



2015 COMMUNICATIONS AWARDS PROGRAM

#7

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 'Tie Lines' - Industry Subscription Newsletter (Electronic With Printed Excerpts)
 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.

- 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.



Summary:

Title: Tie Lines - Industry Subscription Newsletter

Classification: Periodicals

tie lines is an industry subscription newsletter produced by the Port of Long Beach and distributed monthly free of charge via email to a subscriber base of approximately 2,200 stakeholders. The informal publication uses a headline format with photos and a paragraph or two of copy that links to a longer story, related documents or a video. *tie lines* always includes an original feature story, which is frequently reprinted in an attractive print edition, as well as a number of existing news stories from other sources. Electronic subscriptions are marketed through an advertising campaign in both print and digital media.

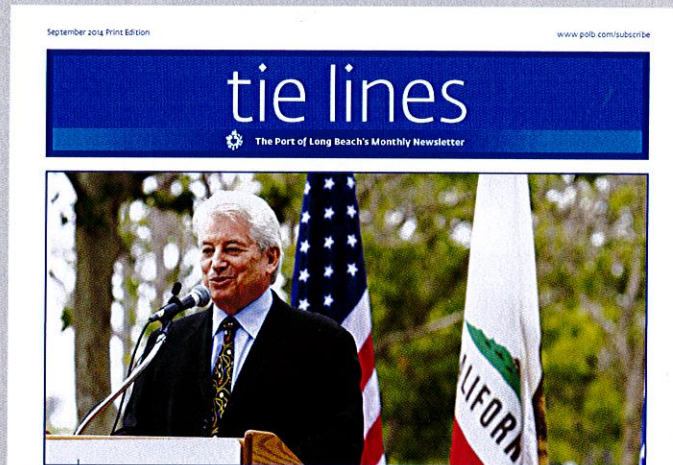
Port of Long Beach Tie Lines – Industry Subscription Newsletter

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 and supports nearly 1.5 million U.S. jobs. The Port of Long Beach has repeatedly been named the best seaport in North America in by its customers in Asia and was named the most productive port in North America in a 2014 Journal of Commerce survey.

The Port is moving forward with more than \$4 billion in capital projects this decade, including terminal, railroad, roadway and bridge improvements, to support trade and jobs growth. Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and more than 300,000 Southern California jobs. The Port is also dramatically cutting the negative impacts of its operations. Since the Port adopted the 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.

The Port is part of the City of Long Beach and operated 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 their primary goals, a goal shared by Port executive management and staff, is to provide an open channel for



communication between the Port and its various constituencies.

The maritime industry is a premier communications target, especially current and potential Port customers and stakeholders. The Port prides itself on building and maintaining strong

relationships with industry partners, community neighbors and regulatory agencies, who are critical to the long-term successful growth of the Port.

A great many media sources, both traditional and web-based, are available to the maritime industry and other interested parties and directed at various industry segments, as well as the general public. The Port of Long Beach wished to make Port-related content more accessible to stakeholders, so original feature stories, along with existing Port content such as news briefs, press releases and videos, were incorporated into a convenient periodic newsletter. The result was tie lines.

Also, beginning in 2014, the Port saw the opportunity to get additional value from tie lines by creating print editions using some of the original electronic content.

2. Complementing the Overall Mission

To fulfill its primary goal of providing open channels of communication 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.



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This campaign includes advertising in all traditional and web-based media, publicity campaigns, and extensive community and industry outreach. Providing periodic newsletters for the community (re:port), Port employees (Dock Talk and POLB in 3) and the maritime industry (tie lines) has proven to be an effective tool in this campaign.

Design and copy for advertising placed in digital and print media to promote subscriptions for tie lines was consistent with the Port's overall "Better Together" outreach campaign.

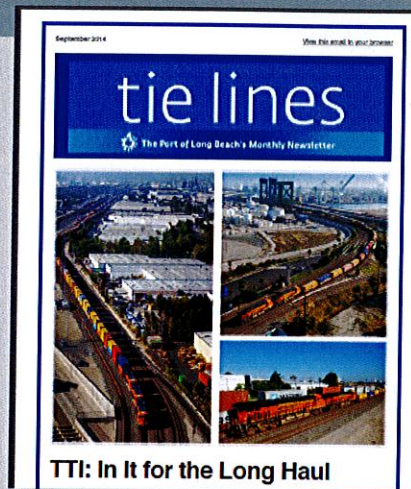
3. Planning and Programming Components

The primary goal of tie lines is to provide a convenient newsletter that will inform the Port's business audience about news and industry issues that impact Port operations while also delivering key Port messages. Secondary goals are to increase the subscription base of the electronic publications and develop additional uses for the original content.

This influential target audience includes:

- Terminal operators
- Ocean carriers
- Railroads
- Trucking companies
- Logistics firms
- Business organizations
- Elected officials
- Regulatory agencies and government commissions
- Unions

In addition, anyone who is interested in Port news, including members of the general public and students, may go online to read the publication or subscribe to have it delivered to their own email account. tie lines is also designed to be a useful, all-in-one-place, fact-filled reporting tool for both consumer and trade news media.



To meet the stated goals, tie lines provides:

- Original content on pertinent subjects
- Content pulled from existing materials with links to full documents, video and related materials
- At least bimonthly electronic distribution of the full publication
- Periodic printed editions of original content for various uses
- An appealing presentation with many colorful photographs and graphics
- Easy online subscription

4. Actions Taken and Communication Outputs Used

tie lines is an electronic subscription-based periodic (usually monthly based on news flow) business newsletter published by the Port of Long Beach Communications and Community Relations team. It is designed in-house by the Communications Department's design staff.

Stories for tie lines are assigned to a contract writer, Natalie Shore, who completes original-source reporting to produce a feature article for each edition. This original story may also be extracted and reproduced for special tie lines print editions.

All the content goes through final editing and is laid out and published in-house using an email marketing tool. Issues are also published and archived for easy access on the Port's website.

The cost of outside reporting, writing and initial editing services is about \$1,500 per issue. Photos are usually repurposed from news releases or chosen from the Port's vast archives.

The print edition, featuring the tie lines banner and the original feature story from each edition, is designed in-house and measures 12 ½" x 17 ½" with one vertical fold to a finished size of 12 ½" x 8 ¾". 200 copies of each edition were printed at a cost of \$419.

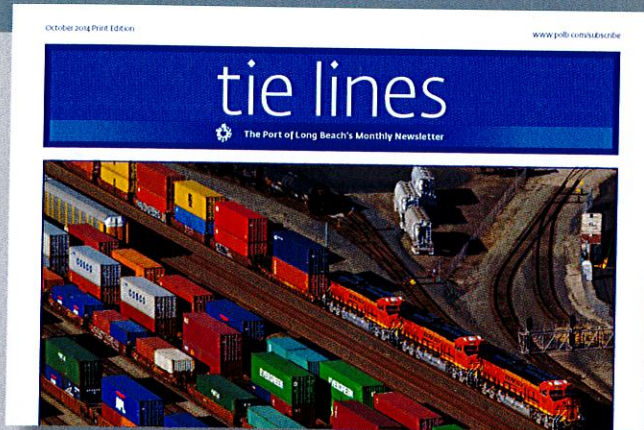


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The print edition is available at the Port's Administrative, Maintenance and Security Headquarters buildings, provided to all Port terminals as a PR piece for the Port, and put to special uses. For example, a print edition about the Port's state-of-the-art Virtual Port security system is utilized by the Port Security team as a handout at trade shows and conferences.

The e-newsletter is designed to be a quick read, allowing readers to pick and choose news items of particular interest to them and explore additional content, including videos, at their discretion. Stories are introduced with a headline and photograph, and readers can click to learn more about on the topic. Each edition concludes with an "In Other News ..." section with brief news updates and announcements.

Below the tie lines masthead, each issue includes:

- One original feature story with photos and links (that may be reproduced in print format)
- Several photos and links from existing sources, usually the Port's website
- Several brief text-only news items and occasional links for the "In Other News ..." column
- Subscription and forwarding links.

Any member of the public interested in receiving tie lines (as well as other Port publications) can subscribe via the Port's website at www.polb.com/subscribe.

In 2014, for the first time, advertising in digital and print media was introduced to promote subscriptions to tie lines and other electronic

Port publications. Digital banners and full-page, full-color print ads, valued at \$ 50,000 with 1.5 million total impressions, were placed in various traditional and online publications. They included the Long Beach Business Journal, Cargo Business News (list others). The ads were designed to be part of the Port's overall "Better Together" outreach campaign.

The print copy read:

Port News. Your Inbox. Better Together.

There's a lot going on in and around the Port. So much that you need to know. Get the latest happenings by signing up for our electronic newsletters. Just visit polb.com/subscribe and sign up for alerts on Port news, cargo statistics and our award-winning tie lines monthly newsletter.

Shorter versions were prepared for digital use.

The May/June, July and September 2014 electronic issues of tie lines, and printed editions from those same issues, have been submitted for consideration and include the following content:

May/June 2014 (<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=12018>)

Original feature story (also used in a print edition):

- Virtual Port' boosts emergency preparedness

News from existing sources:

- New Security Vessel Enters Port Fleet
- New Commissioner
- Contract Talks Begin
- Cargo Rebounds
- New Asst. Managing Director
- Environmental Awards
- Capo Named Champion

Topics included in "In Other News":

- Two new financial consultants have joined the Port of Long Beach
- PierPass Inc. is conducting a search for a new president



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July 2014 (<http://www.polb.com/civica/filebank/blobload.asp?BlobID=12072>)

Original feature story (also used in a print edition):

Boosting Terminal Efficiency the Old-Fashioned Way

News from existing sources:

- Port Welcomes Chief Executive
- Cargo Volumes See Modest Gains in May
- New Incentives Offer Free Parking, Rail Bonuses
- Long Beach Pilotage Rates Increase 10 Percent
- Portal Gives Port Customers Access to Billing Data
- New Captain of the Ports Named by Coast Guard
- Long Beach Named World's 'Best Green Seaport'

Topics included in "In Other News":

- CMA CGM, Maersk Line and MSC have dropped plans to form a mega-alliance
- More time is needed to complete a study for a new chassis supply business model
- The Port of Long Beach was the gateway of choice for cargo that recently returned from outer space
- The Water Resources Reform Develop Act of 2014

September 2014 (<http://www.polb.com/civica/filebank/blobload.asp?BlobID=12227>)

Original feature story

- TTI: In It for the Long Haul

News from existing sources:

- Port Officials Attend Latin American Trade Summit
- Moody's Affirms Port Credit Rating
- Port to Update Strategic Plan
- July Imports Up, Exports Down, Empties Rise
- FMC to Hold Sept. 15 Forum on Port Congestion
- Middle Harbor Contractors Honored for Local Hiring
- Chun Named Director of Engineering Design
- In Memoriam: Richard Jacobsen, Jacobsen Pilot

Topics included in "In Other News":

- Capital Improvement Program
- Larry Cottrill, the Port's Director of Master Planning, is retiring
- American Association of Port Authorities 2014 Communications Competition (View the winning entries/View the list of winners)

5. Communications Outcomes and Evaluation Methods

Electronic Edition

The Port utilizes a vendor service to distribute and evaluate its email marketing campaigns, which allows the Port to track overall subscriber numbers and the methods in which those subscribers are using the newsletter. Through April 2015, tie lines subscribers totaled 1,677 (up from 1,400 subscribers April 2014). Following feedback from inside the Harbor Department about the high quality of the original stories in tie lines, it was decided, beginning in October 2014, to distribute the newsletter to all Port employees (approximately 500 people), making it easier for staff to follow industry-related news. The combined distribution is now just above 2,200 for each issue, with an open rate of about 26 percent (up from 22.5 percent). The unsubscribe rate is close to zero percent.

Subscriptions were positively impacted by the introduction of advertising during 2014.

Print Edition

The tie lines Print Editions, reprints of the



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FMC to Hold Sept. 15 Forum
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Middle Harbor Contractors
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In Memoriam: Richard
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original feature story from selected editions, proved very effective. The attractive, large-format reprints were eagerly picked up by visitors to Port Administration, Maintenance and Security Headquarters buildings by terminal operators and their visitors.

The editions were reprinted, with 200 copies each: “‘Virtual Port’ Boosts Emergency Preparedness,” May-June 2014; “Boosting Terminal Efficiency the Old-Fashioned Way, July 2014; “TTI: In for the Long Haul,” September 2014.

The copies of the “Boosting Terminal Efficiency” reprint was distributed to SSA Terminals and the International Longshore and Warehouse Union to share with their customers and stakeholders to promote their terminals’ productivity.

“TTI: In for the Long Haul” was distributed to Total Terminals International and to BNSF to share with their customers and stakeholders to demonstrate their railroad innovation.

The Security Division utilized its copies of the “‘Virtual Port’ boosts emergency preparedness” reprints as a PR handout at security-related conferences to explain their complicated, state-of-the-art system.

“Our new ‘Virtual Port’ system is a very powerful tool, and having this *tie lines* print edition was an easy ‘show and tell.’ And other security execs attending the trade show, who might be interested in trying a similar approach, had something to take with them.” Randy Parsons, Port of Long Beach Director of Security Services