communications challenges or opportunities?

- 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.

2. What were your communications planning and programming components?

- 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).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices, marketing, etc.)

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 & Magazines)

Title: re:port Community Newsletter

Port of Long Beach re:port Community Newsletter

Communications Challenges and Opportunities

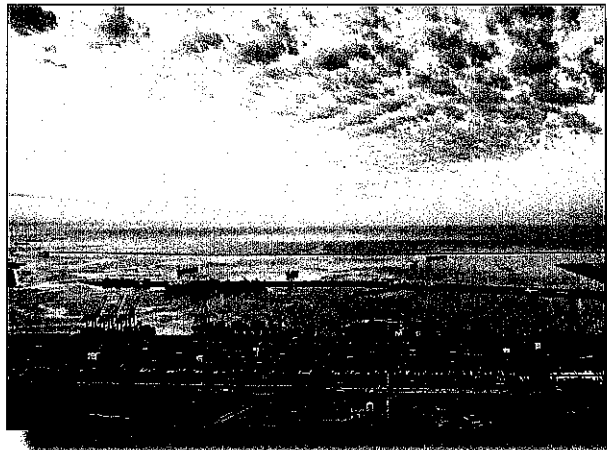
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States and a major economic engine for the city and the region, the Port handles trade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

The Port supports one in every eight jobs in Long Beach. That translates to 30,000 Long Beach jobs. The Port is part of the City of Long Beach and operated 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 their primary goals, and of Port management and staff, is to provide an open channel of communications between the Port and the citizens of Long Beach.

re:port, an eight-page newsletter published three or four times a year by the Port of Long Beach Communications and Community Relations Department, is a vital communications tool to deliver the Port's key messages directly to that important target audience - the local community.

Planning and Programming Components

The overall goal of the re:port publication is to help Long Beach residents better understand how the



Port operates, and why the Port is important to them. Featuring colorful information graphics and attractive photos, the newsletter helps show, in words and pictures, how the Port is remaining competitive by investing in state-of-the-art facilities and infrastructure while ensuring job growth, green operations, sustainability and security.

To reach as wide a local audience as possible with re:port, the publication is mailed in bulk via the U.S. Postal Service to 209,000 postal addresses, reaching the majority of the 460,000 residents of Long Beach, California's seventh-largest city, and neighboring Signal Hill.

Current and archived issues of re:port may also be read any time on the Port's website at www.polb.com/report.

Actions Taken and Communication Outputs Used

The three 2012-2013 issues of re:port submitted for AAPA consideration demonstrate how the Communications and Community Relations Division effectively transmits these messages to its community audience.

The Summer 2012 issue introduced "A New Era for Ships" with bigger and bigger vessels calling at the Port and announced new nighttime free harbor tours, millions of dollars of community mitigation grants, the kick-off for the \$1 billion modernization of Middle Harbor, and contract negotiations to build a massive new bridge as well as featuring a page of images of Port employees out in the community.



Port of
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Category: Periodicals (Newsletters & Magazines)

Title: re:port Community Newsletter



The Fall 2012 issue celebrated the "Bridge of the Future" that will replace the aging Gerald Desmond Bridge, reviewed business seminars sponsored by the Port, welcomed the world's greenest ships, announced more improvements in community air quality and new free community train tours of the Port, and featured more community photos.

The Winter 2013 issue talks about "Pier G Remade" – the revitalization of the Port's oldest container terminal, a new temporary headquarters for the Port Administration Staff, the groundbreaking ceremony for the Gerald Desmond Bridge replacement, the value of disaster drills at the Port and the happy news that cargo numbers are on the rise.

Each issue includes a message from the Port's Executive Director and a page with images of the Port Community Relations crew involved at various events, functions and festivals. Readers are frequently encouraged to go to the Port's website (www.polb.com) for more details, other news and information, and to read archived issues of re:port.

re:port is written, edited and designed in-house by the Port's Communications and Community Relations Division and distributed by the U.S. Postal Service. Because the articles feature everything from environmental efforts to security programs, the Communications and Community Relations Division works closely with other Port divisions to obtain the necessary background information.

The Port of Long Beach uses outside consultants for photography.

re:port maintains a colorful, casual and approachable style and takes about 200 hours of staff time per issue to produce. The printing cost is \$30,000 per issue for 209,000 copies – a 14-cent per-unit cost, and photography averages \$2,000.



Evaluation Methods and Communications Outcomes

The Port was able to document readership levels and community response to re:port through a 2012 scientific study conducted by Encinitas-based True North Research. The study updates data collected annually since 2007 (with a break in 2010) by True North titled: Public Communications & Perceptions Survey Research Report.

For the first time since the study began in 2007, the Port's re:port newsletter was the top-mentioned information source in 2012 when voters were asked where they encountered news stories, public service announcements or advertisements relating to the Port of Long Beach in the past year. Over the past five years, the percentage of respondents who recalled receiving the re:port newsletter increased from 38% to 58%, and the frequency with which residents actually read the newsletter when it arrived has increased as well.