

2015 COMMUNICATIONS AWARDS PROGRAM

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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| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____ X</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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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 America's Port Video

Name of Port Port of Los Angeles

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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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Project Name: *America's Port® Video* (<https://youtu.be/E3aWyKWZsL8>) TRT: 00:04:42

Port of Los Angeles

Project Category: Video

Summary

This is the Port of Los Angeles general informational video.

Communications Challenge/Opportunity

The Port of Los Angeles had an informational video produced over eight years ago, entitled *Cargo A to Z, Port of Los Angeles Overview*. Since this video was created a new City of Los Angeles Mayor took office, a new Harbor Commission and executive director were appointed, the Port of Los Angeles has progressed to become the busiest container port in the Western Hemisphere, and the port has also branded itself as America's Port®. While the A-Z video was a useful tool for some time, it was too lengthy and had become outdated and out of sync with the Port's image and ranking. In addition, the video provided overly extensive details and comprehensive information. The targeted audience was in need of an overview of the Port rather than detailed information on each department within the Port. Not only did the Port of LA need an updated video, they needed a sleek new business marketing tool that was short and to the point, capturing the main advantages of the Port of Los Angeles, which delivered statistical information in a creative way.

The main communication challenge inherent in the production of the new video was to determine which information was most important and pertinent to the audience, and what content would be left out, in order to keep the video length under five minutes. The video needed to be tailored to the interests and needs of the audience, which would be primarily comprised of existing and potential future clients as well as visiting dignitaries and elected officials. An additional communication challenge lay in the fact that a good percentage of the potential audience may not speak English as their native language. These challenges were addressed and met in both the design and content of the new video, *America's Port®*.

Internal factors at the Port of Los Angeles which needed to be addressed included a newly elected Mayor of the City of Los Angeles, followed by the appointment of a new Executive Director at the Port of Los Angeles in mid-2014. These internal changes coincided with elections in the U.S. House of Representatives and the U.S. Senate, creating changeovers in Committee members, which the Port worked with directly. Recent external factors in the maritime industry include the forthcoming expansion of the Panama Canal, the advent of larger capacity container vessels and the extended ILWU-PMA contract negotiations. The Panama Canal expansion represents the potential diversion of a percentage of shipping business to east coast ports, and the larger container vessels and the ILWU-PMA contract negotiations have contributed to supply chain congestion issues at the Port of Los Angeles. Accurate and effective communication with our stakeholders has never been more critical during these recent challenges and changeovers. Creating an updated and timely video marketing tool on the Port of Los Angeles was essential for the Port to remain in the number one position in the United States.

Nexus to the Port's Overall Mission

The overall mission of the Port of Los Angeles, as stated in the recently updated Five Year Strategic Plan, upholds that as America's Port®, the nation's number one container port and a global model for sustainability, security, and social responsibility, we aim to deliver value to our customers by providing superior infrastructure and promoting efficient operations that grow our port as North America's preferred gateway. In 2014, the new Executive Director of the Port of Los Angeles, the Mayor of the City of Los Angeles and the Port's Director of Business Development met and agreed that an updated video was essential to promote the mission of the Port of Los Angeles. Six essential sections were identified; Statistics, Innovation, Labor Force, Security, Environmental and Community & Tourism. The *America's Port®* script was written, copy-edited by all parties, filmed, edited and then translated in to five languages; English, Spanish, Mandarin, Korean and Japanese, with both voice-over and title captions in each language. The Port team invited the Mayor of the City of Los

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Angeles, Eric Garcetti, to open and close the video on camera. This posed an additional challenge as the Mayor's schedule was extremely tight, allowing for only fifteen minutes of his time to shoot both the open and the close of the video.

The *America's Port*® Video was completed and premiered in early November of 2014, just in time for the Mayor to utilize this new marketing tool on his Trade Mission with Asia. The Asian Trade Mission was a success and each country was very appreciative that the Port had taken the extra step of translating the video in to each of their native languages.

Planning and Programming

The goal of the *America's Port*® video was to create a visual marketing tool which communicates to our current and potential future clients the key advantages of conducting business with the Port of Los Angeles. The secondary goal was to highlight the Port's other outstanding features including progressive state-of-the-art infrastructure and technology, dedicated Port Police Force and Maritime Law Enforcement Training Center, a strong and efficient labor force, cutting edge environmental stewardship practices and a dedication to the development of community projects, events and infrastructure, such as open spaces, parks and plazas.

The objective of this visual marketing tool is to educate our primary and secondary audiences on the many attributes of the Port of Los Angeles, through a visually entertaining and stimulating video. Measurable milestones came in the form of the many accolades which followed the Mayor's Asian Trade Mission and other subsequent business meetings. In addition, the Port's Government Affairs Department has received an enthusiastic response from visiting dignitaries and elected officials. The main feedback is that the video is effective, succinct and very informative as well as visual entertaining, without overburdening the viewer with excessive information.

The primary audience is the Port's stakeholders, which include current and future business partners, elected officials, and visiting dignitaries. The secondary audience includes regional non-cargo business interests, educational groups and community stakeholders.

Actions Taken & Outputs

The main strategy of the *America's Port*® video was to communicate the current picture of the Port of Los Angeles in a short and entertaining video, which was not over-laden with information and was not too lengthy. Our target was a video that was to produce a video that was under five minutes. The original script, which contained lengthy explanatory sentences about each facet of the Port, was rewritten in a bullet-point format, which was much easier to digest and retain for our target audiences.

In addition to the Mayor's on-camera open and close, a voice-over artist provides an informational narrative for each of the six sections of the video: Statistics, Innovations, Labor Force, Security, Environmental and Community & Tourism. To complement the narrator's delivery of key factual information, visual graphics were designed and embedded strategically throughout each section of the video, rather than placed over the top of the video imagery. This graphic treatment visually reinforced the narrator's key facts about the Port and also assisted non-native English speakers to better retain information provided in.

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The original *America's Port*® video project request came through in April of 2014, and the project was completed by November of 2014. The *America's Port*® video was conceived, written, produced, and edited, including specially designed graphics, entirely by in-house Port staff. Originally, a hybrid script was drafted which combined highlights from the original A-Z video as well as other more recent video stories about the port. The result was a monster of a script that was far too long and far too full of information. The main challenge of the project was to create a script which illuminated only the most important aspects of the Port of Los Angeles, without being too wordy or too lengthy. Script development and revisions went on for approximately the first two months of the project.

Once we had chiseled the script down to the absolutely essential components, we began production in June 2014. From June through October we compiled the nearly 500 separate video images which comprise the *America's Port*® video. Aerial helicopter shoots were scheduled to capture the very latest footage of infrastructure developments such as the TraPac Terminal and the Port's new Downtown Harbor. Environmental imagery was scheduled to include the arrival of the Least Terns to their nesting grounds in early June. Port Police and Maritime Law Enforcement Training Center video footage was scheduled during special training operation exercises. A wide spectrum of footage of the Port's LA Waterfront was compiled, including the new Downtown Harbor and various Port-sponsored events such as the Tall Ships Festival of 2014.

The professional voice-over narrator and the translation agency were outsourced. Some LA Waterfront footage was repurposed from a previous video produced by a local videographer. In addition, a small percentage of the video contained stock footage which was purchased online.

Outcome and Evaluation

The Port has not conducted any informal surveys, however all feedback from the video has been positive. The initial feedback from the *America's Port*® video came through the Mayor's Trade Mission to Asia. The Mayor traveled to China, Korea and Japan, and the video was shown in each of those countries, in their native language. By all accounts, the *America's Port*® video accomplished the mission of delivering a succinct informational overview of the Port of Los Angeles to current and future clients as well as government officials and dignitaries in a visual entertaining format. In addition, the Port's two Community Advocates have shown the video at local Neighborhood Council Meetings and received very positive feedback from these local community groups.

The *America's Port*® video is just being released through social media now, and the Port will begin to collect analytical data on audience opinions, behaviors or actions in the coming months.