



2015 COMMUNICATIONS AWARDS PROGRAM

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#11

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 _____ X |
| 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 State Of The Port

Name of Port Port of Long Beach

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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.

- 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: 2015 State of the Port

Classification: Special Events

Because of its status as a major regional economic engine and international standard bearer, the Port of Long Beach's annual State of the Port event is closely watched by both industry and civic leaders. It highlights recent accomplishments and milestones and sets the tone for the Port for the coming year. The speech and accompanying PowerPoint presentation and video are repurposed for a variety of future presentations. The event was produced in-house by the Communications and Community Relations Department for the first time in 2014, with great success and record attendance. But the 2015 event faced a new set of challenges, including unprecedented congestion on the docks with ships waiting at sea, ongoing labor negotiations, and new leadership at the Port and in city government. The 2015 State of the Port event topped the prior year in attendance, content and positive response.



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Port of Long Beach 2015 State of the Port

Communications Challenges and Opportunities

The Port of Long Beach, California, is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million containers annually, with trade valued at \$180 billion. The Port welcomes the world's biggest ships and serves more than 140 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's landmark Green Port Policy was adopted 2005, diesel pollution at the Port has decreased by more than 82 percent, and native harbor wildlife is flourishing.

The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council,



serves as the governing body for the Port. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so goodwill and solid partnerships with the

Port's many tenants, customers and stakeholders are vital.

To support trade and jobs growth, the Port is moving forward with more than \$4 billion in capital projects this decade – the most of any port in America – including terminal, railroad, roadway and bridge improvements.

The port industry is evolving rapidly with major infrastructure and operational improvements to accommodate the bigger ships entering the trans-Pacific fleet. These big ships have brought about colossal changes in the end-to-end movement of cargo that have impacted the Port, its customers and the community, including unprecedented congestion on the docks. Systemwide change will be necessary to optimize cargo movement, and that means coordinating with partners throughout the supply chain to connect overseas vessel stowage offices, shipping lines, marine terminals, freight intermediaries, truckers and railroads in a single loop.

2014 marked a time of change in leadership for the Port and the City of Long Beach, which voted in a new mayor and City Council members. Several new Commissioners were appointed at the Port, and a new chief executive officer was brought aboard to lead the Port after a year-long search.

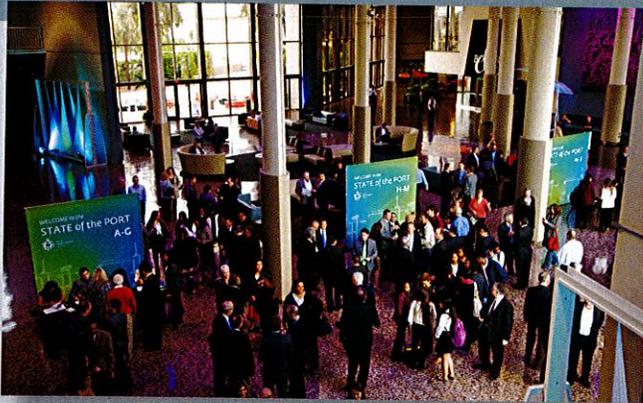


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Because of its status as a major regional economic engine and an international standard bearer, the Port's annual State of the Port Address is the perfect opportunity to not only report on progress during the prior year, but also to preview a new, improved path to the future for the Port of Long Beach and the industry.

Complementing the Overall Mission

The Port's 2006-2016 Strategic Plan states that the Port will "Engage the community, the international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding." A top priority under the banner of this major goal is providing an open channel of communication between the Port and its various constituencies.

To accomplish this, the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of the Port's critical target markets, including advertising and publicity in traditional and web-based media and social media, plus extensive educational, community and industry outreach at events such as the annual State of the Port address.

Over the past several years, the Port has revamped its branding, website and general transparency, and social media has been added to the mix. The Port has also revitalized its industry and community newsletters and launched new advertising campaigns targeted at both trade and community audiences. The public can attend citywide Port update gatherings or take advantage of free tours of the Port via ship or rail. The Port

also sponsors events, both locally and nationally, for both the community and the industry.

In addition, to help shape the leaders of tomorrow for the industry, the Port implements an ongoing Education Outreach Plan, updated in 2014, that includes classroom curriculum, high school and college scholarships, and internships. Port workshops on export practices, trade zones and other topics help companies, large and small, enter the industry. Port commissioners and top management, experts in their various Port roles, are active participants in membership associations (such as AAPA), and serve as panelists and speakers at industry trade shows and conferences throughout the world.

The State of the Port reaches all the Port's target audiences and is designed to be a bellwether for the Communications and Community Relations Division to follow in speeches, appearances and events during the remainder of the year.

Planning and Programming Components

The target audiences for the State of the Port are elected officials, current and potential Port clients, companies that service the Port, the local community, government agencies, environmental watchdogs and other Port stakeholders, safety and security agencies, and students. Each of these audiences is important to the Port.

The goals of the 2015 State of the Port, held on Thursday, Jan. 29, were to:

- Introduce the Port's new chief executive officer and present his visions for boosting clean power and resolving congestion.
- Show unity between the City and its Harbor Department with presentations by the president of the Long Beach Board of Harbor Commissioners and the city's newly elected mayor.
- Report on the previous year's business success, while setting an upbeat, positive tone for the year ahead with effective speakers, an "animated" PowerPoint presentation and an action video.



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- Follow the new self-production format introduced in 2014, investing Port dollars in the audience rather than being part of a fundraising event for another organization.
- Maximize attendance by:
- Including a live webcast and archiving event video for future viewers.
- Choosing a convenient breakfast timeframe, rather than a luncheon that disrupts the work day.
- As part of the Port's Education Outreach Plan, invite Long Beach high school teachers to bring classes pertaining to international trade to attend the event as a learning experience.
- Set the stage with appealing collateral and trade materials, including displays and banners designed for reuse.

Actions Taken and Communication Outputs Used

Scheduling and Format:

The 2015 State of the Port event was held on Jan. 29, 2015, from 8 to 10 a.m., in the newly appointed Pacific Ballroom at the Long Beach Convention Center, conveniently located in downtown Long Beach near the city's business center and the Port. Parking was complimentary.

The 2015 event followed the new format, introduced in 2014, to produce the event in-house. In 2014, the event was changed from a paid luncheon to a free breakfast event, paid for by the Port. The State of the Port had traditionally been presented during a paid luncheon event organized by the Long Beach Area Chamber of Commerce as a fundraiser for their activities and sponsored by various trade-related companies headquartered in Long Beach and Southern California. Nearly 700 attended the final Chamber-related event in 2013, and the new event format has exceeded expectations, with more than 700 attending in 2014 and the event growing to an unprecedented 900 people for this 2015 event.

Program and Presentations:

Welcome from the Port and Introductions/Master of Ceremonies

Dr. Noel Hacegaba, Managing Director of the Port's new Commercial Operations Bureau and Chief Commercial Officer for the Port.

City of Long Beach

Mayor Robert Garcia

- Elected to office in July 2014.
- Stated his commitment to supporting Port programs and a solid partnership between the city and the Harbor Department.
- Emphasized the Port's importance as a major economic engine for the city.

Long Beach Board of Harbor Commissioners

President Doug Drummond

- Discussed the Port's history and a new Port-commissioned book called Port Town to be released in June 2015.
- Introduced each member of the five-member commission, inviting the other four commissioners to join him on the podium.

Introduction of new staff and new Port CEO

Richard Dines, Commission Vice President

- Acknowledged the many new additions to top staff management jobs and promotions from within at the Port.
- Introduced the Port's new chief executive officer, who joined the Port in July.

State of the Port Address, accompanied by illustrative PowerPoint

Jon Slangerup, Chief Executive Officer

Speech included:

- Review of first 6 months on the job.
- Explanation of more customer-responsive organization, increasing Port Operating Bureaus to six from four and renaming the Bureaus: Commercial Operations,



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Communications (new), Finance & Administration, Engineering Services, Planning & Environmental Affairs, and Human Relations and Team Development (new). He also appointed two new senior advisors, reporting to him, responsible for Supply Chain Optimization and Capital Programs, including the state-of-the-art, all-electric Middle Harbor Container Terminal and the replacement for the Gerald Desmond Bridge, both \$1.3 billion projects.

- Description of Port business.
- New aerial video showing dramatic views of the Port today.
- Description/announcement of new permanent Port headquarters at the new downtown City Center Complex (2019).
- Description of the close working relationship with the city and other customers and stakeholders.
- Economic review and the Port's financial strength.
- Explanation of landlord operation, and no taxpayer subsidy in Long Beach.
- Status report on Middle Harbor and new bridge construction and railway improvements.
- Introduction of the Security Division's "Virtual Port" and new fireboats.
- Discussion of environmental programs and report card on the Green Port Policy.
- Update on community outreach and education outreach programs and activities.
- Discussion of competition.
- Discussion of the critical importance of relieving unprecedented levels of congestion on the docks.
- A detailed explanation of what led to the congestion accompanied by graphics that allowed the audience to visualize the supply chain from end to end.
- An explanation of what the Port of Long Beach is doing right now to ease congestion.
- An explanation of supply chain optimization,

calling for change throughout the supply chain.

- Announcement of the "Energy Island" program to address the need for clean, reliable energy for the Port, community and industry.

Event Program Production

Work started on the 2015 State of the Port Address, accompanying PowerPoint and aerial video, as well as the welcome speeches by city and Port officials, in December 2014 and was completed when 2014 year-end results were available in January, just before the Jan. 29 event. The 30- to 40-minute State of the Port address and was developed in-house by the Port's Communications and Community Relations Division with frequent review and input from the various speakers, particularly the CEO.

The Communications group also produced the PowerPoint presentation, which used color block images to clearly show the path a container traveled before and after big ships, the new loading and delivery methods, what a truck chassis is, and other issues related to port congestion. The PowerPoint also accompanied the announcement of the Port's Energy Island Program with simulated animation of wind turbines.

The impressive photography that was included in the State of the Port PowerPoint is accumulated throughout the year to support a variety of Communications projects. The Port employs several contract photographers, and the cost is attributed to various assignments.

Unlike so many presentations where the audience squints to read and comprehend complex images, the charts and graphs in the PowerPoint presentation, all completed by in-house staff, were designed to be easy to see and understand.

The dramatic aerial video inserted in the presentation was designed to be used for multiple purposes during the coming year and was produced by Port contractor Sandra Holden of Media 360. The Port provided creative direction for



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the Director of Photography, Tim Rue, who shot the video from a helicopter.

Audio and video for the event and the live webcast, as well as dramatic lighting design that changed during key points in the presentation, was produced by Reaction AV.

Several rehearsals were scheduled for the speakers to increase their comfort level with the venue, the use of the Teleprompter and the dramatic delivery of the speeches.

Event Planning

Audrey Kerr with Event Planning Partners, regularly contracted for Port events, was the event planner for the State of the Port Event in the Pacific Ballroom at the Long Beach Convention Center. The planner worked with the Communications and Community Relations Division to plan the menu, check-in and dining room layout, table centerpieces, AV equipment requirements and other details. Port Communications staff, with Reaction AV, handled on-site tech and made all arrangements for the video of the full event, the simultaneous webcast and still photography to chronicle the event.

The Port used 2014 trade displays, created for various conferences and events, at the State of the Port.

Collateral and Media Coverage

Prior to the event, the Port designed and distributed online invitations several times to targeted stakeholders, including an R.S.V.P. link. A news release was also distributed to local and trade media inviting participation and a link to watch the live webcast for those unable to attend. The full event video was also archived for future reference. A digital ad, placed in trade media, directed readers to the webcast.

Post-event news materials were distributed electronically. During the event, Media 360 conducted video interviews with attendees for future use in Port online newsletters and on the Port website. Before, during and after the event, announcements and reports were posted on social media, including Facebook, Instagram, Twitter and YouTube.

Colorful programs created by the Port were placed on the tables, and existing Port information and promotional items were available at tables in the lobby manned by Port representatives during the check-in period. (Did others have displays, or just the Port?)

At the event, Port Communications personnel welcomed the news media, arranged pre- and post-speech interviews with the speakers, provided images and made all State of the Port materials easily accessible online. Video segments were produced, including interviews with event guests and various dignitaries, to be used in the Port's regularly scheduled online and cable TV programming.

A post-event news release to the same community and trade media recapped the event and, once again, directed readers to photos and the archived video.

Personnel/Cost

The Communications and Community Relations team spent approximately 300 hours planning and preparing for the State of the Port, with nearly the entire team operationally involved at the event. The creative team provided direction for all print, PowerPoint and video production; and banners, displays and signs were produced by AAA Sign.

The overall cost for the 2015 State of the Port was just under \$134,000, including the venue, set-up, table décor, food, beverage and service for 950, and the above-mentioned services by various contractors.

Communications Outcomes and Evaluation Methods

Attendance at the last Chamber-sponsored event in 2013 was 700. When the Port took on the entire job of producing its own State of the Port in 2014, one goal was to eventually match or surpass the chamber attendance. But initially, the planning was for an event with a conservatively projected attendance of 400 to 500 for the new format without the partnership with the chamber and its many members. But actual attendance in 2014



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reached well over 700 guests, roughly matching, if not surpassing previous chamber hosted State of the Ports. The unexpectedly large turn out required last-minute adjustments to seating and food arrangements. Accordingly, a larger facility was selected for the 2015 Port-produced event, where the actual attendance climbed even higher than previous years, surpassing 900 people.

All elements of the State of the Port were well received, with repeated applause and ovations during the State of the Port Address. The video was especially well received, and the PowerPoint presentation clearly explained the complex issues being presented in the State of the Port Address.

Students were able to benefit from the event, both in person and online. Overall, 150 students attended through a special education outreach program.

"I would love to send a class of juniors and seniors from the Pacific Rim Academy who are interested in international trade careers and also strong candidates for the summer internship or college scholarships to attend the State of the Port event. I believe they would find the State of the Port Address very relevant and interesting. In addition to helping this particular group of students directly with internship and scholarship applications, I would also share the highlights of the speech with the rest of the academy for future projects. For example, 12th graders could write about the impact of Port policy in the Government/Economics class. Eleventh graders could learn about career trends and opportunities."
- Libby Huff, teacher

Viewership for the live webcast was 189 and approximately 1,350 people have viewed the archived version of the webcast from the Port web page (polb.com). In addition, a video of the full hour-long program was posted on the Port YouTube channel with another 939 views. And finally, a short two-minute video clip was posted on YouTube and sent to Port subscribers with another 548 views. So in all, more than 2,000 people viewed parts of the entire program, and other 500 watched a short clip on the presentation.

The favorable comments afterward came from public officials and industry executives alike.

"The State of the Port is really strong, which is great. It's good to see that Jon Slingerup and the Harbor Commissioners are doing such a great job."

- Robert Garcia, Long Beach mayor

"The biggest surprise was the Energy Island concept. The Port is right on. We need reliable, consistent energy so we can keep growing our business."

- Phillip Wright, TTI vice president

The news coverage resulted in at last seven local and industry news stories in publications with a combined readership of well over 100,000 subscribers:

- "Long Beach port chief addresses congestion..." Press-Telegram, Jan. 29.
- "Slingerup Details Challenges..." Gazette Newspapers, Jan. 29.
- "Chief Executive Jon Slingerup Paints Bright Picture..." Long Beach Post, Jan. 30.
- "Congestion is Port of Long Beach's Toughest Issue." MarineLink, Jan. 30.
- "Long Beach Plans to Beat Port Congestion." The Maritime Executive, Jan. 30.
- Editorial: "Port of Long Beach Future Bright." Gazette Newspapers. Feb. 5.
- "Amid delays, Long Beach director sees technology-based future..." Journal of Commerce, Jan. 29.

Since the State of the Port event, the PowerPoint presentation has been reassembled and reused to accompany at number of other Port presentations through April 2015 before audiences of dozens of people, and it will remain a valuable resource in the months ahead.

To measure overall community awareness for Port outreach, a reliable evaluation tool is a research study titled Public Communications & Perceptions, conducted for the Port by Encinitas-based True North Research, released in April 2015 and updating data collected annually since 2007 (with a break in 2010).



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The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles. Results for 2015 indicated that:

- Port outreach is good within the community. About 50 percent of the participants knew enough about the Port to have an opinion, and the majority of those opinions were quite favorable (5.25 favorable to 1 unfavorable). Positive comments were mostly about the Port's positive contributions to Long Beach, and negative comments were concerned about jobs, labor issues and pollution.
- Respondents share awareness of important issues with the Port. When asked to rate community issues of importance to them, 87.7 percent listed protecting and improving the economy as extremely important or very

important. The second-most important issue was improving education, with 87.3 percent indicating it was either extremely important or very important to them. Third was creating good-paying local jobs, at 86.2 percent.

- Media placement, including more digital ads and social media, is on track. The new report indicates that the trend away from newspapers continues, with just one in four voters (24 percent) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46 percent) as their primary information source. The trend to mobile access of the Internet also continues, with nearly half of voters indicating that they most often use a smart phone (36 percent) or tablet (10 percent) to get info online.