

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

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title   Holiday Greeting 2014    
 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.

- 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.

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Project Name: Holiday Greeting 2014  
Port of Los Angeles

### Summary

The Port of Los Angeles sends out an electronic greeting each year to customers and stakeholders for the Holidays.

### Communications Challenge/Opportunity

It is traditional to send out a Holiday Greeting at the end of each year. The Port of Los Angeles has been sending out electronic holiday cards for several years now and has traditionally engaged an outside technology agency to create it for us. With budget as an issue and still a desire to send out a Holiday Greeting, the Port Public Relations and Graphics Units decided to "take it in-house" and produce the Greeting on our own.

### Nexus to the Port's Overall Mission

The Port of Los Angeles' Mission Statement: *We are America's Port – the nation's #1 container port and the global model for sustainability, security and social responsibility.* By creating the electronic Greeting in-house, we not only save funds, we create a more sustainable Greeting format for years to come.

### Planning and Programming

The Public Relations and Graphics team got together to plan out the Greeting. It was decided that an array of images would be featured, showing the activities of the prior year as well as iconic Port images. Employee faces were incorporated since they are the heart of the Port administration. And because congestion issues at the Port of Los Angeles were becoming an issue the end of 2014, it was decided that the sentiment on the greeting from executive director Gene Seroka be simple and sincere, "Thank you for your continued support."

### Actions Taken & Outputs

Here is the link to the Greeting:

[http://www.portoflosangeles.org/holidaycard2014\\_ext/idx\\_POLAecard.html](http://www.portoflosangeles.org/holidaycard2014_ext/idx_POLAecard.html)

An electronic message was sent out through Constant Contact to the Port's lists of government, business and community contacts. A total of 2,594 electronic messages with the Greeting were sent out on December 23, 2014. A second round of the message was sent to all Port employees.

### Outcome and Evaluation

Of the 3,274 electronic Holiday Greeting messages sent out, 918 recipients opened and clicked to get the full message. This is a click-through rate of 31% which is excellent. The second round to employees received an 85% click-through rate which is good considering a great portion of Port staff (Construction & Maintenance employees) work away from computers and rarely check emails. Overall, we are very happy with the Holiday Greeting, the response we got and the creativity our own staff go to experience in creating the Greeting entirely in-house. And of course, the budget savings were excellent as well!