

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 _____ |
| 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:

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|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> CATEGORY 1 | <input type="checkbox"/> CATEGORY 2 | <input checked="" type="checkbox"/> CATEGORY 3 |
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Entry Title Annual World Trade Week Public Boat Tours
 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: Annual World Trade Week Public Boat Tours
Port of Los Angeles

Summary

Each year, in honor of World Trade Week, the Port of Los Angeles offers free public boat tours of the harbor on one Saturday in May. These tours are narrated and emphasize the scope of the Ports' operations in addition to the key role it plays in the local economy. This is always a very popular event with several thousand people taking part.

Communications Challenge/Opportunity

Every year, the President of the United States declares the third full week of May as World Trade Week. Trade organizations, businesses and other stakeholders come together both nationally and locally to promote and facilitate international trade in the U.S. economy.

To do our part to educate the public, the Port of Los Angeles hosts a daylong event of FREE harbor boat tours. The hour-long narrated boat tour offers visitors a visual perspective of the daily operations at the Port of Los Angeles, the nation's leading containerport and top international freight gateway.

The challenge is to find a way to educate and reach as many southland residents about the Port of Los Angeles, who we are, what we do and what we offer them. With a free narrated boat, we can present the Port in a positive way that is stimulating to the senses. The passengers hear the sounds of the splash of the water, humming of the engine, beeps from the terminal truck, and horns from tug vessels alongside the barking of the sea lions or the call from a gull. They see cranes taller than an average size home moving cargo from the ship to the docks. They smell of the salt of the ocean and feel the wind. How better to get to know a destination but by experience. The City of Los Angeles is a huge geographical area to cover. It is amazing how many people do not even know there is a port in Los Angeles.

Nexus to the Port's Overall Mission

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

The Free Public Boat Tours supports the Port of Los Angeles' mission statement in respects to social responsibility. As a harbor we are also a premiere waterfront destination with historical richness and modern-day appeal. The historical podcast compliments the visit the LA waterfront theme thus promoting the port and thereby educating visitors about international commerce and trade. International trade has been in our region for over 100 years. Today's trade success hinges on an intelligent and varied history.

Planning and Programming

The goal of our free public boat tours are to:

- nurture a connection between the Port and peoples everyday lives
- create an understanding of what the Port of Los Angeles does and how we do it
- Instill a positive perception of ports and the maritime industry
- Cross promote our varied educational programs such as the school boat tour program, Scout program, Watershed program and the TransPORTer, our interactive mobile museum.
- Share our accomplishments and successes of our environmental initiatives

2015 COMMUNICATIONS AWARDS PROGRAM

- Highlight the LA Waterfront a premiere destination.

If a picture is worth a thousand words, then being aboard a vessel must be worth a million. What better way to learn about the Port of Los Angeles (POLA) the nations' number #1 containerport than on the water. Contracting with a local boat tour service, the Port runs a full day of narrated boat tours from two locations – one from the public dock in San Pedro and the other from Banning's Landing in Wilmington. The double deck vessels accommodate between 125-145 passengers with top deck and inside seating below, drinks and snacks were available for purchase.

Our primary audience is the general public. Our goal is to fill each boat with as many intellectually curious people as possible. Passengers are boarded on a first-come, first-served basis. The general public included families (large and small), youth groups, scout groups, senior groups, and church groups. All came to the Port of Los Angeles with the goal to take a free boat tour to see the nation's busiest container port.

Our secondary audiences include port employees, longshoreman and neighborhood councils. In lieu of take your daughter/son to work we like to think of it as an opportunity to bring your family to work day. A special VIP boat tour was scheduled for our PORT employees to enjoy with their families and friends before crowds formed at the docks. The VIP tour is scheduled an hour earlier than the public tours. Additional special tours were also arranged for the Longshoreman working the docks and for the five neighborhood councils in an effort to bridge understanding with our actively involved community groups.

Actions Taken & Outputs

The Port of Los Angeles Public Boat Tours provide a real-world, first-hand, up-close experience. What better way to learn about a Port than to see the containers ship this size of 3 football fields sail by filled with containers of items they use every day such as the bananas they had for breakfast, avocados they may enjoy during lunch. The most popular references among the younger visitors is learning that 20,000 Barbie Dolls, 40,000 iPods or 16,000 Teddy Bears can fit into one container.

A boat tour script was developed to be read over the speaker system. The script provided the riders with a general port overview, points of interest, digestible statistics, and fun facts including Hollywood motion picture trivia associated with the Port. In addition to the narration, the younger visitors are given a half-sheet scavenger hunt/photo page to help them identify sites along the tour route. It keeps them engaged and focused.

Promotion for the event includes the use of newspaper advertisements, community papers, website banners, Facebook and good old-fashion flyers. Full page color flyers were designed. Our flyers were provided to the Chamber so Commerce in Wilmington, San Pedro and Lomita. PR Staff would take flyers with them to their favorite lunch stops and ask to leave a few or post it in the window. Three elementary schools in both Wilmington and San Pedro received half flyers for their Students in addition to the boys and girls clubs. A dozen street banners were places at busy street corners and major freeway off ramps. Working with the City of Los Angeles parks and Recreation Department additional banners were placed on fences at popular parks.

Planning timeline:

August – Place the date on the upcoming year calendar

December – RFP's to local boat tour companies.

January - Confirm the dock sites. This is increasingly important with the LA Waterfront development and construction.

February – Ad placement for the monthly publications to appear in April;

March - staffing the event, VolunTeen recruitment (4) per location. Each VolunTeen works a 3 hour shift. Two full-time staff member at each location manning the Port of Los Angeles information booth.

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2015 COMMUNICATIONS AWARDS PROGRAM

April – Print the scavenger hunt sheets

May – Bot tours are hosted the weekend after Mother's Day

Outcome and Evaluation

The World Trade Week Public Boat Tours typically attract more than 3,000 visitors to the Port of Los Angeles – both in San Pedro and Wilmington. Staff have noticed that the vast majority of these folks are new to the event and have been told about it from someone who has attended in the past. And we do have a good group of hard-core visitors who come year after year for the boat tours.

Upon completion of the boat tour, we have student VolunTeens ask departing guests about their experience aboard the boat. Questions include:

- Is this your first time boat tour with the Port of Los Angeles?
 ___ Yes ___ Return visitor
- How would you rate your experience at the Port of Los Angeles?
 ___ exciting ___ okay ___ Boring
- How did you hear about the tour?
 ___ Friend/ Family ___ website ___ Ad/ flyer
- Would you recommend this tour to a friend?
 ___ yes ___ no

The Port received evaluations with a 98% "exciting" rating with confirmations that they would not only recommend the tour to a family and friends but planned on attending again next year. The Port of Los Angeles also received a hand written thank you notes from local youth and church groups with color pictures of the container ships, sea lions and Pelicans.