

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:

- | | |
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| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events <u> X </u> |
| 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 Lunar New Year Festival
 Name of Port Port of Los Angeles
 Port Address 425 S. Palos Verdes St., San Pedro, CA 90731
 Contact Name/Title Theresa Adams Lopez
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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.

- | | |
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| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – 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. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> – Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> – 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. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> – 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. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> – 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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2015 COMMUNICATIONS AWARDS PROGRAM

Project Name: **Lunar New Year Festival
Port of Los Angeles**



Summary

The Lunar New Year Festival was a first-time special event held on February 21, 2015. This new event was created to join in the celebration of the Lunar New Year which is honored by many cultures in Los Angeles and our customer base abroad. The goal was to celebrate the various cultures that celebrate Lunar New Year and to educate about the Port of Los Angeles along the way. We attracted 3,000 guests to the Lunar New Year Festival and we consider it a huge success.

Communications Challenge/Opportunity

Every year during the first few weeks in January, it seems we have to push out a press release explaining that the container numbers down due to the Lunar New Year Holiday. Many of our shipping partners close for business during the Lunar New Year. It was when I was explaining this to a member of the public when it dawned on me that the Port of Los Angeles could possibly use this celebration to explain international trade and how countries and customers can affect trade numbers. We could use this event to create a nexus between the Port, our neighboring community and our customers.

As our shipping partners celebrated the Lunar New Year - we would celebrate along with them. What a great way to bring the local and neighboring communities together and use this as an opportunity to bridge an event to our business.

Internal factors:

- Timing is everything. The idea of hosting a Lunar New Year Festival didn't occur to me until after Thanksgiving, well into the holiday season, so there wouldn't be much time to pull all of the elements together.
- Budget – all event spending should be based on a nominal per person expenditure cost.

External factors:

- New event to the local community. Is the local community our only target audience?
- Community acceptance. We were very unsure about sure about community reaction to a "cultural "event. San Pedro is predominantly Croatian, Italian, and Slavic community with a very Pro-American outlook. This is a community where the many of the elderly believe the port is owned by China and have strong opposition to information, flyers and literature being offered in dual languages (Spanish and English).
- Obtaining publicity coverage. Media in the Los Angeles area is at a premium with many activities, festivals and community events all vying for space in the newspaper. Our event would be competing with more than 20 events within a 50 mile radius.

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2015 COMMUNICATIONS AWARDS PROGRAM

Nexus to the Port's Overall Mission

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

The Lunar New Year Festival supports the Port of Los Angeles' overall mission statement in the area of social responsibility. It is important that the public understands the tie between the cargo that arrives at the Port who is delivering that cargo and that is affords them a comfortable lifestyle. By hosting the Lunar New Year Festival, it is an opportunity for the Port of Los Angeles to celebrate and educate.

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 destination spot. A vibrant, upbeat Lunar New Year Festival will draw visitors to the LA Waterfront. The festival needs to be creative with out-of-the-box activities that will draw new and old visitors to visit the Port time after time.

Planning and Programming

Our goal: To coordinate and host a Lunar New Year Festival with a trade education component that is vibrant to the senses, honors the cultural heritage and traditions and ultimately brings 2,500 + visitors from the City of Los Angeles and surrounding counties to the LA Waterfront on February 21, and future event dates.

Our primary audience is Asian Communities outside of local San Pedro and Wilmington who celebrate the New Year; it is a new target audience for the LA Waterfront.

Our secondary audiences include anyone who lives in the Los Angeles, Orange, Riverside, San Bernardino and Ventura who may not have a Lunar New Year event locally but would be willing to drive to the LA Waterfront for a cultural experience.

Our third audience includes our shipping line customers and employees, who may appreciate the Port of Los Angeles celebrating their culture.

It was apparent that this wasn't going to be an easy task. We had new management at the top, talk of Deputy Directors being replaced – the organization was going through a change. We were short on time with the holidays upon us and we had never done a cultural event in prior year – this was going to be a first. To get the programming for the event off the ground we would have to accomplish the following:

2015 COMMUNICATIONS AWARDS PROGRAM

Objectives:

#1 To provide a beneficial cultural and bridging opportunity, educational tools and positive branding for the Port and international trade.

- Through activities, educational posters and information provided from the emcees on the stage, educate while entertaining

#2 To create an event that was unique yet traditional with out-of-the-box components to make it interesting enough to make people choose the Port of Los Angeles to visit on Saturday rather than going 25 miles up the freeway to go downtown to the Chinatown parade which draws thousands every year.

- Use the Lunar New Year iconic Downtown Harbor setting to attract visitors

#3 To produce an afternoon event that is culturally correct, visually appealing and educational.

- Event programming needs to include cultural and traditional entertainment, interactive educational activities and incorporate authentic decorations that will give the Port a traditional Lunar New Year atmosphere.
- The event was budgeted for \$15,000.00 to cover all aspects- entertainment, food, decorations, staging/ lighting, audio-visual, advertising and signage.

#4 To use the media, promotional pieces and publicity for this event to support the Public Relations efforts in supporting the Strategic Plan promoting the Port of Los Angeles and the LA Waterfront as a recreational destination for visitors.

- When it comes to getting the word out, our LA Waterfront page, Facebook, Instagram and YouTube are the best tools for getting the word out.
- Digital media, newspapers remain the most effective tools for messaging the event.
- To promote via community calendars in the Los Angeles County residents and its neighboring counties - Orange, San Bernardino, Ventura and Riverside to attend the Lunar New Year Festival.

#5 Track and identify new visitors to the LA Waterfront.

- Our goal was to acquire 500 new signatures for LA Waterfront mailing list.
- Increase our Facebook following post, likes, and visits by 10 %
- Instagram pictures posted

Actions Taken & Outputs

- 1) Determining the name – we wanted the event to be culturally inclusive we have Taiwanese, Chinese, Japanese, Korean, and Vietnamese customers so we chose Lunar New Year rather than Chinese New Year. When staff spoke to some of our Vietnamese staff about their take on naming the event. In a nutshell, staff was told “the Chinese do not own the moon - therefore it’s a Lunar New Year.” Point taken.
- 2) It is also the Year of the Sheep, Ram or Goat. We chose sheep it seemed friendlier.
- 3) Being the Year of the Sheep I thought it might be fun to have sheep at the event. Thus this spawned the idea of having a petting zoo with animal representation for those found in the Chinese Zodiac.

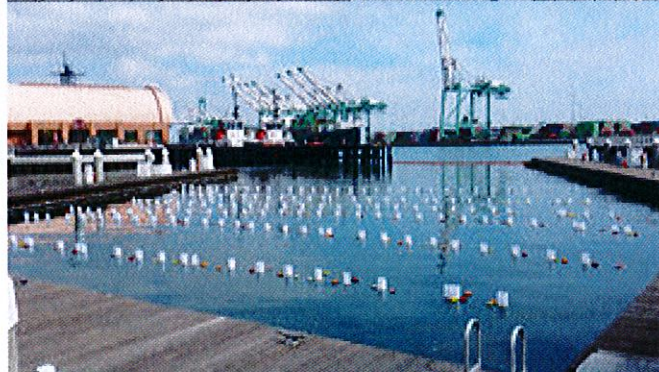
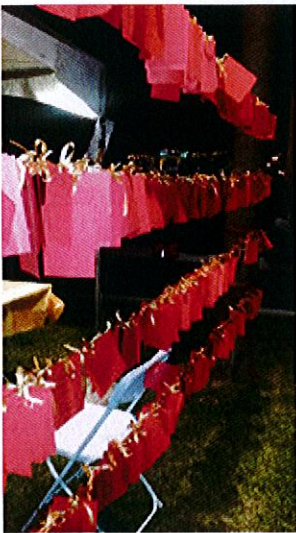
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Education

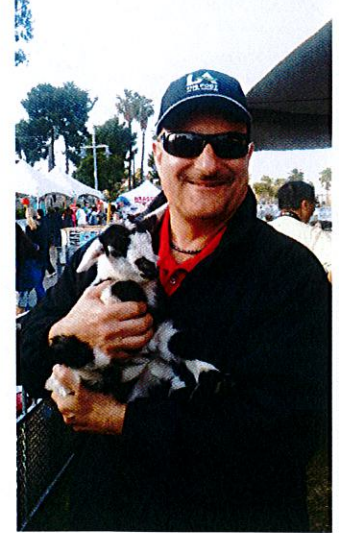
- 6 educational Poster Boards (30in x 40in) were placed along the railing
 - One board provided a map to help attendees visualize the shipping lanes between the US to the Asian ports.
 - Five boards with one designated to highlight each the Top 5 Trading Partners. Each board identified
 - Our customer shipping lines that visit the Ports celebrating the Lunar New Year
 - Items being imported and exported
 - Economic value of those items.

Cultural and Visual Components:

- 200 red nylon lanterns hung across the promenade and in the trees near the dining area
- Launched 800 LED floating lanterns and multicolored lotus flowers in the harbor. This was an idea that we could capitalize that was unique to any other event being held. The Chinese Broadcast news stations came out just to capture footage of us launching the lanterns into the water.
- Stage backdrop banner 10ft x 24ft with Port of Los Angeles Lunar New Year proudly displayed, not only provided perfect signage for those traveling by but also acted as a great cover for the dressing tents for the entertainers.
- Wishing Tree or Wall (Chinese Tradition) for everyone to write their New Year's Wishes. We chose the wall rather tree to avoid any injury or stress to the trees.
- We have several bilingual Port Police Officers and we asked them to help translate Happy New Year in Chinese, Vietnamese, Japanese, Korean and Taiwanese. To have New Year posted along the dock rails.



2015 COMMUNICATIONS AWARDS PROGRAM



Entertainment: The idea was to have some representation from the Asian cultures who celebrate the Lunar New Year. This was a learning opportunity for me – China, Cambodia, Tibet, Korean and Vietnam do celebrate Lunar New Year. Although Japan does not celebrate the Lunar New Year we included them as they are one of our top 5 trading partners and for diversity purposes.

- Local nonprofit cultural academies, schools for dancers
 - Local Dragon Boat Club
 - Korean Dance Academy
 - Chinese Cultural Center
 - Dancers 30 minutes
 - Chinese Brush Artist
 - Chinese Calligrapher
 - Face painting full face
 - Face painting (cheeks/Year of the Sheep) High School VolunTeens
 - Dragon Martial Arts School
 - Ni-Hao, Kai-Lan, Nickelodeon character actress – Posed with guest for photos and handed out Happy New Year Cards.
 - Arts & Crafts by CRAFTED at the Port of Los Angeles, a permanent craft market place located on Port property – paper sheep ear hats
 - Petting Zoo consisted of the animals found in the Chinese Zodiac. We couldn't have asked for better timing for our zoo, being early spring, we had the new babies in attendance: piglets, rabbits, kids (goats), lambs, snake, roosters, a Yak, a Mare and her new foal and a Terrier dog. Only two animals were absent from our petting zoo - the Tiger and Monkey.

2015 COMMUNICATIONS AWARDS PROGRAM

- Instagram Photo boards, a half dozen were available for Selfie and Groupie pictures.

Giveaways includes

- Zodiac bookmarkers with all twelve zodiac signs which included years, traits, and lucky numbers

Outsourcing:

- Fireworks Company
- Port Police to assist with VIP/ Entertainers parking
- Asian inspired food trucks
 - Steamy buns
 - Moshi

Budget: We allocated \$20,000 for the entire event

- Entertainment: \$400 per group
- Artist: \$300 each
- Decorations: 1500.00
- Lanterns and Lotus Flowers: \$1500
- Printing Cost: 5,000.00
- Stage and Lighting: \$1500.00
- Tents, Tables and Chairs: \$3000.00
- Final Cost: \$11,355.00 which was \$3,645 under budget.



Media:

- We used print and digital ads in local Newspapers –
 - Daily Breeze,
 - LA Weekly,
 - ABC Channel 7 placed it on their Community Calendar for broadcast two week prior to the event. This is the first year that one of the Port events was approved for listing on the Channel 7 Community Calendar with more than viewership. It was a great achievement. The ABC Calendar was also featured on the website. Chinese New Channel 30 came out the Friday before the event to do a news feature on our team launching the floating lanterns
 - We had local Korean television station KSCI come out two days prior to the event and do a news stand-up for promotion

2015 COMMUNICATIONS AWARDS PROGRAM

Outcome and Evaluation

Did the Lunar New Year advance our goal? Hands down! It is an event that has potential to grow. First time Port events in San Pedro normally attract between 700 -1,000 attendees, our goal was a stretch at 2,500 guests – and ultimately our event attracted **3,000 visitors**. This event exceeded and it's an annual event that we can grow.

See the wrap-up video here: <https://www.youtube.com/watch?v=uXu4kTnJmFc>

Our Executive Director, Gene Seroka, welcomed the guests from the stage in Korean, Mandarin and Vietnamese – what a great way to kick off the event! Public Relations staff served as the emcees for the event and peppered their commentary with facts about the Port, trading partners and commerce.

Our Councilman's brother in law, a local high school teacher, made a point to come to the Port Information booth to express how grateful he was to see the educational boards bridging the connection between the Port, customers and our community. As we were closing the event, he returned to ask if he could have the boards for his high school class to build a curriculum around them. It was one of the best compliments of the day!

At the Port's Information Booth, we offered attendees an opportunity to sign up for the Ports quarterly news magazine and LA Waterfront Updates. We anticipated about 200 signups and we acquired a resounding 622.

The week following the event, the performers asked to return next year event even offering to bring additional dancers and artist.

We received a call from one of the Korean Churches informing me that nearly 4,000 Korean-Americans live in the San Pedro area. This was new information for us and we will make sure to use this in the marketing mix next year. Maybe have flyer delivered to the churches in English and Korean.

Our Facebook Page received more than 350 likes, coming in shy of our 10% goal, but still a very strong showing.

Instagram posting increased during the event due to the half-dozen Instagram Photo Boards which guest could use to frame their Selfies conveniently included all of the Ports social icons and hash tags tweeter and Facebook

The Lunar New Year proved to be a positive event and experience for the Port, the community and our stakeholders. We learned a great deal about the Asian cultural and help to bridge a more communicative relationship between the Port, its tenants and the community.