



2015 COMMUNICATIONS AWARDS PROGRAM

#18

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
2. Advertisements - Single
3. Advertisements - Series
4. Annual Reports
5. Audio-Only Presentations
6. Directories/Handbooks
7. Miscellaneous
8. Overall Campaign
9. Periodicals
10. Promotional/Advocacy Material
11. Social/Web-Based Media
12. Special Events
13. Videos (checked)
14. Visual-Only Presentations
15. Websites

Please check the appropriate box:

Category selection boxes: CATEGORY 1, CATEGORY 2, CATEGORY 3 (checked)

Entry Title: Aerial Video For 2015 State Of The Port Event
Name of Port: Port of Long Beach
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Contact Name/Title: Michael Gold
Telephone: 562 283 7711
Email Address: michael.gold@polb.com

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.

- 1. What are/were the entry's specific communications challenges or opportunities?
2. How does the communication used in this entry complement the organization's overall mission?
3. What were the communications planning and programming components for this entry?
4. What actions were taken and what communication outputs were used in this entry?
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?



Summary:

Title: Aerial Video for 2015 State of the Port Event

Classification: Videos

As part of the Port of Long Beach State of the Port event on Jan. 29, 2015 – the Port’s annual report to the community, elected officials, civic leaders, customers and other industry stakeholders – the Port wanted to set the tone by sharing with the 950 members of the audience the sheer majesty of the Port at work. Although the second-busiest container port in the United States is located right across the bridge from downtown Long Beach, many of those who work and live Long Beach have never experienced it. To give people a sense of the scale and scope of the Port, a special bird’s eye video was produced and shown as part of Chief Executive Officer Jon Slingerup’s State of the Port Address.



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LONG BEACH
The Green Port

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Classification: Videos

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Port of Long Beach Aerial Video for 2015 State of the Port Event

1. Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, welcoming the biggest ships in the trans-Pacific fleet and serving 140 shipping lines connecting to 217 seaports around the world. As the second-busiest container port in the United States, the Port of Long Beach handles all kinds of cargo, including more than 7 million TEUs (20-foot equivalent units) annually, with trade valued at \$180 billion. The Port is the major economic engine for the area and supports hundreds of thousands of Southern California jobs, with 30,000 of those in Long Beach alone. That's one in every eight jobs.

The industry is moving toward increasingly bigger container ships, both for cost efficiency and a smaller environmental impact on a per-container basis. The new, larger ships have the very latest, most efficient engines, and their larger capacity requires fewer ship calls, resulting in less fuel consumption. The Port of Long Beach is one of a handful of ports in North America capable of receiving these big ships. These giant container carriers are already too big to pass through the soon-to-be-completed expanded Panama Canal, yet still-bigger ships are already entering service.

The increasing size of container ships in the trans-Pacific trade has major ramifications for the trade industry, U.S. customers and the Port of Long Beach. All of the infrastructure must supersize, too. To meet the challenge, the Port is investing more than \$4 billion in capital projects this decade - including terminal, railroad, roadway and bridge



improvements - to meet evolving industry trends.

One centerpiece of the Port's capital program is the state-of-the-art, all-electric Middle Harbor Container Terminal, scheduled to open for partial operation in late 2015. This 305-acre facility will be one of the cleanest and most

efficient container terminals in the world, capable of handling 3 million TEUs each year. If it stood alone, Middle Harbor would rank as the fourth-busiest container terminal in North America.

Also at the epicenter of the new construction is the replacement for the aging Gerald Desmond Bridge that connects the Port to Terminal Island and other strategic areas. More than 15 percent of the nation's inbound container cargo crosses this bridge; the new cable-stayed structure will be taller to allow bigger ships to pass beneath it en route to the Port's inner harbor, and wider to accommodate more traffic lanes, safety lanes and bike and pedestrian lanes. Underground work is nearly completed, and the bridge is beginning to rise above ground. When it is completed, it will be a new icon on the Southern California coastal skyline and the tallest structure in Long Beach.

These and many other improvements and activities in the Port are regularly chronicled by Port of Long Beach contract photographers and videographers, to track expansion and growth for the Port's extensive photo/video archive.

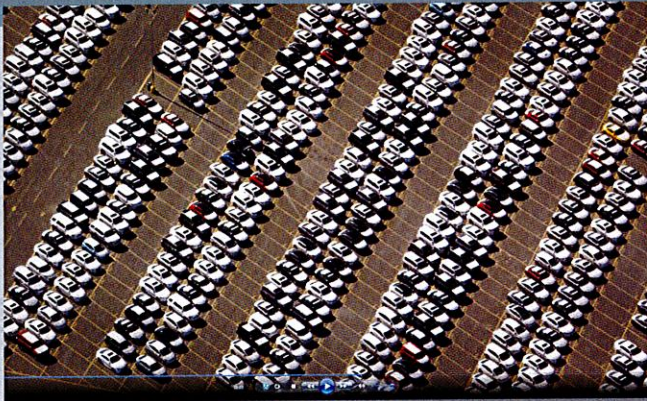
For the January 2015 State of the Port event, which is the Port's annual report to the community, civic leaders, customers and other industry stakeholders, the Port wanted a way to share with



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the audience the sheer majesty of the Port at work. Although the Port is right across the bridge from downtown Long Beach, many people who live or work in Long Beach have never experienced it. To provide a sense of the scope and scale of the Port at work, a special aerial video was produced and shown as part of Chief Executive Officer Jon Slingerup's State of the Port Address.

2. Complementing the Overall Mission

The Port of Long Beach Communications and Community Relations Division maintains a massive digitized photo and video archive, with images dating from before the Port's grand opening in 1911 with one wooden dock, through the advent of containerization in the 1960s, the rapid growth of trans-Pacific trade and today's \$4 billion construction program. Images and video from the archive are accessed constantly for use in advertising and marketing materials, news media reports, PowerPoint presentations, books and other publications, cable television programs, and YouTube and other social media, among other things.

The archive is continually updated with new photography, both still and video. These more recent images, like the aerial video produced for the 2015 State of the Port event, are most frequently utilized by the Port and requested by outside agencies.

3. Planning and Programming Components

The Port of Long Beach's decade-long, \$4 billion capital improvement program will provide a

huge competitive advantage for the Port and its customers, present and future.

The ongoing changes and improvements are historically significant, incorporating many state-of-the-art, best-in-the-world and biggest-ever elements. The Port considered it mandatory to chronicle the dramatic evolution in video.

The goals for this State of the Port aerial video were to:

- Provide a bird's eye view of the nation's second-busiest seaport.
- Document the current status of the Port for the Port archive and other uses with attention-getting, appealing video.
- Clearly show the massive dimensions of the Port and the ships that call there.
- Instill an air of progress and excitement.
- Be a dramatic element in Port presentations.

The audiences who will view the new aerial video will include:

- Port customers and stakeholders.
- Potential customers and stakeholders, locally and internationally.
- Elected officials and community leaders.
- Long Beach citizens.
- The Long Beach business community supported by the Port.
- Port employees and industry agencies.
- Those who document historic nautical events.
- Those who follow Port news in both traditional and social media.

4. Actions Taken and Communication Outputs Used

Two months of planning and two days of filming went into making the aerial video.

The filming was coordinated with the arrival of the giant carrier Cosco Denmark. All video was shot from a helicopter. A shot list was created, including images of all Port tenants and aspects of the Port, and several hour-long test flights were



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completed to check lighting and other conditions affecting each shot. Dramatic music was selected to complement the sweeping photography of the journey through the Port. The video was intended to evoke emotion and awe through the spectacular photography and audio and included no dialogue or descriptions.

The video was produced by the Port of Long Beach at a cost of \$10,000 for the 5-minute video, and Port staff invested 80 total hours in the project.

The credits for the video are:

- Creative Direction: Jen Choi, Manager of Creative Arts and Design, Port of Long Beach Communications & Community Relations Division
- Executive Producer: Sandra Holden, Media 360 (Port contractor)
- Director of Photography: Tim Rue, Photographer (Port contractor)
- Video Editor: Sean Horejs, Media 360
- Helicopter: National Helicopters
- Music: "Arise" by Geer Hunter Jr.

5. Communications Outcomes and Evaluation Methods

The use of this dramatic and captivating aerial video at the beginning of the Jan. 29, 2015, State of the Port Address set the stage for straight talk from the Port's new CEO, along with dramatic recommendations for change and the unexpected introduction of new programs.

"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 Govt/Econ class. 11th graders could learn about career trends and opportunities."

Libby Huff, teacher, Long Beach Polytechnic High School.

The audience of more than 950 applauded the video at its conclusion, caught up in the beauty of the photography that showed the Port and its progress from a whole new perspective.

Following the State of the Port event, the video was placed on the Port's YouTube page, and has been viewed 1,350 times as part of the State of the Port archived webcast segment, and another 658 times on its own as just the 5-minute clip as of May 7, 2015. (<https://www.youtube.com/watch?v=g1ugIQPz-3g>)

The Port's YouTube channel has 849 subscribers, and a total of nearly 450,000 views since the channel was created in January 2008. The most popular video (Port Gantry Crane) has had nearly 30,000 views.

Port staff have continued to use a shorter version of the State of the Port PowerPoint, including the aerial video, in presentations to students, in the community and to industry stakeholders.