

**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 _____                           |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material <u>  X  </u> |
| 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 2015 Port of Los Angeles Wall Calendar  
 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.

- |  |   |
|--|---|
| <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> |
|--|---|

6614

# 2015 COMMUNICATIONS AWARDS PROGRAM

Project Name: Port of Los Angeles Wall Calendar  
Port of Los Angeles

## Summary

Late in the year, the Port of Los Angeles produces a scenic wall calendar for the coming new year, filled with photos taken by its employees. 2015 marks the 35th anniversary of the Port of Los Angeles full color wall calendar featuring award winning shots by Port employees. The yearly calendar is sent to offices and residences worldwide and is still a highly-sought item after all these years.

## Communications Challenge/Opportunity

The Port of Los Angeles Wall Calendar has been an annual project since its conception in 1980 making it the longest running employee participation/recognition program at the Port of Los Angeles. Its continued success is paramount to employee morale and a highly anticipated community outreach program.

### Internal Factors

Employee morale: With budget cuts, hiring freezes and promotional opportunities few and far in between, POLA employee morale needed a boost. The Calendar Contest is an excellent employee participation program providing recognition and a cash prize for employees whose photos are chosen to be in the calendar. Participation in the Employee Photo Contest continues to grow with record numbers of entries for the 2015 calendar.

Additionally, having the calendar in employee work spaces creates a sense of pride about our workplace.

### External Factors

Promotion: The calendar is very popular and a frequently requested promotional piece from the Port of Los Angeles. We have found that the calendar is a very cost-efficient way to keep our name in front of customers and stakeholders for an entire 12 months.

Demand: Each year a finite quantity of the posters are printed, creating a sense of urgency to request and receive one. This drives demand for the calendar and makes it a very sought-after item.

## Nexus to the Port's Overall Mission

**Mission Statement:** We are America's Port – the nation's #1 container port and global model for sustainability, security, and social responsibility.

Our calendar contest supports the Port of Los Angeles' overall mission statement in the area of social responsibility. Our free calendar benefits the greater good of society in that it shares the visual beauty that reminds recipients of the vital importance ports and its achievements in conducting business with an environmental conscience for today and future generations.

As 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. What better way to entice people than with the spectacular views of a working harbor and photos of a quintessential seaport town than with a 12 month calendar epitomizing the unique character and ambience

# 2015 COMMUNICATIONS AWARDS PROGRAM

only found at the Port of Los Angeles. We are a unique Port in that we are a working harbor that buffers a colorful community. Our calendar illustrates the coexistence of both the nation's busiest harbor and its working community.

## Planning and Programming

**Goal and Results:**

Every year, our goal is to produce a beautiful calendar featuring the Port of Los Angeles and its port properties as the primary subject while showcasing the photographic talents of our employees for our fellow employees, customers, clients and general public to enjoy.

**Objectives:**

Objective 1: To produce a vibrantly appealing calendar that looks and feels different from year to year while still highlighting the "working" port subject. Throughout the year, calendars are collected to gather new ideas to incorporate in the layout and design. It's always nice to see what creativity and themes are being used from sister Ports, rail, airports, dredging companies and others. With so many repeat requests for the calendars, it is nice to vary its "look" from year to year to continue to make it interesting.

Objective 2: To encourage employee participation as a morale booster. The night before the announcement of the winners, balloon bouquets and a placard was taped beneath their name plate "Calendar Contest Winner!" When everyone reported for work, you could see balloons bobbing over the cubicle to draw attention to the winners. You could hear congratulatory remarks being extended. On the day of the board meeting, the winning photos and photographers names were revealed on a PowerPoint Loop to the arriving audience, the winners were invited to attend and receive a special recognition by Gene Seroka, our Executive Director, and acknowledgement from our Board of Commissioners. Two sets of each of the winning photographs are framed. One is awarded to the winning photographer along with a small monetary award at the Board Meeting (\$100). The second set of framed photos is hung on the wall just outside the Board Room, a designated area for Employee Art. The recognition was cost effective and went a long way to boost employee morale and excitement for the new calendar release.

Objective 3: To recruit a new judge or judges to review the entries – this involves a whole other audience in the activities of the Port of Los Angeles. We have used judges from the media (newspaper photographers), academia (photography teachers) and the art world (photo artists) as judges in the past and new judges are constantly being sought.

Primary Audience: Primary audience is the public, clients, neighbors and colleagues who clamor for a Port of Los Angeles calendar to adorn heir wall. At about \$2 each, this is an incredibly cost-effective way to keep our name in front of an engaged audience year-round.

Secondary Audience: Our secondary audience is our own employees and their participation in this annual project. We could just hire a professional photographer to provide the necessary photos, but there is some pride and ownership when your work or a fellow colleague's work is showcased in such a grand fashion.

## Actions Taken & Outputs

Extended the deadline from August to September:

- o The employee photo contest is traditionally held throughout the year and ends in late September to allow employees to take advantage of all of the summer events, beautiful weather and allow plenty of time for layout, and printing.

## 2015 COMMUNICATIONS AWARDS PROGRAM

- Throughout the year, employees are encouraged to go out and get that "winning" shot via the ***What's New, Crew? Newsletter***, iPOLA intranet site and ALLPOLA email blast. For example, the Free Public Boat Tours which are customarily held in May kick off the photography contest season as one of the many opportunities to take pictures of the Port of Los Angeles in action.

Secured an independent judging panel:

- Experienced photographers are asked to volunteer their time and expertise to review the photographic entries chosen without bias. For this contest, our judges panel included an Associate Dean from the Art Department at California State University, Long Beach, a photographer from the LA Times newspaper and a freelance photographer.
- A brown bag lunch of sandwiches, beverages and chocolate chip cookies are provided.

To promote the contest and increase employee awareness and participation:

- Arrangements are made with the Commission office to have the calendar contest winners announced in early December at the Board of Harbor Commissioners meetings.
  - The announcement is made before the attending public, Channel 35 board meetings televised broadcast on the City Channel to all Los Angeles residents as well as those viewing via video streaming on their office computers. In addition to announcing the winners we are also able to convey to the public when the calendars will be available for distribution.

### Outcome and Evaluation

The Public Relations Division receives inquiries for calendars as early as September not only from employees who send them as year-end acknowledgement for any assistance offered during the year but also as a 12 month holiday greeting card. Calendar requests come from a variety of audiences include maritime businesses, longshoreman, dock workers, students, teachers and the general public. We even have a few prison inmates who send a written request for one of our beautiful calendars.

Each and every year the calendars are distributed and by the end of January we are completely out of stock. Unfortunately on occasions we find ourselves scrambling to find a extra box hidden in a cubicle somewhere to provide a calendar to a late requestor, a prime example of when luck favors the prepared.

All Harbor Department employees receive a wall calendar for their office. Contest winners receive a few extra for bragging rights to family and friends.