



## 2015 COMMUNICATIONS AWARDS PROGRAM

#1

### INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.  
Create a separate document for answering the five questions below.

Check only **ONE** entry classification below:

- |  |                |                                   |       |
|--|----------------|-----------------------------------|-------|
| 1. AAPA Awareness Initiative Messaging | _____          | 8. Overall Campaign               | _____ |
| 2. Advertisements – Single             | <u>X</u> _____ | 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     | _____ |
|  |                | 15. Websites                      | _____ |

Please check the appropriate box:

- CATEGORY 1       CATEGORY 2       CATEGORY 3

Entry Title Long Beach Marathon – ‘Better Together’ Sponsorship Ad

Name of Port Port of Long Beach

Port Address 4801 Airport Plaza Drive

Contact Name/Title Michael Gold

Telephone 562 283 7711      Email Address michael.gold@polb.com

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry’s 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.
- How does the communication used in this entry complement the organization’s overall mission?**
  - Explain the organization’s overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
  - Describe your overall goals or desired results.
  - Describe your objectives and list specific, measurable milestones needed to reach your goals.
  - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
  - Explain what strategies were developed to achieve success and why these strategies were chosen.
  - Specify the tactics used (i.e., actions used to carry out your strategies).
  - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
  - Describe any formal/informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
  - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



**Summary:**

**Title: Long Beach Marathon 'Better Together' Sponsorship Ad**

**Classification: Advertisements/Single**

The Port of Long Beach is the primary economic engine for the City of Long Beach, and, as part of the Port's mission to build community partnerships with the citizens it serves, the Port is a major sponsor of various community events. These events provide unique opportunities to build awareness about and support for the Port's capital improvement construction projects, green initiatives, scholarship opportunities, internships and jobs.

One of the biggest events of the year in the city is the Long Beach Marathon, and 2014 marked the race's 30th anniversary. The race is run along the waterfront, at the edge of the Port complex. The Port placed a full-color, inside-front-cover ad in the official program for the marathon that featured a stylized image (adapted from a video grab) of the marathon course bordered by downtown high rise structures and shopping and recreational areas, with the Port of Long Beach in the background. The ad is part of an overall "Better Together" creative campaign, which highlights the Port's civic engagement - its sponsorship of activities that make Long Beach a special place to live and work. The text for the ad tells how runners are breathing easier "knowing that the Port is committed to being the world's greenest seaport."

Besides the local audience, including 2,200 community volunteers and 75,000 onlookers, the marathon attracts 25,000 runners from around the world, expanding the reach of this message. The ad also ran as an insert in the Long Beach Business Journal (circulation of 23,000), and 22,000 overprints were distributed to attendees at race events. The ad could also be seen on the Long Beach Business Journal's website as part of a special section that could be read in its entirety.

A 26-Mile Run.  
A Scenic Shoreline.  
*Better Together.*

The Port of Long Beach is proud to sponsor the one-of-a-kind Long Beach International City Bank Marathon. Congrats on 30 years. You can run and breathe easier knowing that the Port is committed to being the world's greenest seaport. We're here to help you get that personal record!



[www.POLB.com](http://www.POLB.com)



Port of  
**LONG BEACH**  
The Green Port

## 2015 AAPA Communications Awards

Classification: Advertisements – Single

Title: Long Beach Marathon ‘Better Together’ Sponsorship Ad

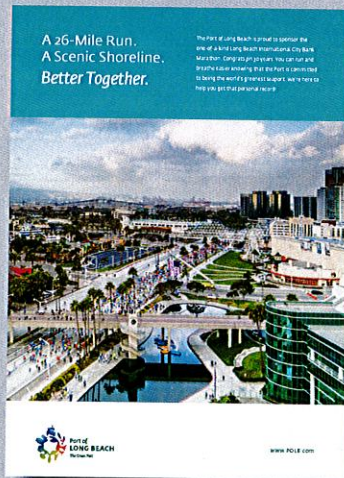
### Port of Long Beach Long Beach Marathon Advertisement

#### 1. Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific Ocean trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port serves 140 shipping lines with connections to 217 seaports around the world. With annual trade valued at \$180 billion, the Port is a major economic engine for Long Beach and the surrounding Southern California region, where more than 300,000 jobs are created due to the trade that passes through the Port. The Port supports one in every eight jobs in Long Beach — that translates to 30,000 Long Beach jobs and expands to nearly 1.4 million jobs nationwide, with Long Beach trade goods reaching every U.S. congressional district.

To support trade and jobs growth, the Port is moving forward with more than \$4 billion in capital projects this decade – the most of any port in America – including terminal, railroad, roadway and bridge improvements. The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port’s landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 82 percent and native harbor wildlife is flourishing.

The Port is a self-supporting part of the city of Long Beach and operates under the banner of the Harbor Department to serve the citizens of Long Beach, as well as its many stakeholders. Environmental stewardship is a critical issue, and providing an open channel of communication between the Port and its various constituencies – including Port neighbors in the Long Beach community – is a top priority.



As part of the Port’s mission to share information and build community partnerships with the citizens it serves, it is a major sponsor of various community events.

The 30th Anniversary Long Beach Marathon provided the ideal opportunity to broadcast the many successes of the Port’s landmark Green Port Policy. About 25,000 runners were registered in the various events (5K, half-marathon, marathon) at the 2014 Long Beach Marathon. Besides the local audience, including 2,200 volunteers and about 75,000 onlookers, the marathon attracts runners and their supporters from around the world, further expanding the reach of the message.

#### 2. Complementing the Overall Mission

To ensure that the city’s residents are aware of the Port’s progress in achieving its goals, both environmental and with new construction in order to remain competitive and create jobs, the Port of Long Beach Communications and Community Relations Division has implemented extensive community outreach programs. During the past several years, the Port has revamped its branding, website and general transparency. Social media has been added to the mix, including Facebook, Twitter, YouTube and Instagram; the Port has also revitalized its industry and community newsletters and launched new advertising campaigns targeted at the community.

A series of community meetings was established to invite the Port’s neighbors to learn more about activities and jobs at the Port. Free summer harbor cruises, “Summer Beach Party” activities, and an ongoing education outreach program complete with scholarships and internships give the Port more chances to interact with the community. The Port showcases its environmental programs



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Title: Long Beach Marathon ‘Better Together’ Sponsorship Ad

as a major sponsor of the Long Beach Grand Prix, supports the arts community with a photo workshop, and participates as a sponsor in many other community-based events and festivals targeted to reach all segments of the Long Beach community and beyond.

This single ad – “A 26-Mile Run. A Scenic Shoreline. Better Together.” – is one of dozens of community sponsorship ads created by the Port team and is part of an overall Port campaign titled “Better Together,” which includes sub-campaigns for trade and community.

Other community “Better Together” ads of this type, mostly placed in event programs or community publications, include:

American Society of Civil Engineers.  
Port of Long Beach.  
Better Together.

Regional Hispanic Chamber of Commerce.  
Port of Long Beach.  
Better Together.

City of Long Beach.  
Port of Long Beach.  
Better Together.

Daisy Avenue Christmas Tree Lane Parade.  
Port of Long Beach.  
Better Together – Friends and Neighbors  
Creating Holiday Memories.

Leadership Long Beach.  
Port of Long Beach.  
Better Together.

Your Future.  
Our Scholarships.  
Better Together.

Our Community.  
Port of Long Beach.  
Better Together.

Rancho Los Cerritos Historic Site.  
Port of Long Beach.  
Better Together – for more than a century.



*“This is a great race. It’s a beautiful course, and the weather is out of this world. I saw the Port’s ad in the program, and I really appreciate what they’re doing for the environment.”*

— Mary Kate McHardy, Port of Long Beach,  
Communications Specialist

### 3. Planning and Programming Components

The target audiences for the ad in the Long Beach Marathon official program included:

- Environmentally conscious participants in the Long Beach Marathon
- Race fans and those participating in the marathon as volunteers
- Readers of the Long Beach Business Journal, with the official program as an insert
- Race fans who follow the sport on the Internet

**The goals of this ad were to:**

- Immediately catch the reader’s eye with spectacular imagery
- Build awareness of the Port’s commitment to clean air and the environment
- Welcome marathon participants to the unique Long Beach shoreline
- Show the city’s thriving downtown area and adjacent Port
- Congratulate organizers celebrating the 30th anniversary of the race



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- Coordinate artwork and content with other elements of the “Better Together” campaign for overall campaign continuity

### 4. Actions Taken and Communication Outputs Used

The Community Campaign was created in-house by Port Communications and Community Relations staff at an overall cost of \$400, for the image. The colorful downtown scene is a still-frame grab from Port contract videographer Chaz Curry’s coverage of the 2013 race. It perfectly captured the content and atmosphere needed to convey the Port’s message in this ad.

Placement in the official program, inserted in the September 30-October 12, 2014, edition of the Long Beach Business Journal, was included in the overall event sponsorship fee of \$12,000, along with other sponsorship benefits. Reprints of the insert were made available in participant and VIP goodie bags, at the race start/finish area at various vendor locations, and at race headquarters.

The inside front cover placement of the full-color, full-page ad made it stand out in the official program as the first thing readers saw when they opened the book.

As with all Port advertising, the marathon ad included the Port of Long Beach logo, slogan (The Green Port), and web address. Copy was in line with the Port’s overall “Better Together” campaign, and read:

A 26-Mile Run.  
A Scenic Shoreline.  
Better Together.

The Port of Long Beach is proud to sponsor the one-of-a-kind Long Beach International City Bank

Marathon. Congrats on 30 years. You can run and breathe easier knowing that the Port is committed to being the world’s greenest seaport. We’re here to help you get that personal record!

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*“The ad the Port put in our official program this year is great. Our course is probably one of the most spectacular of any on the marathon circuit with the ocean views, the Port right next to our downtown and clear blue sky. The ad focused everyone’s attention on the part the Port has been playing in making that blue sky possible. The runners appreciate breathing easier – as do all of us who live and work here in Downtown Long Beach.”*  
—Jane Netherton, president, International City

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### 5. Communications Outcomes and Evaluation Methods

The program was inserted in 23,000 issues of the Long Beach Business Journal that went to its regular distribution in Long Beach and neighboring Signal Hill, with additional distribution in Carson and the community of San Pedro, the Mid-Cities Area and West Orange County. Its readers represent a higher-end market that includes business owners, presidents and CEOs, senior executives, public sector managers and area residents, many of whom work in downtown Los Angeles, the South Bay or Orange County. This group is equally as important to the Port’s messaging as the marathon crowd.

An overrun of 23,000 copies of the official program was available at the race. Many of those attending – runner, volunteer or viewer – sought out a copy to guide them through the event. The program also served as a popular souvenir of the event, so few were left unclaimed.

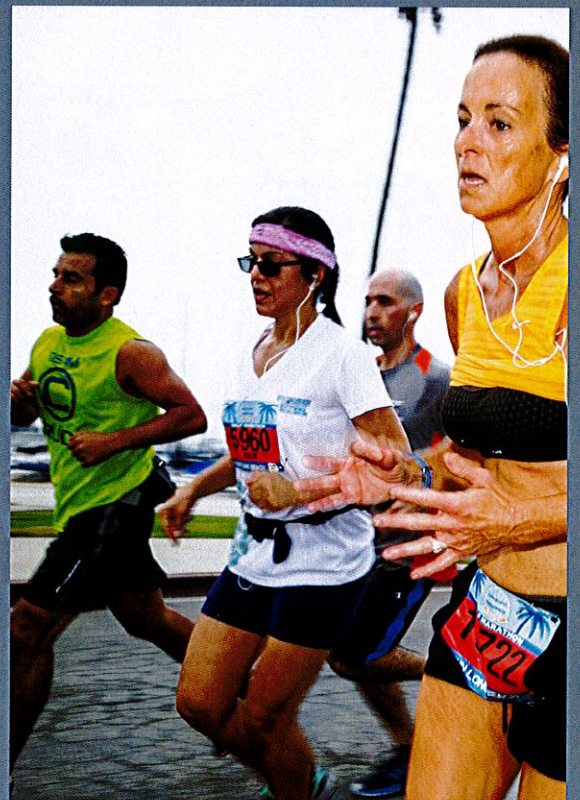
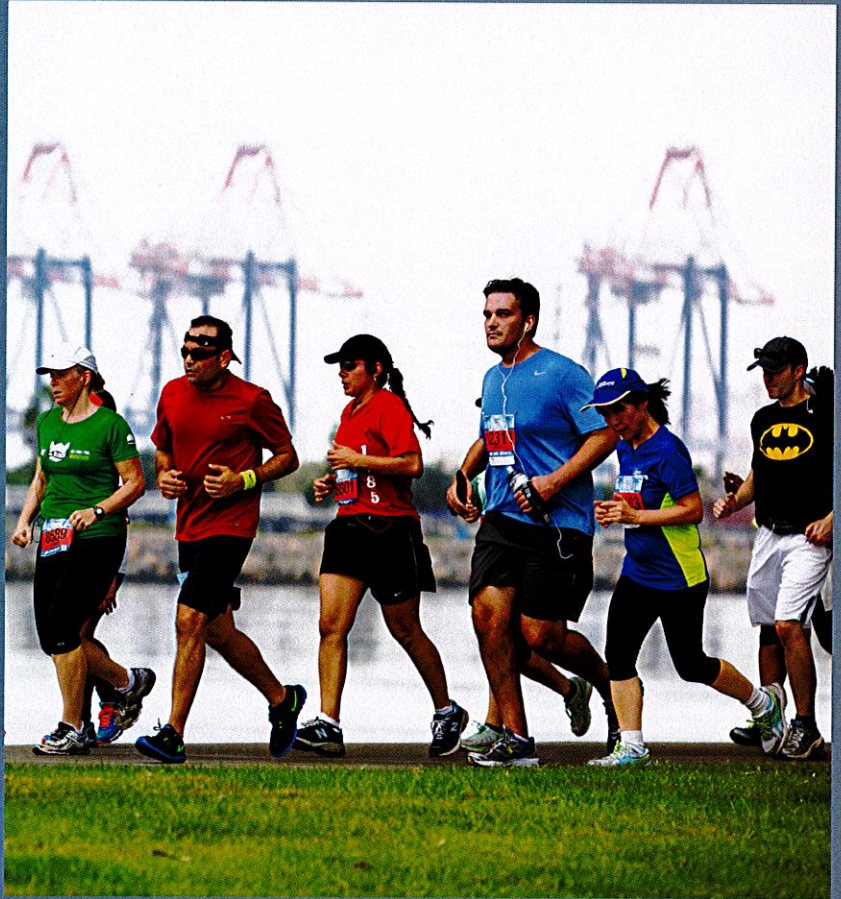
The official program was also available on the Long Beach Business Journal’s website to be read online, and remains available in the publication’s archive.

Informal surveys by Port employees working with race officials and Port volunteers working at the race events indicated very positive responses to the ad and the work the Port is doing to dramatically reduce Port-related air pollutants.



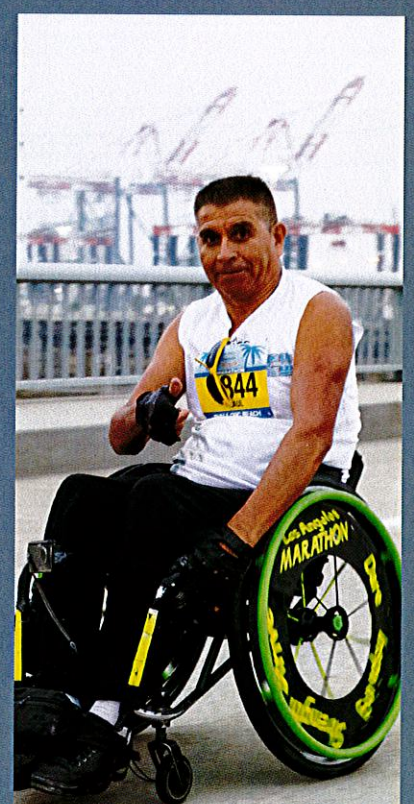
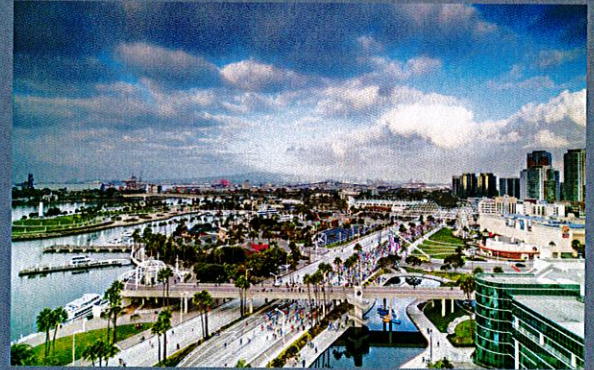
# Support Pieces

# Port of Long Beach Long Beach Marathon Event Photos

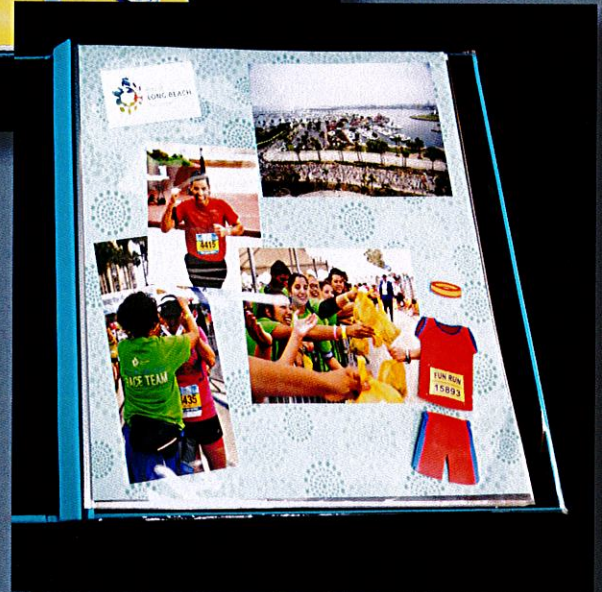




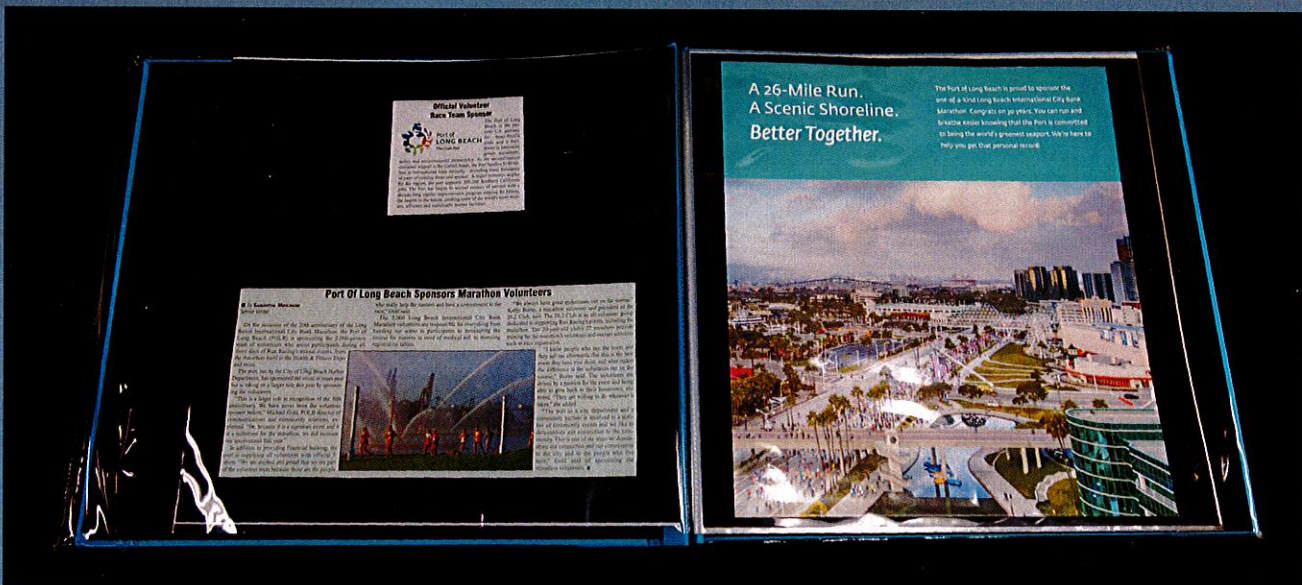
# Port of Long Beach Long Beach Marathon Event Photos



# Port of Long Beach Long Beach Marathon Event Scrapbook



The Long Beach Marathon Event Scrapbook  
The Port of Long Beach was presented the Long  
Beach Marathon Event Scrapbook for  
our sponsorship of the event





Port of  
**LONG BEACH**  
The Green Port

## 2015 AAPA Communications Awards

*Classification:* Advertisements - Single

*Title:* Long Beach Marathon 'Better Together' Sponsorship Ad

# News Coverage

September 30, 2014

## Port Of Long Beach Sponsors Marathon Volunteers

■ By **SAMANTHA MEHLINGER**  
Senior Writer

On the occasion of the 30th anniversary of the Long Beach International City Bank Marathon, the Port of Long Beach (POLB) is sponsoring the 2,000-person team of volunteers who assist participants during all three days of Run Racing's annual events, from the marathon itself to the Health & Fitness Expo and more.

The port, run by the City of Long Beach Harbor Department, has sponsored the event in years past but is taking on a larger role this year by sponsoring the volunteers.

"This is a larger role in recognition of the 30th anniversary. We have never been the volunteer sponsor before," Michael Gold, POLB director of communications and community relations, explained. "So, because it is a signature event and it is a milestone for the marathon, we did increase our involvement this year."

In addition to providing financial backing, the port is supplying all volunteers with official T-shirts. "We are excited and proud that we are part of the volunteer team because those are the people

who really help the runners and have a commitment to the race," Gold said.

The 2,000 Long Beach International City Bank Marathon volunteers are responsible for everything from handing out water to participants to monitoring the course for runners in need of medical aid to manning registration tables.

"We always have great enthusiasm out on the course," Kathy Burns, a marathon volunteer and president of the 26.2 Club, said. The 26.2 Club is an all-volunteer group dedicated to supporting Run Racing's events, including the marathon. The 20-year-old club's 27 members provide training for the marathon's volunteers and oversee activities such as race registration.

"I know people who run the event and they tell me afterwards that this is the best event they have ever done, and what makes the difference is the volunteers out on the course," Burns said. The volunteers are driven by a passion for the event and being able to give back to their hometown, she noted. "They are willing to do whatever it takes," she added.

"The port as a city department and a community partner is involved in a number of community events and we like to demonstrate our connection to the community. This is one of the ways we demonstrate our connection and our commitment to the city and to the people who live here," Gold said of sponsoring the marathon volunteers. ■

