

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:

- | | |
|--|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____ <u>X</u></p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|--|--|

Please check the appropriate box:

- CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title Tall Ships Festival LA Duck Education Program

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.

2015 COMMUNICATIONS AWARDS PROGRAM

Project Name: TallShips Festival LA 2014 Duck Education Program
Port of Los Angeles



Summary

As the world's largest duck became a part of the Tall Ships Festival LA 2014, we wanted to be sure there was some educational value attached. The agreement with the artist for use of the Duck included three weeks display time. One week would be utilized for the Tall Ships Festival itself and the other two we would use for educational and activity purposes.

Communications Challenge/Opportunity

The Port of Los Angeles hosted TallShips Festival LA in the summer of 2014. The World's Largest Rubber Duck was a special guest at the event. We wanted to build in an educational component to the Duck's visit and also find a way to tie in an understanding about what the Port does – international trade and shipping.

The POLA Duck Education program was taken off after reading a children's book called Ducky and watching a Disney movie entitled Lucky Duck: a true story that occurred in 1992 when 29,000 plastic bath toys (nicknamed the Friendly floatees – yellow ducks, red beavers, blue turtles and green frogs) fell off of a cargo ship bound for the US from China. Nearly 10 months after the incident, these cute little bath toys began to pop up along the Pacific Coast beaches including Washington State, Hawaii. Nearly 15 years later and 17,000 miles away from their original spill location, they had been found frozen in the Arctic, South America, Greenland, England, Scotland and Ireland.

The "friendly floatees" story was the catalyst for oceanographers to use the toys to track the ocean currents to see how they are interrelated, environmentalists have used the incident to track how pollution moves in the ocean currents and how long plastic endures – the dye in the yellow and red toys faded but the blue and green toys still had all of their color years later after being exposed to the elements – that in itself is a story. This was the perfect opportunity to share a real-world experience which linked a cargo ship, cargo (in this case bath toys which relates on some level for most of us) and the environment presented in a memorable. At the time of the Tall Ships event, the Disney Channel was featuring the new children's movie Lucky Duck. The timing couldn't have been more perfect.

Factors to be addressed

- 1) How do we introduce the Duck?
- 2) How do we use the Duck to enhance the Tall Ships Festival?
- 3) How do we present/ share the duck story?
 - a. Needs to be visual like a billboard, storyboard
 - b. It needs to be big enough for a mass audience to read it from afar
 - c. It needs to be animated, colorful to appeal to everyone
 - d. Message needs to be simple and digestible

2015 COMMUNICATIONS AWARDS PROGRAM

Planning and Programming



Goal and Results:

Every year, our goal is to coordinate creative interactive public events with the objective that every attendee walks away learning and/or acquiring new information about the Port of Los Angeles, international trade, how trade done at the Port of Los Angeles or any port is directly tied into their everyday lives, become more aware of our environmental programs and how we are doing are part in maintaining cleaner water and air for future generations through innovation and technology.

Primary Audience – Although a little ambitious we were hoping to appeal to everyone who loves ducks, has fond bath time memories, of all ages, gender and the multicultural diverse public that represents everyone who resides in the City of Los Angeles and beyond!

Secondary Audience – Duck enthusiast. The giant rubber duck has an international following. He has appeared all over the world and has generated a fanatically following.

Tertiary – Anyone unaware or curious about the Duck and its story.

Actions Taken & Outputs

Objectives:

The primary objective: To present the information in easy to understand, colorful and interesting that connects the dots – Port of Los Angeles.....Trade..... Me!

Action: Produce large booth walls with the Duck story that everyone attending the event will see and read. Use a bath tub theme of floatees to provide a direct connection for the story and use bright, attractive colors with bubbles

Action: Create a 2nd booth wall to look like a giant map which illustrates the Duck's travels along the ocean currents and the dates and their final resting places around the world. Include synopsis of the friendly floatee's story.

Action: Create a handout that will inspire families to go home and research the floatees, and visit the NOAA sites

2015 COMMUNICATIONS AWARDS PROGRAM

- e. Must trigger an action or reaction
- f. Can the story appeal to both adults and children?
- 4) Reach and appeal to all ages, cultural,
 - a. International outreach and diversity to appeal to literally everyone.
 - i. languages
 - b. Our exhibit needs to be portable so we can move it for reuse at the various sights.
 - c. Where is this information presented – inside the festival grounds or in a more public location?
 - i. Duck education during the Festival dates
 - ii. Education program after the festival when the Duck is resting in the harbor for photo opportunities and visiting.
 - 1. Create daily activities to connect with visitors.

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 global model for sustainability, security, and social responsibility.

The Duck Education component of the TallShips Festival LA event supports the Port of Los Angeles' overall mission statement in the area of social responsibility and the stated goal to bring more people down to the LA Waterfront. The artist who created the Duck tells us that the Duck actually has a deeper message – today's world is so connected that it is getting smaller and the world is like one big bathtub and we need to care for it by keeping it clean. One incident no matter how innocuous it can appear will have lasting repercussions upon the oceans.

As for the Public Relations Division, it is our responsibility to support the strategic plan by increasing awareness of the beautiful LA Waterfront and to encourage visitors to choose the waterfront as a recreational destination. The Duck education program is provided a great tie in to the beautiful waterfront with a big yellow duck and a great story.

2015 COMMUNICATIONS AWARDS PROGRAM

Objective 2: Create awareness of the environmentally issues and promote the Duck message of peace and cooperation.

Action: Invite the audience to be inspired or to react positively by creating little yellow duck and tall ship cut outs and asking them to write what they have done to make the world a better place. Then stick their contributions on the wall itself for all to see. In total, 6,000 yellow duck cutouts and 4,000 blue ship cutouts were used. These were stuck on the walls each day, and removed the next morning in preparation for new pledges.

Objective 3: Incorporate and encourage social media usage.

Action: Guests were encouraged to post their experiences, Selfies and other pictures and hashtag with #rubberduckla on Facebook, Instagram and Twitter. We also encouraged guests to keep up with the latest events during the Festival and Duck visit at the LA Waterfront and event websites.

Objective 4: Create educational opportunities/activities beyond the festival footprint and reasons for multiple visits to the LA Waterfront – *Duck Days of Summer*

Action: Create two weeks of activity programming and theme the days. A visual calendar was created and posted/shared on the various Port and event website and social media channels. Folks were encouraged to come down after the festival is over to visit the waterfront and the Duck. This portion of the Duck visit was not advertised until after the Festival was over so as not to adversely impact tickets sales.

The calendar included something new to do every day to create the opportunity for multiple visits:

- Monday – Make you best duck face
- Tuesday – Selfie Day (Wilmington)
- Wednesday – International Duck Day
 - How do you say rubber duck? Spanish, Croatian, Vietnamese, Tagalog, Russian, South African, etc.
- Thursday – Youth Duck Day (Wilmington)
 - 3-5 p.m. activities
 - hat making
 - storytelling
 - Coloring craft
- Friday – Selfie Day
- Monday - Holiday
- Tuesday – Save-a-Bird Day. The International Bird Rescue is one of two centers nationwide dedicated to rescuing and rehabilitating birds. As a non-profit
 - Bird rescue Center is invited down to set up a booth to collect much needed items and educational presentation on their efforts.
 - Result: raised \$1,200 in donations
- Wednesday – Canned Food Drive
 - Bring a non-perishable good for the Toberman House
 - Result: we collected 20 grocery bags of groceries to fill and nonperishables like macaroni, pasta, mashed potatoes, dry cereals, diapers and more.
- Thursday – Dress like a Duck Day
 - Dogs in duck costume
 - Babies in yellow ducky onesies
 - Duck t-shirts,

2015 COMMUNICATIONS AWARDS PROGRAM

- Duck jammies
 - Result: 200 folks
- Friday – Youth Day (Downtown Harbor San Pedro)
 - Result: 500 youth participants
- Saturday – Disco Duck Dance Day
 - Music playing – Disco, Disco Duck, Put down the Duckie, Singing in the bathtub by John Lithgow, It's a sunshine Day-Brady Bunch, Come on get Happy- Partridge Family, Yellow Submarine Beatles.
 - Invited the San Pedro Ballet Company to perform their a scene from the Nutcracker (with the toys)
 - Invited Alva's Dance Instructors taught a Duck inspired hip hop dance on the promenade
 - Result: 2,000 attendees free dancing
- Sunday – Good bye Duck event
 - Invited everyone to say a final farewell to the Giant Rubber Duck
 - Last opportunity to create a duck hat
 - Post a Selfie; show how you have made the world a better place.
 - Drafted a Good Bye Duck story using the cadence of the Good Night Moon story.

Outcome and Evaluation

The Duck Days of Summer activities proved to be a great success. The participation from the public was far greater than we anticipated.

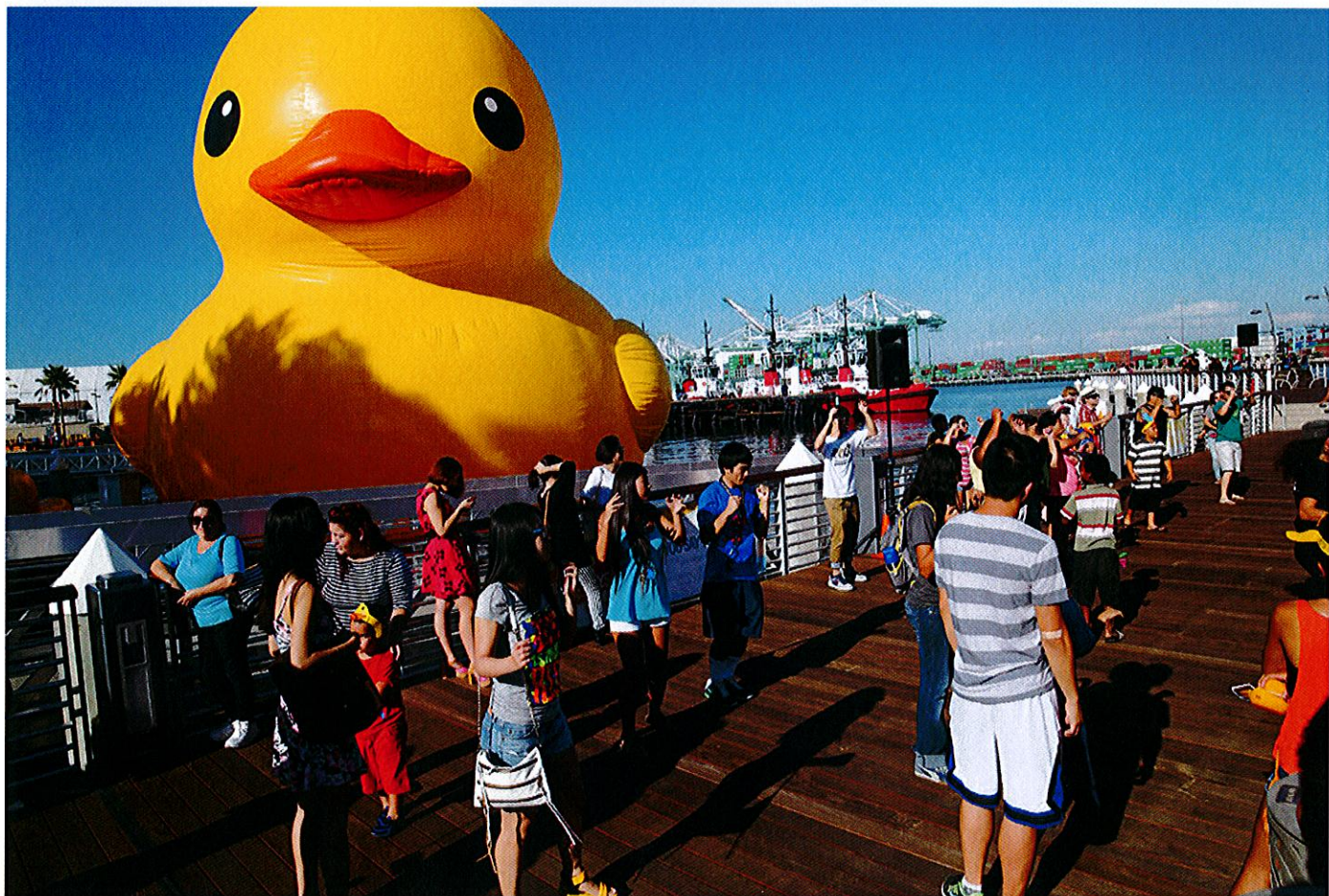
In all, we had more than 10,000 visitors come out for just the Duck Days of Summer activities – a great success. We had 10,000 “pledges” of ways our visitors were going to make the world a better place, and raised \$1,200 for the local bird rescue center. We had several teachers approach us on where to purchase the Ducky book as they wanted to include it in their curriculum for the school year and we had many requests for the educational “walls” that we created for use in classrooms as well. We have provided ten local schools with copies of the materials for their use.



Coco



6663



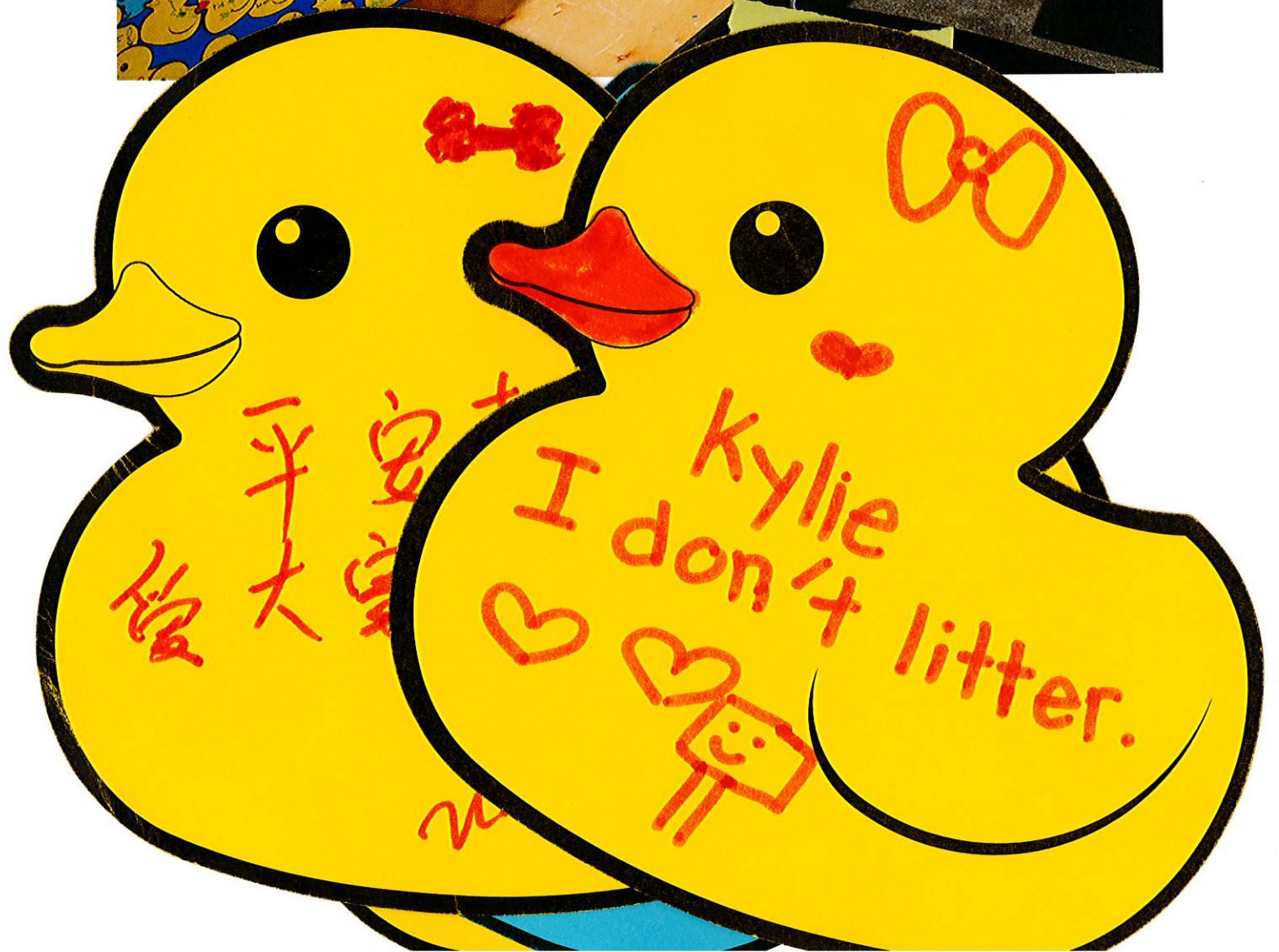


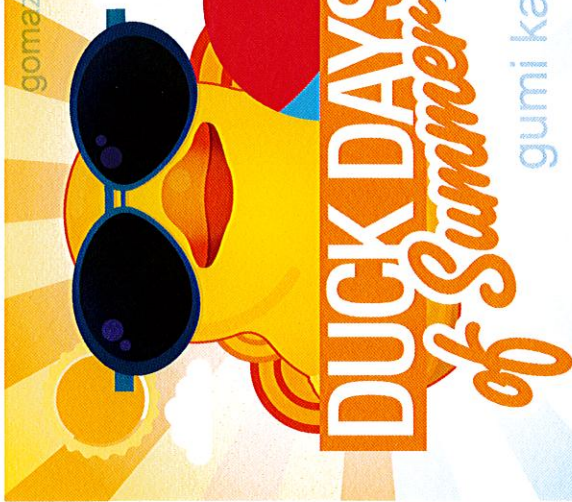
THE DUCK STORY

In 1992, a shipping crate containing nearly 29,000 plastic bath toys was lost at sea when it fell overboard on its way from Hong Kong to Tacoma, Washington. For more than 20 years these plastic bath toys have been floating around the world. Some have washed up on the shores of Hawaii, Alaska, South America, Australia and the Pacific Northwest; others have been found frozen in Arctic ice. Some have made their way as far as Scotland and England, in the Atlantic. Today that flotilla of plastic ducks are being hailed for revolutionizing our understanding of ocean currents, as well as for teaching us a thing or two about plastic pollution in the process. The charismatic duckies have even been christened with a name, the "Friendly Floatees," by devoted followers who have tracked their progress over the years.

According to Eco Preservation Society website article dated May 27, 2011 at <http://www.ecopreservationsociety.org/site/index.php/the-news/conservation-costa-rica/318-what-can-28000-rubber-duckies-lost-at-sea-teach-us-about-our-oceans>, and other numerous articles.

6003





DUCK DAYS of Summer

gomazko ahate καουτσούκ πάπια goma pato Summi -Ente 鴨皮鴨	gumowe kaczkki ràtã de cauciuc بطة مطاطية patò de borracha rezinováя yтка Badeand
ànec de goma kumiankka kummist part canard en caoutchouc	
kanna kawotchou bebek karet duck caag gumena patka	pato de goma vit cao su ارتك لاستيك ראבער דאק
lacha rubair anatra di gomma 고무 오리	橡皮鴨

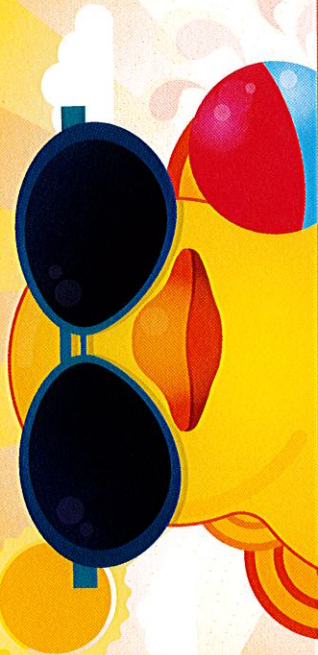
HOW DO YOU SAY RUBBER DUCK?

60



of Summer

DUCK DAYS



Monday

Aug. 25

Make Your Best Duck Face
Viewing & Photos Noon-8pm
Downtown Harbor

Monday

Sept. 1

Duck on Holiday

Tuesday

Aug. 26

Selfie Day
Viewing & Photos Noon-8pm
Downtown Harbor

Tuesday

Sept. 2

"Save-a-Bird" Day
International Bird Rescue
Noon-5pm
Viewing & Photos Noon-8pm
Downtown Harbor

Wednesday

Aug. 27

International Duck Day
Viewing & Photos Noon-8pm
Downtown Harbor

Wednesday

Sept. 3

Canned Food Drive
Noon-5pm
Viewing & Photos Noon-8pm
Downtown Harbor

Thursday

Aug. 28

Youth Duck Day
Youth Event 3-5pm
Viewing & Photos Noon-8pm
Banning's Landing, Wilmington

Thursday

Sept. 4

Dress Like a Duck Day
Viewing & Photos Noon-8pm
Downtown Harbor

Friday

Aug. 29

Selfie Day
Viewing & Photos Noon-8pm
Banning's Landing, Wilmington

Friday

Sept. 5

Youth Duck Day
Youth Event 3-5pm
Viewing & Photos Noon-8pm
Downtown Harbor

Saturday & Sunday

Aug. 30 & 31

Duck on Holiday

Saturday

Sept. 6

Duck Dance Day
Event 3-5pm
Duck Dance 5pm
Viewing & Photos Noon-5pm
Good Bye Rubber Duck 5pm
Downtown Harbor

#rubberduckla

6000

DUCK DAYS

of Summer

YOUTH DUCK DAYS

Thursday, August 28, 3-5 p.m.

Banning's Landing, 100 E. Water St., Wilmington

Friday, September 5, 3-5 p.m.

Downtown Harbor, 504 S. Harbor Blvd., San Pedro

Join us for...

**Duck and the Environment, Duck Viewing and Photos,
Duck Crafts, TransPORTer Mobile Exhibit**

**THE PORT
OF LOS ANGELES** LA

www.portoflosangeles.org



DUCK DAYS

of Summer

SAVE-A-BIRD DAY

Tuesday, September 2, 2014, 12pm-5pm

Downtown Harbor, 504 S. Harbor Blvd., San Pedro

Come hang out with the Rubber Duck and help save a bird by donating key items to the International Bird Rescue.

DONATE:

- Heating pads
- Safety glasses
- Restaurant bus boxes
- Hoses
- Lysol disinfectant spray
- Home Depot gift cards
- Sponges
- Paper towels

THE PORT OF LOS ANGELES

www.portoflosangeles.org

 **INTERNATIONAL BIRD RESCUE**
 EVERY BIRD MATTERS
www.BirdRescue.org

#rubberduckla

lets



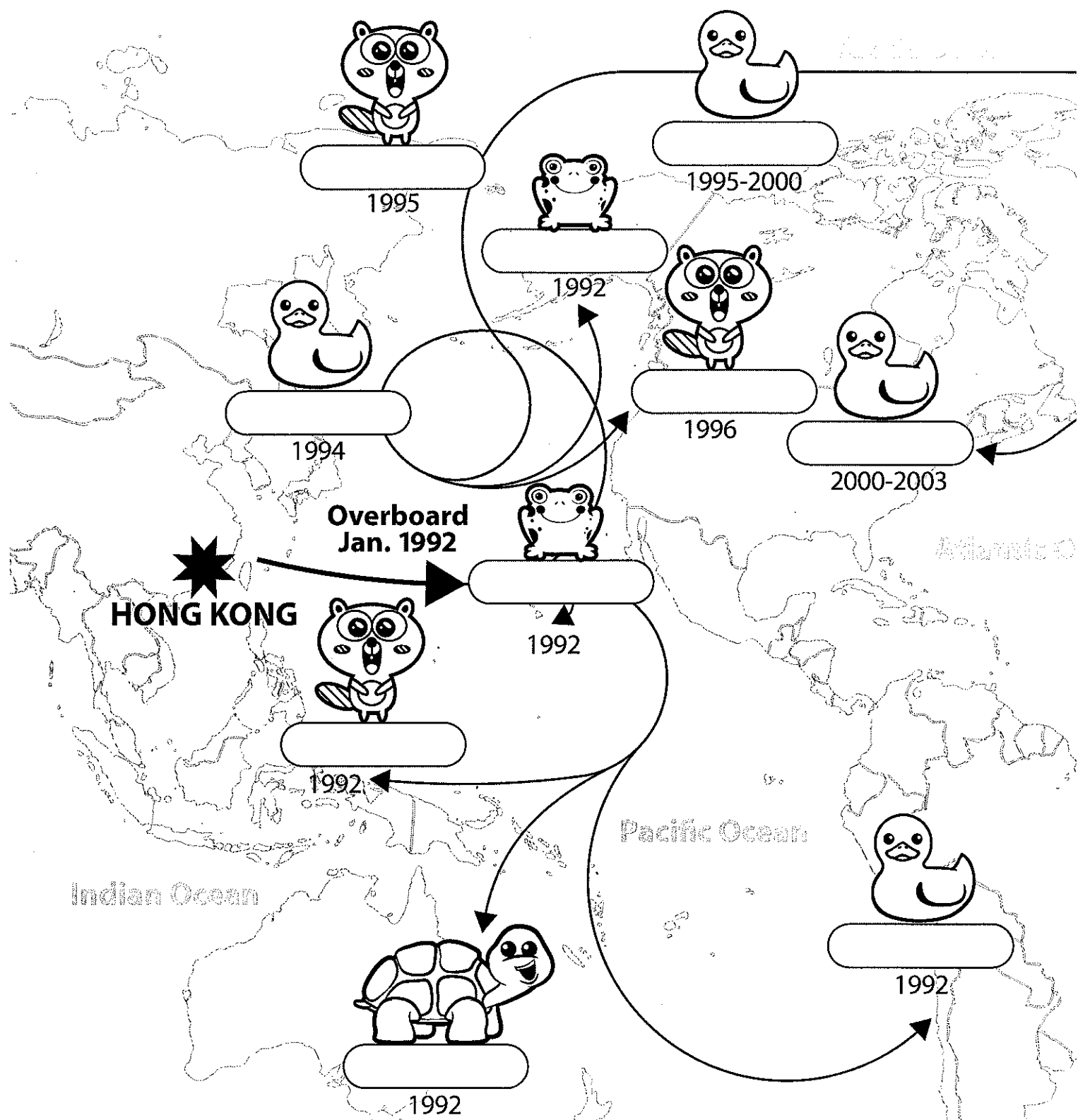
DUCK DAYS

of Summer

DANCE DAY

Saturday, September 6, 3-5 p.m.
Downtown Harbor, 504 S. Harbor Blvd., San Pedro

THE PORT OF LOS ANGELES 
www.portoflosangeles.org

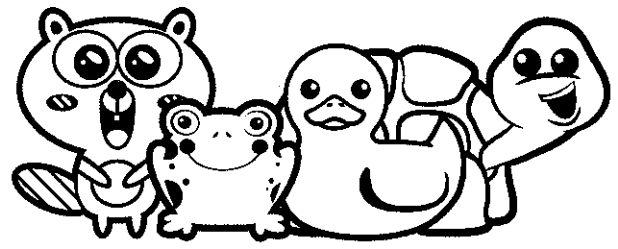
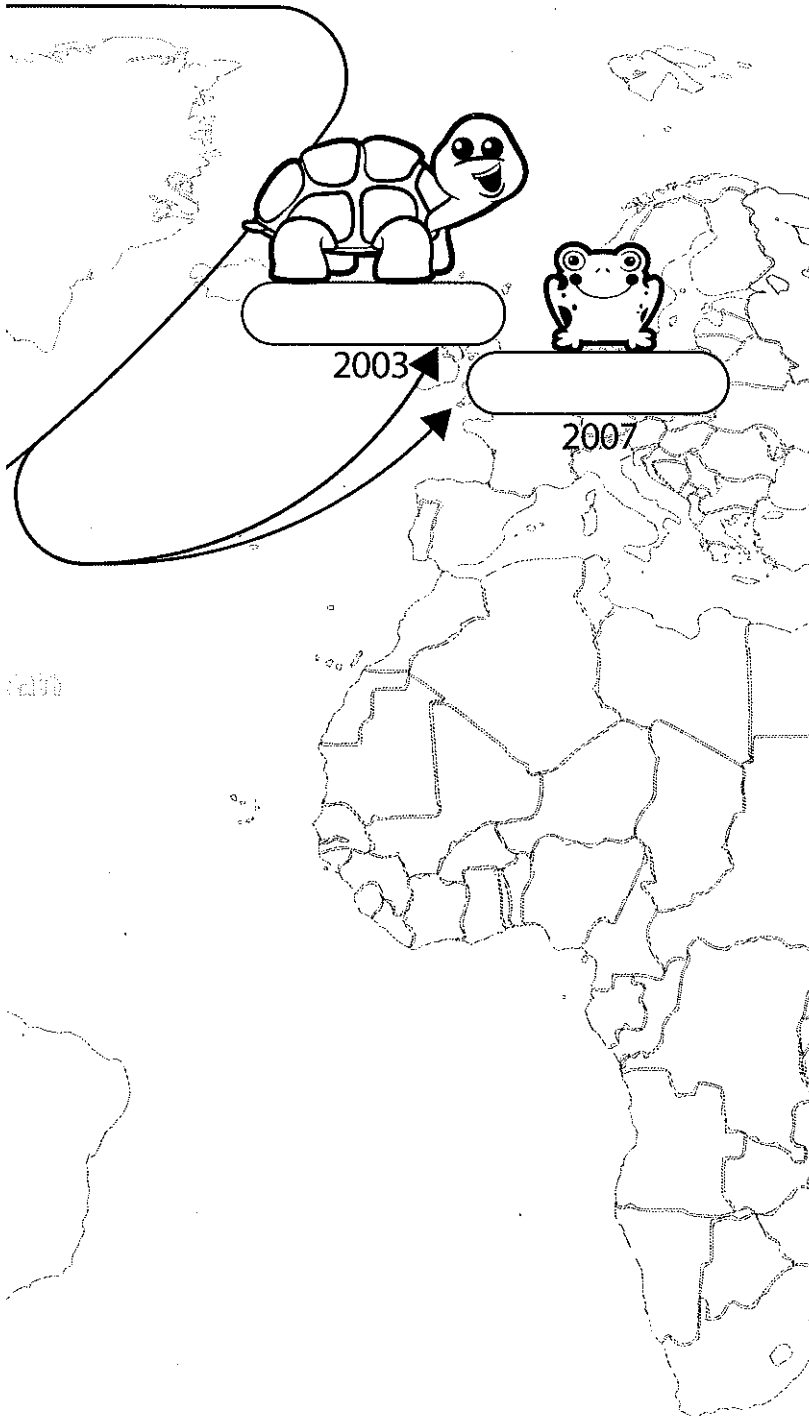


Can you locate the places that the “

On the map above, label the following locations:

- Alaska
- Arctic Ocean
- Australia
- England
- Japan
- Hawaii

666 >



The "Friendly Floatees"

In 1992, a shipping crate containing nearly 29,000 plastic bath toys was lost at sea when it fell overboard on its way from Hong Kong to Tacoma, Washington. For more than 20 years these plastic bath toys have been floating around the world. Some have washed up on the shores of Hawaii, Alaska, South America, Australia and the Pacific Northwest; others have been found frozen in Arctic ice. Some have made their way as far as Scotland and England, in the Atlantic. Today that flotilla of plastic ducks are being hailed for revolutionizing our understanding of ocean currents, as well as for teaching us a thing or two about plastic pollution in the process. The charismatic duckies have even been christened with a name, the "Friendly Floatees," by devoted followers who have tracked their progress over the years.

According to the Eco Preservation Society website article dated May 27, 2011 at <http://www.ecopreservationsociety.org/site/index.php/the-news/conservation-costa-rica/318-what-can-28000-rubber-duckies-lost-at-sea-teach-us-about-our-oceans>, and other numerous articles.



www.portoflosangeles.org

"Friendly Floatees" have been found?

Indonesia

Maine

Russia

South America

Scotland

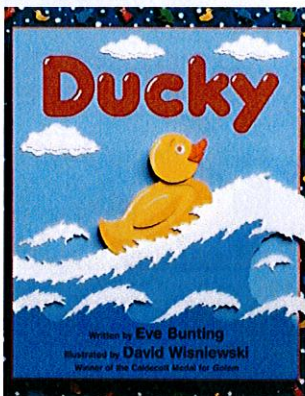
Washington

The Duck, the Friendly Floatees and the Environment

On a stormy night in January 1992, a shipping crate containing nearly 29,000 plastic bath toys (yellow ducks, red Beavers, green frogs and blue turtles) was lost at sea when it fell overboard on its way from Hong Kong to the United States. More than 20 years later those same bath toys were still floating the world's oceans. Today, that convoy of plastic bath toy friends is being hailed for revolutionizing our understanding of ocean currents and plastic pollution. Since 1992, the ducks, beavers, frogs and turtles have bobbed more than halfway around the world. Some have washed up on the shores of Hawaii, Alaska, South America, Australia and the Pacific Northwest. Some have been found frozen in Arctic ice. Still others have somehow made their way across the Atlantic Ocean as far as Scotland and Newfoundland. These charming bath toys have been dubbed, the "Friendly Floatees".

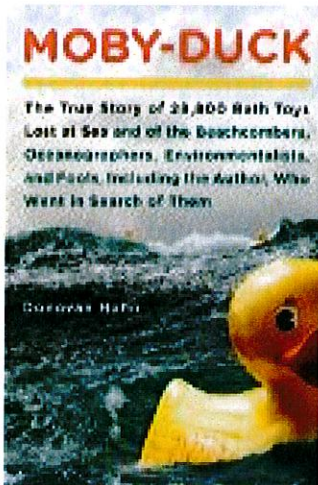
Several award winning books have been written about these famous bath toys. A few of those books are listed below. Look for them at your local library or favorite bookstore.

Ducky



After a crate of bath toys is thrown overboard into sea during a violent storm, a yellow duck and his friends encounter an adventurous ride along the waves of the big blue sea. That is when the yellow duck encounters several scary situations and is soon left alone to wander the sea with the hope of fulfilling his dream. After a long journey across the ocean the little duck is washed to shore. There he meets a little boy and is happy to finally become a real bath toy. This delightful tale is based on a true story, written by Eve Bunting and brilliantly illustration by David Wisniewski. This children' s book was a winner of the *Caldecott Medal for Golem*.

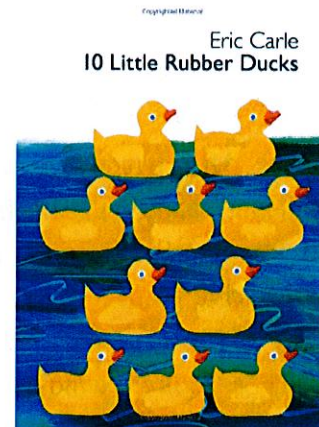
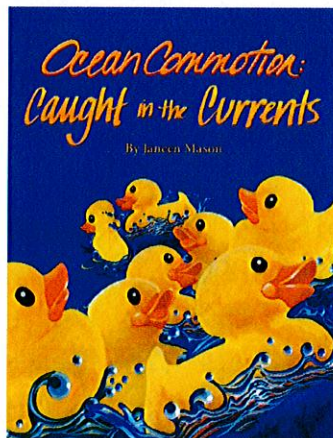
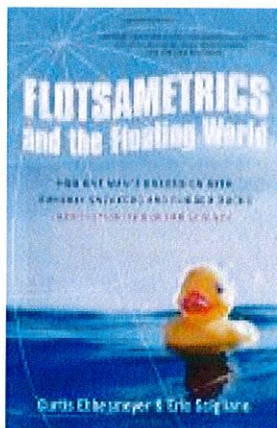
Moby-Duck



Donovan Hohn later wrote a book called "Moby-Duck," a fascinating story about the journey of the rubber ducks around the globe. This book describes all that Hohn encountered when gathering the plastic duckies. Eccentric oceanographers and environmentalists helped Mr. Hohn go around the world collecting the playful rubber duckies. Along their journey they realized that pollution in the seas is very dangerous for wildlife and humans. Mr. Hohn now focuses on the fact that pollution is a serious matter. Today, we know that there are as many as 11 major gyres - large systems of rotating ocean currents - with large wind movements across the world's oceans, and all of them are potential passages for the world's trash. And if the "Friendly Floatees" are an example for

anything, it's that plastic trash endures for a very long time and that it's a global issue.

Other Books:

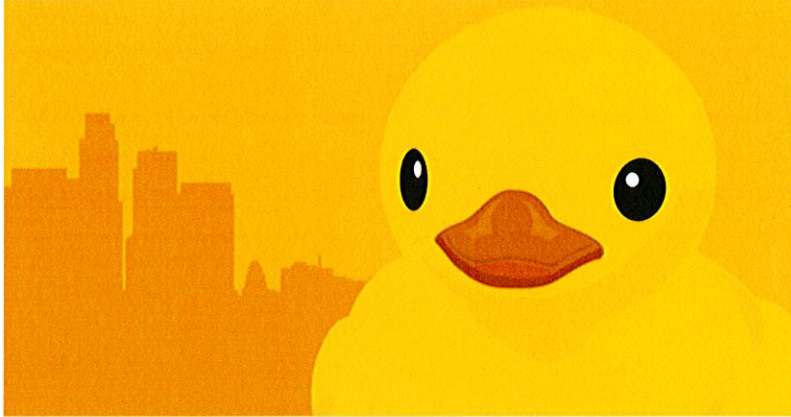


Websites to visit:

For 4th and 5th Grade Students: <http://www.lessonplanet.com/teachers/lesson-plan-rubber-duckies-and-ocean-currents>

<http://www.ecopreservationsociety.org/site/index.php/the-news/conservation-cost-rica/318-what-can-28000-rubber-duckies-lost-at-sea-teach-us-about-our-oceans>

<http://edition.cnn.com/2013/10/09/business/goods-lost-at-sea/index.html>



Goodnight Duck

(use the story cadence from the book Good Night Moon by Margaret Wise Brown)

In the great green Port of Los Angeles

There was a landing

And a yellow duck

And a statute of

Famous Phineas Banning

And there was a baby duck floating on a punt, and the Nicholas tug ready to strut, and a pair of sea gulls, sitting on a ship's hull and lots of visitors in Ports 'O Call.

Goodnight Port

Goodnight Landing

Goodnight Phineas Banning

Goodnight trucks

And the baby duck

Goodnight cranes

Goodnight trains

Goodnight seals

And goodnight sails

Goodnight clock

And goodnight dock

Goodnight starfish

And goodnight tall ships

Goodnight Maritime Museum

And goodnight Banning Community Center

Goodnight water

Goodnight Pier

And goodnight to the big yellow duck

Goodnight stars

Goodnight air

Goodnight Port sounds everywhere