



2015 COMMUNICATIONS AWARDS PROGRAM

#16

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 (marked with X)
14. Visual-Only Presentations
15. Websites

Please check the appropriate box:

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

Entry Title: 'Polb In 3' - Weekly Video News For Employees
Name of Port: Port of Long Beach
Port Address: 4801 Airport Plaza Drive
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: 'POLB in 3' Weekly Video News for Employees

Classification: Videos

POLB in 3 is a weekly "breaking news" video-format employee newsletter that features Port executives delivering Port-wide information in three brief segments. *POLB in 3* supplements *Dock Talk*, the Port's traditional monthly employee newsletter, which is produced in a blog format. While *Dock Talk* focuses on the employees, telling the Port's story through their eyes, *POLB in 3* focuses more on business-related news.

Port of Long Beach 'POLB in 3' Weekly Video News for Employees

1. Communications Challenges and Opportunities

The Port of Long Beach is one of the world's premier seaports, a leading gateway for trans-Pacific trade with Asia and a trailblazer in innovative goods movement, safety and environmental stewardship. The nation's second-busiest seaport, the Port handles trade valued at \$180 billion annually, supporting nearly 1.5 million U.S. jobs. The Port of Long Beach has repeatedly been named the best seaport in North America by its customers in Asia, and in a 2014 Journal of Commerce survey, was named most productive port in North America. The Port is moving forward with more than \$4 billion in capital projects this decade, including terminal, railroad, roadway and bridge improvements, to support trade and jobs growth. The Port is helping to support the economy while dramatically cutting the negative impacts of its operations. Since adopting the landmark Green Port Policy a decade ago, diesel pollution at the Port has decreased by more than 82 percent, and native harbor wildlife is flourishing.

Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and more than 300,000 Southern California jobs. The Port is part of the City of Long Beach and operates under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, is the governing body for the Port. One of the board's primary goals, a goal shared by Port executive management and staff, is to provide an open channel of communications between the Port and its various constituencies.



One target audience that is critically important to the smooth operation of the Port of Long Beach is the Port staff. The more than 500 employees make the second-busiest container seaport in America “go.”

The Port is spread over 3,230 acres with 31 miles of waterfront, and the various divisions that make

up the Port's six bureaus – Commercial Operations, Communications, Finance and Administration, Engineering Services, Planning and Environmental Affairs and Human Relations and Team Development – are held together by this video series.

Communicating with employees became more challenging and important in 2014 when most of the administrative staff moved to a larger, interim headquarters building away from the Port. Other employees remained near the docks at the Port's new Maintenance Facility and the Security Command and Control Center, which is the nerve center for Port safety and security operations.

The Port's traditional newsletter, Dock Talk, distributed since 2008 and converted to a blog format in 2014, is produced by employees for employees, telling the Port story through their eyes. The challenge was to develop another news vehicle to introduce Port leadership and share Port-wide breaking news.

POLB in 3 was created by the Port's Communications and Community Relations Division in 2013 and is distributed weekly (biweekly beginning in August 2014). Each video contains three brief news stories delivered by a



top executive in three minutes or slightly more, depending on the content.

2. Complementing the Overall Mission

To fulfill its primary goal to provide an open channel of communications between the Port and its various constituencies, the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets. This campaign includes advertising in all traditional and web-based media, as well as extensive community and industry outreach. Providing periodic newsletters for the community (re:port), the industry (tie lines) and Port employees (Dock Talk and POLB in 3) has proven particularly effective in reaching this goal.

3. Planning and Programming Components

The goals for POLB in 3 are to:

- Provide timely news updates to employees.
- Familiarize Port employees with the top management team by having them deliver the news.
- Employ a format that is fun, quick and easily accessible.
- Build employee spirit and morale.

To accomplish these goals, the Communications and Community Relations Division:

- Produced and distributed POLB in 3 on a weekly basis (biweekly beginning in August 2014).

- Used a live video format, with each video covering three news topics in no more than three minutes (sometimes slightly more depending on the content).
- Placed the weekly videos on YouTube and distributed it via the Port's Intranet system.
- Notified employees with video alerts for new POLB in 3 segments via Intranet emails.
- Made the "newscaster" either the Port's CEO or a managing director of one of the Port's six bureaus.

4. Actions Taken and Communication Outputs Used

POLB in 3 is written and produced by the Port of Long Beach Communications and Community Relations Division, working with Port contractor Media 360. The "newscaster" is a Port top executive. Each weekly video lasts between three and five minutes and covers three topics. Effective use is made of images from the Port's video and photography archives, including time-lapse photography from the weekly updates on construction of the new Gerald Desmond Bridge and footage from various events, such as news conferences.

The POLB in 3 segments submitted for AAPA consideration are typical of the videos.

Of the Port's 500 employees, about 350 have direct computer access. Videos are shared with employees who work in the field, including landscapers and maintenance crews, by their supervisors at regularly scheduled departmental meetings. Each video is viewed by an average of nearly 300 people.

5/26/14

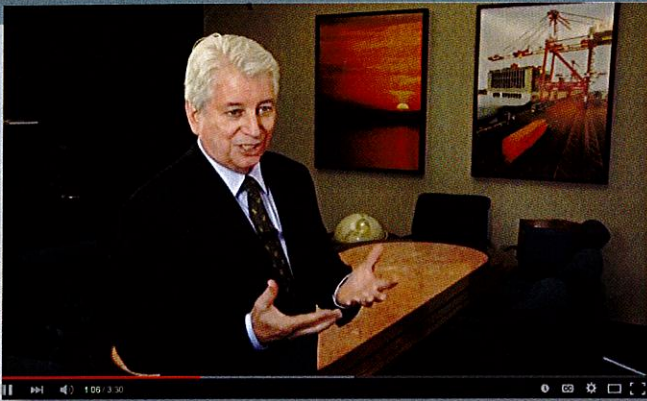
<https://youtu.be/NG2Xb9SnSuU>

2:59 minutes

Newscaster is Al Moro, P.E., acting executive director and former chief harbor engineer

Topics include:

- The new Board Room just completed at the Port's Interim Administrative Headquarters
- Information about new cranes and other



massive equipment at the new Middle Harbor Container Terminal and other updates about the \$1.3 billion project

- Demolition of a bridge ramp to make way for the new Gerald Desmond Bridge, chronicled in time-lapse photography

7/7/14

<https://youtu.be/HnToeRJK4gY>

3:30 minutes

Newscaster is Jon Slangerup, the new chief executive officer, who came aboard on July 1, 2014

Topics include:

- The new CEO introducing himself and sharing his background
- A farewell tribute to Harbor Commissioner Susan E. Anderson Wise
- Announcement of the extended timeline for construction of the replacement for the Gerald Desmond Bridge

2/23/15

<https://youtu.be/-Hz8IWJ3zJ4>

4:31 minutes

Newscaster is Doug Thiessen, managing director of the Engineering Services Bureau

Topics include:

- A press conference featuring the mayors of Long Beach and Los Angeles and union officials, announcing the end of a labor dispute.
- Introduction of the Port's new director of finance.
- A time-lapse progress report on the construction of the replacement for the Gerald

Desmond Bridge, taken from the construction team's weekly update report. This segment is longer than usual to accommodate the entire video.

5. Communications Outcomes and Evaluation Methods

Judging by interest and viewership on the Port of Long Beach Intranet, the POLB in 3 weekly video news program has been very successful. Employees want to see themselves and their colleagues featured in segments, so they regularly submit story ideas. The top executives, knowing that the episodes are widely watched, eagerly volunteer to host segments -- which wasn't always the case when we first began.

Of the more than two dozen POLB in 3 episodes produced in the last year, seven episodes or nearly one-third were viewed by more than 300 employees. (The YouTube system can only tell us that more than 300 people viewed. It can't give us a more precise count because of the way we limit viewing to only internal staff.) Since only about 350 Port employees have access to computers, the 300-plus viewership represents a very high percent, of more than 85% of all potential viewers.

Of the more than two dozen episodes last year, only three fell below 200 viewers or less than 60% of all potential viewers.

And after more than a year and a half airing POLB in 3, viewership remains high. In February 2015, one of the most recent months as this entry was being prepared, both episodes surpassed 300 viewers.

See computer for links, they selected 3 to watch