



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 "Pulse of the Port" 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 requiring tactics to complete).

OFFICIAL ENTRY LABEL
AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Videos



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Category: Videos

Title: "Pulse of the Port" Video Series

Port of Long Beach Pulse of the Port

Communications Challenges and Opportunities

The Port of Long Beach, a premier U.S. gateway for trans-Pacific trade, saw several key developments in innovative goods movement, safety and environmental stewardship during 2012. After years of investments in deep-water berths and mega-terminals, Long Beach welcomed a series of the biggest container ships to ever call at a North American port, culminating with the arrival of a nearly 14,000-TEU vessel too big to pass through the soon-to-be expanded Panama Canal.

Long Beach became Big Ship Ready with its commitment to first-class facilities, infrastructure, customer service and developing green and sustainable operations. To continue this positive momentum, the Port is investing \$4.5 billion during this decade to modernize its facilities still further to meet evolving industry trends, including servicing this new generation of larger, more efficient vessels entering the Pacific fleet.

Meanwhile, the railroads continue to invest and expand their intermodal rail network. Roughly 1 billion square feet of industrial properties - warehouses and distribution centers - have grown up around the Port, providing unrivaled trans-loading facilities.

The Port is the major economic engine for the City of Long Beach, supporting one in every eight jobs. That translates to 30,000 Long Beach jobs and

expands to more than 300,000 jobs in Southern California.

One of the Port's primary goals is to provide open channels of communication between the Port and its various target markets. By sharing news and conveying

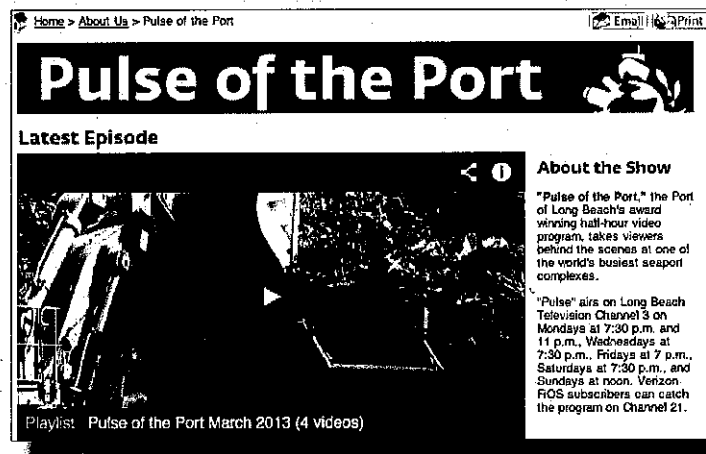
the advantages the Port provides to its many customers and stakeholders, the Port can retain or grow its business. Informing and engaging Long Beach citizens is also critical in gaining public support for Port operations and projects.

The Port's many newsworthy, entertaining and educational stories are particularly well suited to video presentation. Television remains a favorite medium for getting the news of the day, and social media is catching up fast. "Pulse of the Port," a video series produced by the Port of Long Beach Communications and Community Relations Division since 2005 for broadcast on cable television and YouTube, fills the bill.

Planning and Programming Components

The goal of "Pulse of the Port" is to offer viewers a behind-the-scenes look at the Port and cargo-handling operations, community outreach, environmental programs, and the people who work in and around the Port, all while emphasizing the vital role the Port and its partners play in the local and national economies.

The primary market for "Pulse of the Port" is the local community served by Long Beach Television





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Channel 3 and Verizon FiOS subscribers on Channel 21. The secondary market is the viewing audience of approximately 30 other Southern California cable TV stations that regularly air the program. Finally, the individual segments reach a global audience via YouTube.

The objectives are to:

- Offer another opportunity for the community to receive updates about the Port with a balanced viewpoint;
- Emphasize that the Port is Big Ship Ready and investing in the future;
- Make viewers aware of jobs at the Port and interesting career opportunities;
- In a timely manner, offer regularly-scheduled, entertaining and informative programming that will be appealing to viewers;
- Increase viewership for "Pulse of the Port."

Actions Taken and Communication Outputs Used

"Pulse of the Port" is a fast-paced, half-hour cable TV program produced by the Port of Long Beach Communications and Community Relations Division in conjunction with Media 360, a Long Beach-based video and film production company. A new program, consisting of four segments, is produced every few weeks to add to the on-air rotation. The cost to produce each program is about \$14,000.

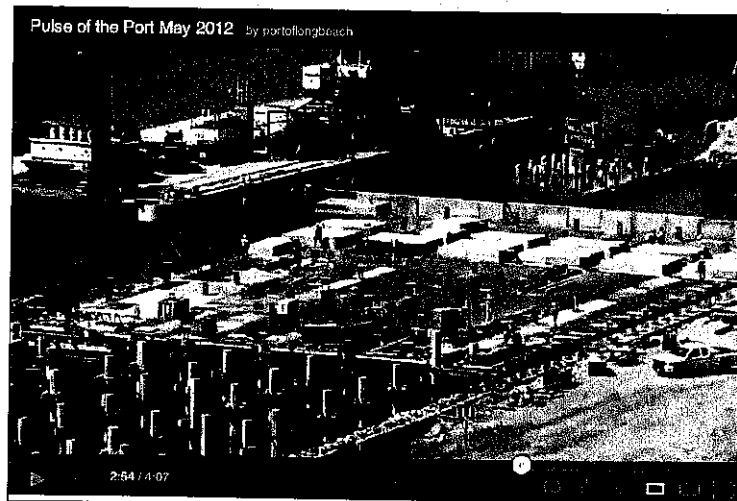
A consistent show host opens and closes each program and introduces the segments, but the actual segments are hosted by a series of appropriate field reporters who tell the stories and conduct interviews with pertinent guests.

Production of the various segments is either scheduled to coincide with Port events and activities or when it is convenient for the people who do business at the Port of Long Beach.

The award-winning show airs on Long Beach Television Channel 3 (www.lbtv3.com) on Mondays at 7:30 p.m. and 11:00 p.m., Wednesdays at 7:30 p.m., Fridays at 7 p.m., Saturdays at 7:30 p.m. and Sundays at noon, and has potential viewership of 80,000 to 90,000 households. FiOS subscribers can catch the program on Channel 21, and approximately 30 other Southern California cable TV stations also air the program. To expand viewership, individual segments are uploaded to YouTube (youtube.com/portoflongbeach). All the programs, from 2005 forward, are archived by year on the Port's website at www.polb.com/pulse.

The segments can also be viewed on the Port's YouTube channel (www.youtube.com/portoflongbeach), which has 338 subscribers. Since 2008, there have been 261,046 views of the videos posted on the Port's YouTube channel.

New "Pulse of the Port" programming is announced on the Port's Facebook page, via e-mail and on-air





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Following are examples of "Pulse of the Port" programs with direct links, segment content and running time. YouTube statistics are also included (as of 4/15/13) to demonstrate additional viewership for the entire programs and the individual segments:

April 2012 - 128 viewed the entire program on YouTube

<http://www.youtube.com/playlist?list=PL6D974F467AA6815E>

Segments:

On-dock rail improvements

8:23 minutes 487 YouTube views

Mega-ship arrives/Middle Harbor update

4:38 minutes 714 YouTube views

Clean Trucks Program legacy

7:29 minutes 271 YouTube views

Forecasting the future of trade

3:09 minutes 95 YouTube views

May 2012 - 299 viewed the entire program on YouTube

<http://www.youtube.com/playlist?list=PL29C8B3CD696F68>

Segments:

Middle Harbor kickoff

4:08 minutes 870 YouTube views

Training Vessel, T S Golden Bear

5:26 minutes 1,117 YouTube views

Scholarships & Outreach

5:26 minutes 113 YouTube views

Focus on the local environment

6:13 minutes 95 YouTube views

October 2012 - 448 viewed the entire program on YouTube

<http://www.youtube.com/playlist?list=PLROL3HXWUAaZM66FTGMN8k2-upoV8rCf9>

Segments:

Cars roll on, cars roll off

5:49 minutes 642 YouTube views

Transforming the landscape

2:31 minutes 111 YouTube views

Big ships, important jobs

5:19 minutes 452 YouTube views

Informing the public, Eye on Design

6:34 minutes 96 YouTube views



Evaluation Methods and Communications Outcomes

Evaluation is based on 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.



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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, with
- 31 percent indicating that they were very satisfied.
- 74 percent indicated that they recalled hearing, reading or seeing news stories, public service announcements or advertising relating to the Port.

- 49 percent felt that Television Channel 8 was an effective means of communication.
- 46 percent felt that YouTube was an effective means of communication.

All percentages have gradually increased during the life of the study.

"Pulse of the Port" segments included on the Port's YouTube site effectively increased viewership and the numbers of viewers for the entire programs and segments are shown above.