



2015 COMMUNICATIONS AWARDS PROGRAM

#8

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
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:

Category selection boxes: CATEGORY 1, CATEGORY 2, CATEGORY 3 (checked)

Entry Title: 'Dock Talk' - Employee Newsletter (Electronic And Printed)
Name of Port: Port of Long Beach
Port Address: 4801 Airport Plaza Drive
Contact Name/Title: Michael Gold
Telephone: 562 283 7711
Email Address: michael.gold@polb.com

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?
2. How does the communication used in this entry complement the organization's overall mission?
3. What were the communications planning and programming components for this entry?
4. What actions were taken and what communication outputs were used in this entry?
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?



Summary:

Title: Dock Talk – Employee Newsletter (electronic and printed)

Classification: Periodicals

Dock Talk, the electronic employee newsletter for the Port of Long Beach, is an excellent tool for keeping the Port's more than 500 employees at several different locations in the loop. News is presented informally in a blog format, making it easy for employees to add comments and for Communications to track readership. **Dock Talk** is published monthly and its complete focus is on Harbor Department employees. It tells the Port's story through their eyes.



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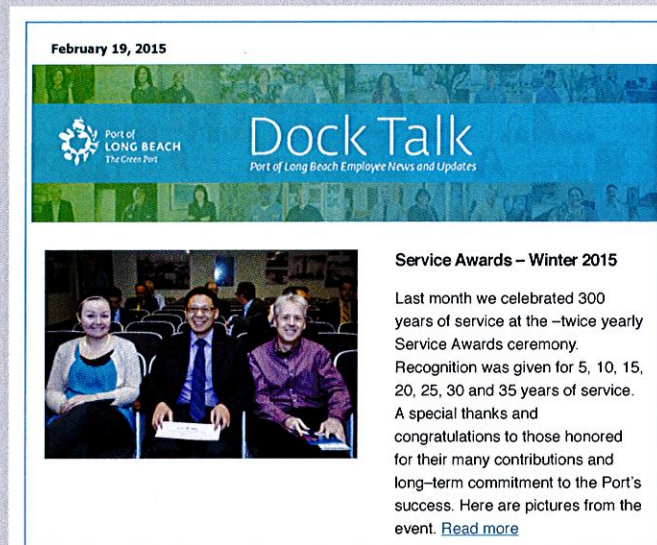
Title: 'Dock Talk' – Employee Newsletter (electronic and printed)

Port of Long Beach 'Dock Talk' – Employee Newsletter (electronic and printed)

1. Communications Challenges and Opportunities

The Port of Long Beach is one of the world's premier seaports, a leading gateway for trans-Pacific trade with Asia and a trailblazer in innovative goods movement, safety and environmental stewardship. The nation's second-busiest seaport, the Port handles trade valued at \$180 billion annually, supporting nearly 1.5 million U.S. jobs. The Port of Long Beach has repeatedly been named the best seaport in North America by its customers in Asia and won the title of most productive port in North America in a 2014 Journal of Commerce survey. The Port is moving forward with \$4 billion+ in capital projects this decade, including terminal, railroad, roadway and bridge improvements to support trade and jobs growth. The Port is helping support our economy while dramatically cutting the negative impacts of its operations. Since the adoption of a landmark Green Port Policy a decade ago, diesel pollution at the Port has decreased by more than 82 percent and native harbor wildlife is flourishing.

Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 Southern California jobs supported by port operations. The Port is part of the City of Long Beach and operates under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port. One of the Board's primary goals, shared by Port executive management and staff, is to provide open, two-



way communications between the Port and its various constituencies.

One target audience that is critically important to the smooth operation of the Port of Long Beach is the Port Staff. More than 500 employees make the second-busiest container seaport in America “go.”

The Port is spread over 3,230 acres with 31 miles of waterfront, and the various divisions that make up the

Port's six bureaus – Commercial Operations, Communications, Finance & Administration, Engineering Services, Planning & Environmental Affairs and Human Relations & Team Development – are held together by this monthly newsletter.

Communicating with employees became more challenging and important in 2014 when most administrative staff moved to a larger, interim headquarters building away from the Port while a new, permanent headquarters is being designed and built near the Port in downtown Long Beach as part of a new Civic Center development. Other employees remained near the docks at the Port's new Maintenance Facility and the Security Command and Control Center, the nerve center for Port safety and security operations.

Dock Talk was created by the Port's Communications and Community Relations Division in 2008 as a print product, published at least every other month as the 104-year-old Port's first ongoing publication to communicate with this key constituency. Until that time, most employee communication was handled through mass emails from various Port divisions (generally



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lacking photos, professional writing and a theme or vision) or through the employee Intranet, which is more suited to short announcements about timely events and ongoing resources, such as work forms and strategic plans.

Now, six years later, it was time to update Dock Talk with a new, easier-to-produce format and step up publication to every month. The new Dock Talk premiered in March 2014.

2. Complementing the Overall Mission

To fulfill its primary goal of providing open channels of communications between the Port and its various constituencies, the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets. This campaign includes advertising in all traditional and web-based media, plus extensive community and industry outreach. One tool that has proven most effective is providing periodic newsletters for the community (re:port), the industry (tie lines) and Port employees (Dock Talk and POLB in 3).

3. Planning and Programming Components

The goal of the new Dock Talk is to maximize communications and interaction among employees and boost morale during a time when:

- The Port has experienced a major change in executive leadership;
- Staff has grown from 400 five years ago to more than 500 today;
- Administrative staff has moved to a new remote temporary headquarters, separated from Maintenance and Security personnel who are still at the Port.

The new Dock Talk accomplishes this by:

- Changing to a new, blog-style format that greatly reduces creative production time, allowing for monthly publication, immediate employee feedback and easy readership counts. The new format also provides the capability

to include photo galleries. Also, each item is tagged with keywords for easy searching, and the full archive of articles is always available.

- Continuing to be produced completely in-house by the Port Communications and Community Relations team, but now with a designated Project Lead collecting, writing, editing and posting content.
- Distributing the publication via email and posting it on the employee Intranet for easy accessibility. (Dock Talk is only available to Port employees, not to outside email accounts or on the Internet.)
- Dropping regular articles from management (“Executive Director’s Letter” and “Getting to Know our Leaders”) in lieu of news that focuses on employees and tells the Port’s story through their eyes. Dock Talk is intended to be fun and light in tone and contain kudos for accomplishments by divisions and individuals. Company-wide news is now included in POLB in 3, the Port’s weekly news video for employees, with top executives hosting and addressing three Port issues in three minutes.
- Encouraging employees to submit news, events and ideas;
- Including “Read more” links and links to other sites that expand on the topics included in each issue;
- Increasing interactive content, including contests.

4. Actions Taken and Communication Outputs Used

Staff invests approximately 20 hours in each monthly edition of the new Dock Talk in its more informal format. This is well below the 50 hours required for designing and producing each edition of the earlier version, allowing Communications to move from every other month to monthly editions. There are no production costs other than staff time.

The Project Lead posts a production schedule on the Port’s internal “O” drive. Content is usually



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selected two months in advance and assignments are made, with articles due the week before Dock Talk distribution the third Thursday of the month.

The Project Lead does about 75% of the writing and coordination, assigning some articles to other Communications and Community Relations team members.

The upbeat tone of the newsletter boosts morale, and the wide variety of articles included in each edition helps employees to know each other better, while reinforcing the Port's key message to employees that the Port is a dynamic, exciting place to work.

All the colorful, digital photography in Dock Talk features Port employees.

The three issues of Dock Talk submitted for AAPA consideration – November 2014 and January and February 2015 – are typical of the informal online publication.

Stories fall into several categories, but, unlike the earlier publication, there are no hard and fast rules about what runs when. Most articles fall under "News." Story categories, and numbers of articles published during the new Dock Talk's first year of publication include:

Number	Category
2	Ask HR – Responding to specific employee questions
19	Employee Spotlight
11	Just for Fun
7	Milestones – Welcome____-tions or condolences fo rlife events
5	Mystery Mate – A game challenging employees to identify a fellow worker just by reading his or her biography
40	News Articles
1	Staff Announcements

Special photo pages are included as space allows showing employees engaged in various Port work and fun activities.

Employees can submit their suggestions for articles or talk to the Project Lead by emailing docktalk@polb.com.

Turkey Fest 2014 Excerpt:

"Complete with turkey, mashed potatoes, stuffing, pumpkin pie and everything in between – the celebration also commemorated Christi's service here at the Port. Some tears were shed and memories shared - and if you know anything about Information Management, there were plenty of jokes and laughs."

November 2014 Articles and Selected Excerpts:

- Join the Port for Holiday Fun
- Mystery Mate
- October Milestones
- Halloween Pets
- Bake Sale Winners – We Feed the LBC
- See's Candies Sales and more
- Halloween Cosmic Bowling Results
- Dominica Takes on Leadership Long Beach

Dominica Excerpt:

"During her retreat, Dominica recounts that one of her classmates who is in a wheelchair was able to climb over a wall, participate in a freefalling trust exercise, and was helped out by her classmates when her car was stuck in the mud. Two men from her class made a wooden ramp so her car could dig itself out of the ditch. The experience, Dominica says, was moving and emotional for everyone involved. Regardless of the woman's physical limitations, she was able to participate with her class and was not left out."

Super Bowl 2015 Excerpt:

"Who will you be rooting for in the 2015 Super Bowl, Patriots or Seahawks? Or are you there just for commercials and food? Cast your vote and check out some recipes for game day. If you're feeling extra ambitious, leave your game-day score predictions in the comments – closest prediction will win a prize!"



Port of
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January 2015 Articles and Selected Excerpts:

- Port Staffers Engineer Anaheim Street Success
- GIS Team Maps Their Way to the Finish Line
- Super Bowl 2015
- Port's Own Matt Reynolds with Long Beach's First Baby of 2015
- Engineering Staff Past and Present Gathers for Annual Luncheon
- Pictures from the Staff Holiday Luncheon
- Did You Get Elfed?
- November and December Milestones
- POLB Fans Reach Florida

Port's Own Matt Reynolds Excerpt:

"Congratulations to Matt Reynolds of Construction Management on the birth of his second daughter, Finley. Baby Finley arrived three weeks early and was born at 1:32 a.m. New Year's Day, making her Long Beach's first baby of 2015."



Service Awards – Winter 2015 Excerpt:

"Last month we celebrated 300 years of service at the twice-yearly Service Awards ceremony. Recognition was given for 5, 10, 15, 20, 25, 30 and 35 years of service. A special thanks and congratulations to those honored for their many contributions and long-term commitment to the Port's success."

February 2015 Articles and Selected Excerpts:

- Service Awards – Winter 2015
- From Model Ts to Chevys, Maintenance Crew Loves Classic Cars
- A Successful Chili Cook-Off

- Becoming the Green Port, a Team Effort
- Milestones
- Stay Up To Date With YOUR PORT

Becoming the Green Port Excerpt:

"The Environmental Planning Division was key in establishing the tenets of the policy and developing programs to help meet the lofty goals set in 2005. It evolved the Port's role in environmental protection from mere compliance with regulations to a game-changing, forward-thinking part in 'sustainability.' Now under the direction of Managing Director Rick Cameron and Director Heather Tomley, the whole environmental team works to meet incredible goals to make us the greenest seaport."

5. Communications Outcomes and Evaluation Methods

In the new format, Port employees can add immediate comments to the blog without having to initiate another email. Besides commenting on the articles, employees also offer ideas for future content, and there's always a buzz when a new issue is distributed. The employees look forward to getting "the scoop" on what's new, getting to know new people throughout the Port, seeing their own photos included, and learning new things about their long-time colleagues in up-close-and-personal articles about their work. Photos of new babies, weddings and other events are frequently submitted.

With the new blog format, staff now invests approximately 20 hours in each issue, compared to 50 hours for the earlier format, distributing 12 issues annually, rather than 6 or fewer.

Of the Port's approximately 500 employees, 350 have computer access. Others spend their workday "in the field" and supervisors share Dock Talk content at weekly meetings and in break areas.

Interactivity is important to the success of Dock Talk, and direct readership can be counted immediately.



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Readership:

Since its introduction with the March 2014 issue through March 2015, there have been 27,215 page views on the Dock Talk site.

November 2014 Edition

Opened 578 times by 187 people
500 staffers = 35.6 percent readership
350 staffers = 50.8 percent readership

January 2015 Edition

Opened 665 times by 189 people
500 staffers = 37.8 percent readership
350 staffers = 54 percent readership

February 2015 Edition

Opened 533 times by 185 people
500 staffers = 37 percent readership
350 staffers = 52.8

Comments from the Dock Talk site:

"Super Cute!" Rose Siengsubcharti on the Halloween Pets Post article

"Vickie Gordon" Antonia Gordon correctly guessing the Mystery Mate

Comments on Super Bowl 2015 article:

"I believe they'll start off slow and ream the patriots at the end!" Linda Johnson

"Belicheat will find a way to give the Pats a victory."
Brian Lam

"My prediction is score for Seahawks (28) and Patriots (14). Seahawks will dominate the game until the end." Bruce Hong

"Seahawks 29 Patriots 20" Matt Evans

"Patriots 28 Seahawks 31" Colleen Pickens



Jeff with his Model T.

From Model Ts to Chevys Excerpt:

"Did you see the collection of classic cars at the Staff Holiday Luncheon? Eric MacNeal, Socorro Gallardo, Jeff Hood, Mark Walters, Enrique Rodriguez and Richard Olsen of the Maintenance Division decided to stage a mini car show to display their sweet rides. On weekends the guys participate in car shows, casino runs, cruise nights, parades and car clubs."

Comments on Model T article:

"It was awesome seeing those cars!" Jocelin Padilla

"It was amazing to see the wooden truck (model T-1924) and the fact that he had to turn the crank to start the car. How cool was that! Actually all the trucks were amazing to see!"
Regina Willis