

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 | _____ |
| 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 | <u> X </u> |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

CATEGORY 1 CATEGORY 2

Entry Title “On the Go” Video Series
 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:

- 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.
- 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).

- What actions were taken and what communication outputs were used?**
 - Explain your strategies (e.g., identify media, timing & venue choices, recruiting tactics to complete).

OFFICIAL ENTRY LABEL
 AAPA 2013 Communications Awards

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



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Videos

Title: On the Go Video Series

Port of Long Beach On the Go Video Series

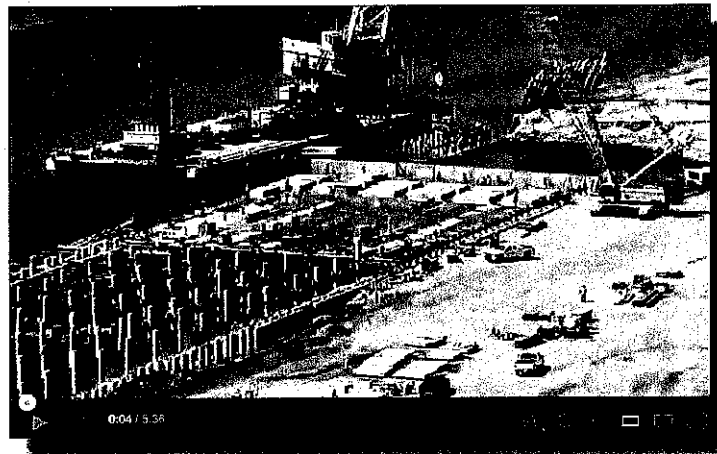
Communications Challenges and Opportunities

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, the Port handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs.

The Port welcomes 5,000 vessels a year and serves more than 140 shipping lines with connections to 217 seaports around the world. Goods moving through the Port reach every U.S. congressional district and help support nearly 1.5 million trade-related jobs across the nation, including 320,000 in Southern California. A major economic engine for the city, the Port supports one in every eight jobs in Long Beach.

The Port is also in the midst of a \$4.5 billion capital improvement program, the largest in the nation, during this decade. To maintain its competitive edge during this era of larger and more efficient ships, the Port is building some of the most modern, efficient and sustainable marine facilities in the world.

To communicate its myriad developments and news, the Port uses a robust mix of channels of communication, and video is a vital element in that mix. There is never a shortage of new stories to share about the Port, as well as opportunities to convey its advantages to the maritime industry or its benefits to the city and the region.



In 2005, the Communications and Community Relations Division at the Port of Long Beach began producing a traditional half-hour video program that airs on local government access channels.

But in the past few years the growth of YouTube, Facebook,

Twitter and other social media outlets has increased the popularity of short clips that can be delivered and consumed On The Go.

Planning and Programming Components

The "On The Go" video series is designed to provide Port news and information in a quick, fun and informative format. Video segments are no more than three minutes long.

The pieces highlight Port initiatives and programs while reinforcing the Port's key messages of economic strength, job growth, teamwork, environmental responsibility and community partnership.

The primary audience is Long Beach residents, but "On The Go" is viewed globally on YouTube.

Actions Taken and Communication Outputs Used

"On The Go" videos are produced by Media 360, a contractor working in close collaboration with the Port's Communications and Community Relations

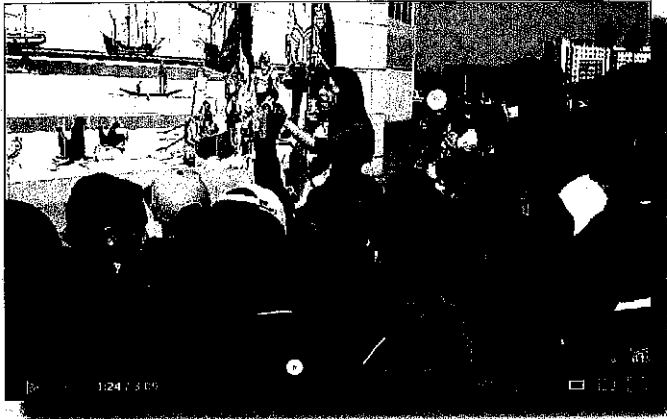


Port of
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Division. On average, one news-related “On The Go” video is produced each week and posted to the Port’s YouTube channel (www.youtube.com/portoflongbeach) in high definition. The cost is about \$500 per segment.

When a new “On The Go” is posted, the Port sends out an e-blast to its database of about 4,000 subscribers and posts the link on its Facebook page, with 4,000 fans, and Twitter feed, with 7,400 followers. The video links also are included in news releases, e-blasts and online newsletters for several weeks or months following their posting, depending on the ongoing relevancy of the issues.

This selection of popular “On The Go” videos posted in 2012 and 2013 is submitted for consideration by the AAPA judging panel. It reflects views accumulated through April 16, 2013.

“OOCL Miami’s Maiden Call”

<http://youtu.be/1qHmOjUBINK>

02/15/12 2:04 minutes 101 views

Port customer OOCL celebrates the maiden call of its new green ship, the OOCL Miami, the first of many new ships it will introduce during the coming years. This video features the new ship, Port Harbor commissioners and OOCL officials and views of the new Middle Harbor terminal construction. When Middle Harbor is completed, it will be operated by OOCL’s American subsidiary, Long Beach Container Terminal.

“Eye on Design”

www.youtube.com/watch?v=nAaGUJYjUfo ^{zero}

09/18/12 3:10 minutes 221 views

The Port and the Arts Council for Long Beach sponsored an elementary school program that introduces students to the Port through art. This video features school children touring the Port and in the classroom to learn more about the Port for a class project.

“Middle Harbor Update”

www.youtube.com/watch?v=bJFnAHnd4nM

01/18/13 2:03 minutes 481 views

Crews have been working for a year to fill land for the new Middle Harbor project, and this video shows the work in progress.

“Shore Power Demonstration”

www.youtube.com/watch?v=XsEEedJl1spo

03/08/13 1:57 minutes 89 views

The Port of Long Beach is in the vanguard of green initiatives in the maritime industry. In this video, a visitor from Tokyo Electric Power Company meet with Port staff to learn about shore power.



“Foreign Trade Zone Seminar”

<http://youtu.be/P2465QbbdCM>

03/15/13 2:43 minutes 54 views

The Port joined forces with the Foreign Trade Association to present this seminar about prospering in a Foreign Trade Zone.



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Evaluation Methods and Communications Outcomes

“On The Go” is posted on YouTube (www.youtube.com/portoflongbeach) and the primary evaluation method is the number of people who view the segments.

Total YouTube video views (including “On The Go” and other postings) increased from 180,000 in April 2012 to 263,052 in April 2013.

Another evaluation tool is a 2012 study conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010), titled Public Communications & Perceptions Survey Research Report.

The survey is conducted with 1,000 registered voters in Long Beach and included respondents from all city council districts, with a thoroughly representative range of demographic profiles.

- 68 percent of respondents indicated that they were satisfied with the Port’s efforts to communicate with residents through newsletters, television, the Internet and other means.
- 46 percent felt that YouTube was an effective means of communication.

All percentages have gradually increased during the life of the study. The full report is available upon request.