

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 <u> X </u> |
| 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 LAitude
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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: *LAtitude*
Port of Los Angeles

Summary

The Port of Los Angeles has created a unique electronic publication specifically targeted to its Maritime stakeholders – *LAtitude*. *LAtitude* is made up of both video and print stories and is sent via Constant Contact to a database of more than 15,000 maritime stakeholders.

Communications Challenge/Opportunity

In answer to a need for a specifically targeted marketing communication tool directed to the Port's maritime stakeholders, *LAtitude* was developed by the Port's Communication and Business Trade Development divisions. The challenge was to create informative content regarding emerging business trends and news at the Port of Los Angeles and to deliver this content through an accessible and engaging format for the on-the-go maritime industry audience. An e-newsmagazine was designed and produced within the framework of the *LAtitude* website.

Created in 2011, *LAtitude* is now in its fifth year of production and by May 2015 will have accrued a library of twelve online editions, with a total of 36 video stories and 36 print articles, which also serve as a reference library of maritime topics. The mission statement of *LAtitude* remains the same; to research, produce and deliver content regarding emerging business trends and news at the Port of Los Angeles which is relevant and helpful to our maritime industry stakeholders. As always, the delivery of the content must be easily accessible through email, the *LAtitude* website, social media and via mobile devices.

LAtitude was designed and launched by Port of Los Angeles staff and a contracted writer, working in conjunction with a contracted web design agency. Each new edition of *LAtitude* is uploaded to the website and over 15,000 maritime stakeholders are then emailed with a link to the latest edition.

The individual video stories are also marketed as stand-alone news pieces on the Port of LA's Facebook page, YouTube Channel and also air on local cable stations in the Los Angeles area.

Recent external factors which have arisen in the maritime industry over the past few years include the forthcoming completion of the expansion of the Panama Canal, the advent of larger capacity container vessels and the extended ILWU-PMA contract negotiations. The Panama Canal expansion represents the potential diversion of a percentage of shipping business to east coast ports, and the larger container vessels and the ILWU-PMA contract negotiations have contributed to supply chain congestion issues at the Port of Los Angeles. Recent Internal factors at the Port of Los Angeles include a transition in leadership, first with the appointment of an interim executive director, followed by the appointment of the new permanent executive in 2014. These internal changes coincided with elections in the U.S. House of Representatives and the U.S. Senate, creating changeovers in Committee members which the Port works directly with. Accurate and effective communication with our stakeholders has never been more critical during these recent challenges and changeovers. *LAtitude* has proven to be a key component in delivering the Port's messages to this audience.

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Nexus to the Port's Overall Mission

LAitude is a central tool in the communication and implementation of the Port's Strategic Plan. The strategic plan focuses on three key result areas, which are competitive operations, strong relationships and financial strength. *LAitude* communicates these objectives through stories on infrastructure development, business-friendly policies and practices, land use optimization, maritime technology advancements as well as sustainability efforts, and most importantly, maintaining the Port's ranking as the nation's number one trade gateway to the Pacific Rim and the busiest container port in the western hemisphere.

Planning and Programming

The communications planning and programming components for this entry include a team of in-house Port business marketing and communications staff members, an in-house production team including an editor, producer and camera crew and finally our contracted on-camera hosts.

The Port of Los Angeles is a leader in the maritime industry in many areas, including infrastructure, technology, business practices and sustainability. Recent infrastructure improvements at the Port of LA include an increased main channel depth of 53 feet which allows the largest container ships in the industry to call here, on-dock or near-dock rail at every shipping terminal, also now located at the Port of LA are both the first dual-hoist cranes in North America and one of the first semi-automated terminals in the Western Hemisphere. The Port needed an equally modern marketing platform to communicate these assets to current and future business clients through an interesting and easy-to-use platform. *LAitude* is in keeping with the progressive philosophy of the Port and delivers this message effectively.

The objective is to communicate to current and potential future customers that their success is our priority and also to give them an opportunity to spotlight their businesses here at the Port of Los Angeles through the indirect marketing platform of *LAitude*. During quarterly pre-production meetings, both the Communication and Business Trade Development teams discuss current trends and developments at the Port of Los Angeles and subsequently determine the most timely and relevant content for the upcoming edition of *LAitude*.

The featured stories are designed to deliver results for our Business Trade Development team in the form of new business. Over the past year, the Port has successfully acquired the new business of United Arab Shipping Company, which was subsequently featured in a *LAitude* story. In the December 2014 edition of *LAitude*, cold storage warehouse facilities were spotlighted, as well as the new Berth 200 Rail Yard, which was relocated and modernized as part of a larger redevelopment plan involving the modernization of the TraPac terminal. In addition, *LAitude* interviewed the new executive director, Gene Seroka, and through a three minute video story was able to communicate his goals and objectives to the Port's maritime stakeholders. *LAitude* has successfully fulfilled its planning and programming components and delivers this message to upwards of 15,000 members of the maritime audience with the launch of each new edition.

The primary audience of *LAitude* is current business clients and stakeholders at the Port of Los Angeles as well as potential future clients. The secondary audience is residents of the surrounding areas adjacent to the Port of Los Angeles, as well as business owners, elected officials, community members and other local stakeholders.

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Actions Taken & Outputs

The Port of Los Angeles focuses on working with customers to meet their needs for today and anticipating their needs for tomorrow. *LAtitude* is a manifestation of this focus. We want to deliver helpful, interesting and timely information to our audience regarding the Port and maritime news.

The strategy is to communicate shipping news and trends to customers who already have an understanding of how the shipping industry operates. To speak to this audience, without excluding the secondary audiences who may not share the same maritime expertise, *LAtitude's* male and female host provide a short overview of the subject matter at the front of each video story, while incorporating maritime industry terminology and vernacular. Customers as well as industry professionals are interviewed on-camera, which provide an important unbiased vote of confidence for the Port of Los Angeles.

Typically, a product like this would come from an outside advertising agency. However, the *LAtitude* video stories are conceived, produced and edited almost entirely in-house by full-time Port of LA staff members within the Communications and Business Trade Development divisions. The print articles are written by contracted writers and are then fact-checked, edited and finalized by in-house staff. Each edition takes two to three months to complete. Shoots take place in and around the Port of Los Angeles. Once the video stories and interviews have been taped, they are edited in-house, compressed and uploaded to the site, by in-house staff, via a content management system. The Port pays for e-blasts of approximately 12,000 emails to be sent to an established maritime marketing list and also sends a second e-blast to approximately 3,000 of the Port's own business contacts through Constant Contact. Typically, the e-blasts are staggered by two weeks, to track the different activity and responses associated with the two e-blasts. Google Analytics provides website traffic information and activity reports.

Since May 2011, we have produced eleven editions of *LAtitude*. Below are the links to each edition:

1. May 2011
<http://www.portoflosangeles.org/latitude/home.php?e=1&p=/May 2011>
2. September 2011
<http://www.portoflosangeles.org/latitude/home.php?e=3&p=/September 2011>
3. January 2012
<http://www.portoflosangeles.org/latitude/home.php?e=5&p=/January 2012>
4. March 2012
<http://www.portoflosangeles.org/latitude/home.php?e=7&p=/March 2012>
5. July 2012
<http://www.portoflosangeles.org/latitude/home.php?e=8&p=/July 2012>
6. November 2012
<http://www.portoflosangeles.org/latitude/home.php?e=9&p=/November 2012>
7. March 2013
<http://www.portoflosangeles.org/latitude/home.php?e=10&p=/March 2013>
8. July 2013 <http://www.portoflosangeles.org/latitude/home.php?e=11&p=/July 2013>
9. <http://www.portoflosangeles.org/latitude/home.php?e=12&p=/December 2013>
December 2013
10. <http://www.portoflosangeles.org/latitude/home.php?e=13&p=/March 2014>
March 2014
11. <http://www.portoflosangeles.org/latitude/home.php?e=14&p=/December 2014>
December 2014

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Outcome and Evaluation

L*Attitude* has embedded surveys within special editions soliciting feedback from the maritime audience regarding which subject matters were of most interest and importance to them and also which past stories were most liked or disliked. In addition, through L*Attitude*'s 'Talk To Us' feature on the website, viewers are invited to submit their comments to via email to LAttitude@portla.org which provide insightful feedback to the L*Attitude* team.

The embedded surveys and the feedback page have both been helpful in honing our understanding of our audience's needs and likes. The target audience behaviors, such as being interviewed and featured in a L*Attitude* video or article, has influenced other clients to ask to be featured as well, as they perceive this to be a valuable marketing tool that reaches a significant audience.

- Google Analytics is the main tool used to track opens, visits, bounces, etc. Through the feedback from consultation with outside experts, L*Attitude* has established a loyal audience with consistently positive numbers.