

2015 COMMUNICATIONS AWARDS PROGRAM

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 _____
2. Advertisements – Single _____
3. Advertisements – Series _____
4. Annual Reports _____
5. Audio-Only Presentations _____
6. Directories/Handbooks _____ X _____
7. Miscellaneous _____ | 8. Overall Campaign _____
9. Periodicals _____
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _____ |
|---|---|

Please check the appropriate box:

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> CATEGORY 1 | <input type="checkbox"/> CATEGORY 2 | <input checked="" type="checkbox"/> CATEGORY 3 |
|-------------------------------------|-------------------------------------|--|

Entry Title Mariners Guide
 Name of Port Port of Los Angeles
 Port Address 425 S. Palos Verdes St., San Pedro, CA 90731
 Contact Name/Title Theresa Adams Lopez
 Telephone 310-732-3507 Email Address tadams-lopez@portla.org

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.

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

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**Project Name: 2015 Mariners Guide
Port of Los Angeles**

Summary

The Port of Los Angeles Mariners Guide provides vital information for persons who pilot or operate ships and small boats in and around the Port of Los Angeles. It is a helpful, easy-to-use guide to provide a safer navigational experience and includes annual tide tables, construction information which impacts weather, water conditions and safety, U.S. Coast Guard requirements, and a directory of maritime support services with current contact information. It also contains technical information for merchant mariners and more basic information for small boaters and water enthusiasts.

Communications Challenge/Opportunity

Since this publication is designed primarily for use on the bridges of large ships, it has been requested by the Port Pilots that printed, pocket-sized versions be available for quick access to information. The booklets are, in fact, most often kept near the helm where they are the most accessible in extreme shipboard incidents, when the quick use of computers or other electronic devices may be precluded. Similarly, small boaters find the size convenient for storage near the helm. However, for use while not underway on a vessel, the material is also made available on the Port of Los Angeles website.

Nexus to the Port's Overall Mission

The Port of Los Angeles is America's Port®— the nation's #1 container port and the global model for sustainability, security, and social responsibility. In line with the Port's security and safety program, this publication offers at-a-glance information on vessel safety and operating procedures, tug assistance, and weather advisories to the crews of first-time visiting ships of all sizes.

Planning and Programming

The goal is the production of a Port of Los Angeles-focused, accurate, easy-to-use, complete guide of rules, regulations, contact information and tide tables for professional or amateur mariners. The selection and prioritization of content are dictated by the Chief Pilot staff at the Port, consistent with the San Pedro Bay Harbor Safety Committee. The content is compiled with heavy input from the Port Pilots, Port Police and Port customers.

Actions Taken & Outputs

A total of 5,000 copies are produced, half of which are distributed to shipboard personnel by the Port Pilots. The balance is distributed by Port Police patrol officers or Communications staff at marinas, community events and maritime conferences. The publication is also available on the Port of Los Angeles and Los Angeles Pilot Service websites for those who either don't have a printed copy or who prefer an electronic format.

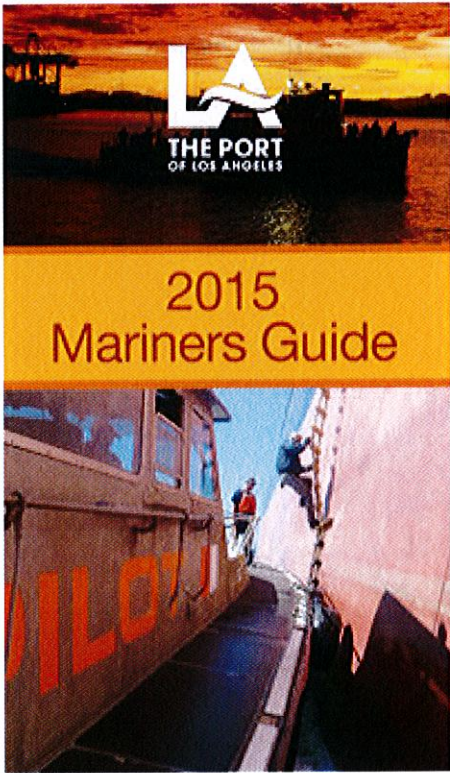
The booklet is designed for ease of use and maximum technical and non-technical information that might be needed by mariners. Content is provided by Port Pilots and Port Police and layout is done by internal Graphics staff. Printing is done at the City of Los Angeles in-house print shop. Budget for this publication is \$4,000 bringing the cost per piece to 50 cents. The booklet is printed in full color.

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Outcome and Evaluation

The Mariners Guide is a highly useful guide for the maritime community. It is published annually in the fourth quarter of the year, and the Port's Communications office receives an average of four calls per week during the late summer and early fall months to ask when the new one will be available. Upon publication, the office mails and personally distributes at the rate of 30-35 per week (based on requests).

In addition, Port Pilots report that the Mariners Guide is requested by all inbound captains and crews, and copies remain on the bridge of all vessels transiting the Port. Personal distribution by the Pilots also provides the potential for direct input regarding format, content and usefulness – all of which have been overwhelmingly positive. Similarly, distribution by Port Police officers to small boaters provides an interaction that is positive and productive. Approximately 90% of the supply is distributed in the first three months after publication. The website version of the Mariners Guide receives just over 1,000 hits annually.



Online version available at http://portoflosangeles.org/Publications/Mariners_Guide_2015.pdf