

**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:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title LA Waterfront Magazine  
 Name of Port Port of Los Angeles  
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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.

- |  |   |
|--|---|
| <p><b>1. What are/were the entry's specific communications challenges or opportunities?</b></p> <ul style="list-style-type: none"> <li>- Describe in specific &amp; measurable terms the situation leading up to creation of this entry.</li> <li>- Analyze the major internal and external factors needing to be addressed.</li> </ul> <p><b>2. How does the communication used in this entry complement the organization's overall mission?</b></p> <ul style="list-style-type: none"> <li>- Explain the organization's overall mission and how it influenced creation of this entry.</li> </ul> <p><b>3. What were the communications planning and programming components for this entry?</b></p> <ul style="list-style-type: none"> <li>- Describe your overall goals or desired results.</li> <li>- Describe your objectives and list specific, measurable milestones needed to reach your goals.</li> <li>- Identify your primary and secondary audiences in order of importance.</li> </ul> | <p><b>4. What actions were taken and what communication outputs were used in this entry?</b></p> <ul style="list-style-type: none"> <li>- Explain what strategies were developed to achieve success and why these strategies were chosen.</li> <li>- Specify the tactics used (i.e., actions used to carry out your strategies).</li> <li>- Detail the implementation plan by including timeline, staffing and outsourcing used.</li> </ul> <p><b>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</b></p> <ul style="list-style-type: none"> <li>- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.</li> <li>- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.</li> </ul> |
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06/12

# 2015 COMMUNICATIONS AWARDS PROGRAM

Project Name: LA Waterfront Magazine  
Port of Los Angeles

## Summary

To reach our communities with news of the Port and the activities around the LA Waterfront, the Port of Los Angeles publishes a semi-annual publication called "LA Waterfront Magazine."

## Communications Challenge/Opportunity

The Port of Los Angeles Communication team was tasked with creating and maintaining an informative, entertaining magazine that would inform residents and stakeholders about Port activities. Because the Port is in the midst of redeveloping the LA Waterfront as a regional tourist destination, the focus of the magazine is aimed at the community/entertainment aspects of the Port of Los Angeles. The Port's goal is to make sure the publication reaches the diverse communities surrounding the Port and provided a highly informative, visually pleasing magazine that can be read quickly when it arrives via mail or digitally. The Port needs to address the fact that Spanish is the primary language of a portion of the readership. Our primary goal is to show residents in the community that the Port is actively working to improve the LA Waterfront that surrounds their community

## Nexus to the Port's Overall Mission

The Port of Los Angeles has a five-year strategic plan that currently runs through 2017. The four areas of focus of the plan are 1) World Class Infrastructure that Promotes Growth 2) An Efficient, Secure and Environmentally Sustainable Supply Chain 3) Improved Finance Performance of Port Assets and 4) Strong Relationships with Stakeholders. On The Waterfront magazine focuses on building strong relationships. Specifically, a strategic plan's objective within the framework of building strong relationships is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." The magazine effort is a direct outgrowth of this strategic initiative adopted by the Los Angeles Harbor Commission.

## Planning and Programming

In order to achieve our strategic objectives, our goals for the magazine included:

- Entertaining, easy format to read. This product is primarily delivered in mail. We need a quality, glossy, magazine feel with extraordinary photography that entices readers into opening the magazine.
- Content in Spanish for our Spanish-only speaking residents.
- A Page 2 column from executive director to connect executive with the community.
- Short stories, no jumps, tightly edited and well written. Interesting stories with focuses on people.
- Nurture the concept that the Port is investing heavily in the quality of life of its residents.

**2015 COMMUNICATIONS AWARDS PROGRAM****Actions Taken & Outputs**

The Communications Team develops a budget of stories and photos with a focus on stories and photos that give residents an overview of major developments at the Port with a focus on LA Waterfront development. We use a combination of Port staff and outside photographer to develop high-quality visuals and design that give the publication a quality look. We devote about 6 to 8 weeks on the writing and production of each magazine, making sure the stories interest a variety of audiences. Of the 12 pages, four pages are devoted to Spanish readers.

**Outcome and Evaluation**

Each publication is delivered by mail to approximately 65,000 residences and businesses surrounding the Port. Additionally, a pdf version of the magazine is distributed via the Port's social media network, which reaches more than 50,000 additional followers. We also distribute approximately 4,000 copies via Constant Contact to those who have signed up for Port emails.

Throughout the year, we receive positive feedback via email, phone and during surveys we do at community events. The magazine makes its way into every household in the Port community. We have received accolades from residents who appreciate the Spanish translation. Several stories published are the result of readers suggestions.