

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

CATEGORY 1 CATEGORY 2

Entry Title 2013 State of the Port PowerPoint

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

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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, tim-

OFFICIAL ENTRY LABEL
 AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Visual-Only Presentations



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Visual-Only Presentations

Title: 2013 "State of the Port" Address PowerPoint Presentation

Port of Long Beach State of the Port

Communications Challenges and Opportunities

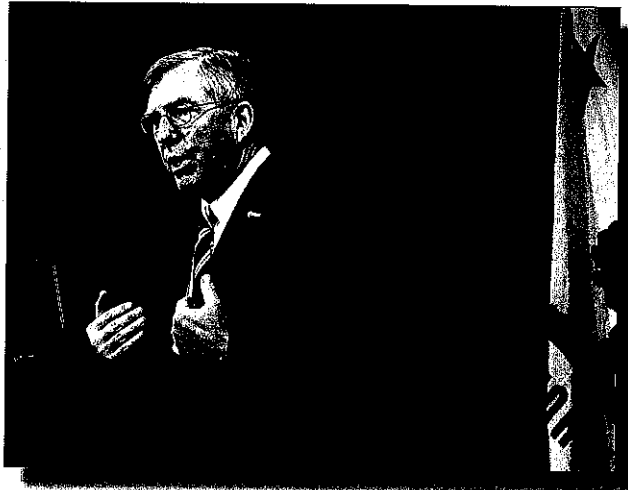
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States and a major

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, making it the city's largest employer. That translates to 30,000 Long Beach jobs and expands to more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide. Goods moving through the Port reach every U.S. congressional district.

Because of its status as a major regional economic engine and an international standard bearer, the Port's annual State of the Port Address is a closely watched affair by industry and civic leaders. It highlights recent accomplishments and milestones and sets the tone for the Port for the coming year. Always presented in January or early February, it has become a highly anticipated event by Port stakeholders and members of the news media. It is designed to be a bellwether for the Port's Communications and Community Relations Division to follow in speeches, appearances and events during the remainder of the year.

The accompanying PowerPoint presentation is reused for a variety of purposes throughout the year.



Planning and Programming Components

The goal of the annual State of the Port presentation is to report on the previous year's business, while setting the tone for the year ahead. The target audience includes elected officials, current and potential Port clients, companies that do business with the Port, the local

community, students and educators, government agencies and other Port stakeholders. The event is also webcast live to a global audience.

The accompanying comprehensive PowerPoint presentation is posted on the Port's website for public viewing and is reused in different forms throughout the year by the Communications and Community Relations Division when reaching out to different audiences.

Specifically, the images and charts in the 2013 State of the Port PowerPoint presentation needed to:

- Acknowledge the Long Beach Board of Harbor Commissioners;
- Acknowledge the many successful partnerships that make the Port an industry leader;
- Report 2012 monthly business levels showing 4th Quarter gains;
- Compare 2012 Port performance to prior year;
- Introduce the "Big Ship Ready" theme and its impact on the industry;
- Celebrate record-breaking ship call events;



Port of
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2013 AAPA Communications Awards

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- Illustrate the gigantic size of the new Big Ships in graph form;
- Report on the Port's \$4.5 billion program for infrastructure improvements;
- Announce major new terminal lease agreements;
- Share the Port's continuing commitment to Green Port Policy initiatives and related successes;
- Share the Port's continuing commitment to community outreach through grants, special events, scholarships and sponsorships;
- Emphasize Port safety.

Actions Taken and Communication Outputs Used

The annual process for the State of the Port Address and accompanying PowerPoint presentation began with a comprehensive outline, then moved on to a working draft that then went through a two-week review process by the Communications and Community Relations Division, the Executive Director and others.

The 2013 State of the Port PowerPoint was begun in December 2012 and completed when 2012 year-end results were available in January, just before the January 31 event. The 30-minute State of the Port Address and PowerPoint was developed completely in-house by the Port's Communications and Community Relations Division with input from the Port's Executive Director. This would be his first-anniversary report card as Executive Director.

The impressive, brilliant photography that is evident here and throughout Port communications materials is accumulated throughout the year by several contract photographers, and the cost is attributed to those various assignments.

Unlike so many presentations where the audience squints to read and comprehend complex images, the charts and graphs in the PowerPoint presentation were designed to be easy to see and understand.

The State of the Port is traditionally presented during a paid luncheon event organized by the Long Beach Area Chamber of Commerce and sponsored by various trade-related companies headquartered in Long Beach and Southern California.

Evaluation Methods and Communications Outcomes

As a testament to the ever-increasing importance of the State of the Port Address and accompanying PowerPoint, a record crowd of nearly 700 people, up 100 from 2012, attended the event. Since it was first placed online February 1, 2013, many audiences have accessed the PowerPoint presentation on the Port website at www.polb.com. The presentation has been reassembled and reused to accompany at least 40 other Port presentations through April 2013, and it will remain a valuable resource in the months ahead.

