

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 _____ 1 |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title ___Port of San Diego Harbor Police on Patrol

Port Name ___Port of San Diego

Port Address ___3165 Pacific Highway, San Diego, CA 92101

Contact Name/Title ___Marguerite Elicone

Telephone ___(619) 686-6281_____ Email Address ___melicone@portofsandiego.org__

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name ___Port of San Diego Marketing & Communications Department

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 requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

Entry: Port of San Diego Harbor Police on Patrol
Submitted By: Port of San Diego, Marketing & Communications Department
URL: <http://youtu.be/9uMXbAPQ1-c>

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

This video was produced in October 2012 by the Port of San Diego's in-house video production team. The team was assigned by the Chief of the Harbor Police Department to produce a video that could be used as a marketing and recruitment tool, as well as for public outreach and education. It was designed to replace an existing and dated video that had been made by an outside production company in 2007.

Port staff met this challenge by conducting three separate "ride-alongs" with our officers, documenting officers patrolling our maritime and cruise terminals in patrol vehicles, on the water in Harbor Police vessels, and gaining access to San Diego International Airport runways with our K-9 officers.

Harbor Police are also dually trained as marine firefighters, so we had to include a fire-training portion to the video. We did this by spending four hours in the San Diego Bay, filming footage as firefighters trained on their fire-training barge. The video team wanted real-life scenarios to show what it's like to be a police officer with the Port of San Diego.

The biggest challenge was funding. There was zero money allocated to the project, so the entire project had to be completed in-house by staff, without interfering with daily duties of working with the Port's Marketing and Communications Department. We also had to coordinate obtaining video footage with law enforcement officers without interfering with their daily mission and duties.

2. What were your communications planning and programming components?

Our assignment, as given by the Chief of Harbor Police, was to produce a video – under 5-minutes – that could be used to recruit new officers.

We gathered so much usable and captivating footage that we were able to produce three separate videos for the Harbor Police and the Port of San Diego. One focused specifically on firefighting, a second focused on our K-9 units, and the third is our entry in this contest, an "overall" day-in-the-life video.

The Port's video team spent about five months conducting various on-location shoots with different members of the department. Each time, we conducted on-camera interviews and used two video cameras to capture as many angles as possible.

Our production took us out on the waters of San Diego Bay, on a day when we had three cruise ships in Port and three maritime vessels at our Tenth Avenue Marine Terminal. We also arranged a special fire training video shoot, where officers volunteered their time to train while we acquired footage.

The target audience is local, statewide, national, and global, as the video is now housed on the Port of San Diego's YouTube channel.

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

The video was debuted on the Port of San Diego's public website and is housed on the Port's YouTube, Vimeo and Blip.TV channels. The video was also shared via the Port's Twitter account (nearly 15,000 followers) and the Port's Facebook page.

In addition, the videos are automatically added to the Port of San Diego's Government Podcast Channel on iTunes.

Following the debut, the video has continued to be used by Harbor Police and Port staff in community presentations, including local school groups.

No money was spent on the production, outside of staff salaries. All equipment used is owned by the Marketing and Communications Department.

4. What were your evaluation methods and communications outcomes?

Overall, the video has been met with positive reception and is considered an asset. Feedback from the Chief of Police is that the video is a valuable tool in explaining the Harbor Police Department's mission.

Statistics from the Port of San Diego's YouTube channel indicates our submitted video is in the top five most viewed videos, nearly every week.

As of now, the video has nearly 3,900 view on the Port's three video channels: YouTube, Vimeo and Blip.TV. It has been downloaded as a podcast from iTunes more than 450 times.

The City of San Diego's official news channel is also now airing the segment, with a reach of approximately 350,000 cable subscribers.