



2015 COMMUNICATIONS AWARDS PROGRAM

#15

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

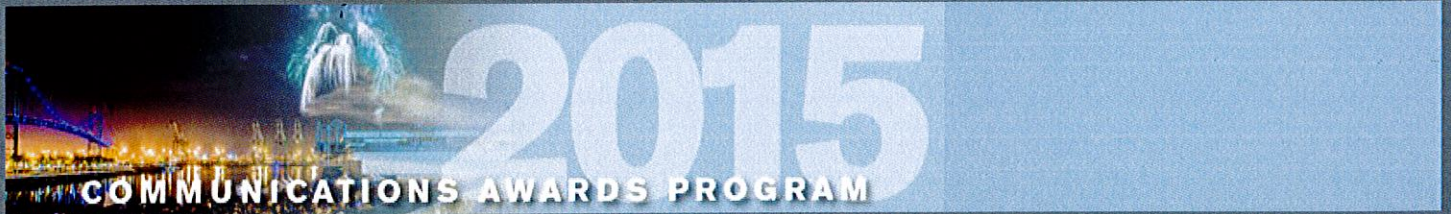
Please check the appropriate box.

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

Entry details: Title (High School Internship Recruitment Video), 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: High School Internship Recruitment Video

Classification: Videos

The Port of Long Beach hired 25 top high school students to work at the Port during 2014. The students shadowed and learned from staff mentors in various divisions during an eight-week paid summer internship program that was first offered in 2011. The final “class project” each year is a self-produced video about their experiences at the Port, used as a marketing and recruiting tool for the coming year. Last year’s teen-to-teen testimonial helped to attract 535 applicants for the 25 slots in 2014, well above the 430 who applied in 2013. This video was used on the Port’s education webpage, in social media and at various education-related events to promote the program in 2015, and the Port received 555 applications. (View the video at: <http://www.polb.com/community/education/internships/highschool.asp>)

Port of Long Beach High School Internship Recruitment Video

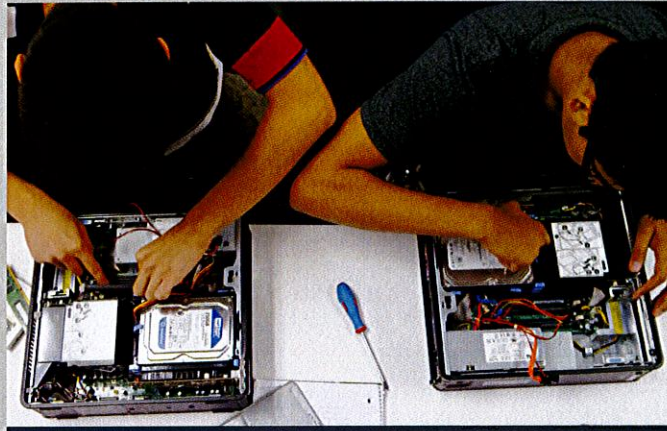
1. Communications Challenges and Opportunities

The Port of Long Beach is a premier U.S. gateway for trans-Pacific Ocean trade with Asia and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port serves 140 shipping lines with connections to 217 seaports around the world. More than 40 percent of the nation's inbound cargo arrives through the Port of Long Beach and the Port of Los Angeles.

The Port, with more than 500 employees, is a department of the City of Long Beach – the Harbor Department – and is governed by a five-member Board of Harbor Commissioners appointed by the mayor and confirmed by the City Council. As a landlord operation, the Port owns its land but leases the operations to terminal operators. The Port receives no taxpayer funds, relying solely on tenant revenues.

With annual trade valued at \$180 billion, the Port of Long Beach is a major economic engine for Long Beach and the surrounding Southern California region, creating jobs, building infrastructure and investing back in the community. More than 30,000 Long Beach jobs, one in every eight, are supported by Port business. So are 300,000 jobs in Southern California and close to 1.5 million nationwide.

The most important assets at the Port of Long Beach are the highly trained managers and staff who not only make the Port “go,” but also apply



their innovative skills to keep the Port competitive in the marketplace, introduce landmark green initiatives that have been adopted at ports worldwide, and create “The Port of the Future.”

As a strong supporter of global trade education, the Port of Long Beach knows that today's

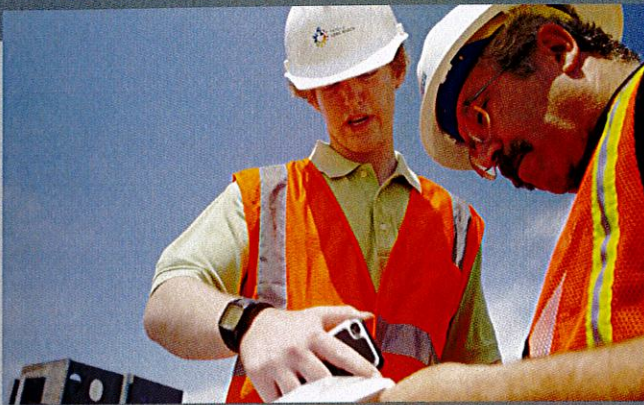
students will become tomorrow's Port leadership. They will sustain the industry as the world changes, and as the Port of Long Beach continues its growth and development in the decades ahead.

One of the Port's most popular programs is the Summer High School Internship Program. It offers eight-week paid internships for Long Beach high school students, who work with mentors in various departments at the Port of Long Beach. The program directly supports Long Beach high school students with an expressed interest in achieving a career in goods movement and international maritime trade.

One of the class projects on each year's agenda is producing and starring in a short video that will be utilized as a marketing tool for the Port's Education Outreach Plan and to encourage students to participate in the next year's summer intern program.

2. Complementing the Overall Mission

The Port's 2006-2016 Strategic Plan lists as this major goal: “Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding.”



One strategy for achieving this goal was to “Develop and implement a comprehensive community outreach and education program.” As a result, the Port of Long Beach has made education outreach a priority.

The Port developed its first formal Education Outreach Plan in 2007, with the most recent update completed in May 2014.

The Port provides programs for all grade levels, including scholarships, college and high school internships like this one, career fairs, externships for teachers, reading programs, T-shirt design contests, tours of the Port, and more. The entire Education Outreach Plan can be viewed at [\(add link\)](#).

The Summer High School Internship Program was introduced in 2011.

3. Planning and Programming Components

The Port of Long Beach partners with the Pacific Gateway Workforce Investment Network to offer the Summer High School Internship Program as a career exploration opportunity for Long Beach high school students. Pacific Gateway is a public agency administered by the City of Long Beach that connects adults, youth and businesses to opportunities – job seekers to employment, and businesses to skilled workers. A total of 535 students applied for the 25 internships available in 2014, up from 10 internships in 2011 and 20 slots in 2012 and 2013.

Applicants must:

- Be a current high school sophomore, junior or senior
- Be attending a high school in the Long Beach Unified School District service area
- Be in good academic standing (2.5 GPA or higher)
- Have reliable transportation
- Be available during a designated eight-week period during the summer
- Earn a National Work Readiness Credential
- Attend the Port’s World Trade Month event
- Attend graduation ceremonies in August

The goals of the program are for participants to:

- Gain meaningful work experience with professional mentors at the Port of Long Beach.
- Learn and develop skills, attitudes and commitment necessary for success in the workplace.
- Gain exposure to different career options.
- Earn income.

The goals of the video, the final class exercise during the eight-week internship, are to provide:

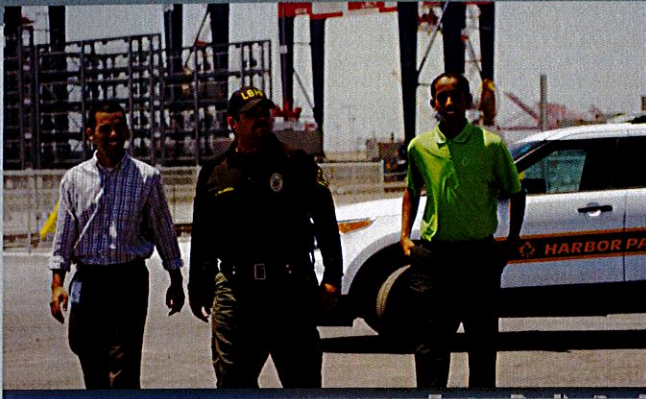
- A recruitment tool for the coming year that is fresh and appealing for the target market.
- A marketing tool for the Port’s overall Community and Education Outreach programs.
- Positive teen-to-teen testimonials about the Port internship experience.
- A whole-class opportunity to work together to accomplish a common goal.
- The experience of working with a professional production company, writing a thorough but concise script, and making on-camera appearances.
- Feedback from the class for Port reference.



2015 AAPA Communications Awards

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4. Actions Taken and Communication Outputs Used

The paid Summer High School Internship Program is managed by the Human Resources Division with full marketing support from the Communications and Community Relations team. The Port's Senior Community Relations Specialist, who has helped to coordinate the program since its inception in 2011, is the Communications point person.

Partners in the 2014 Program included:

- Pacific Gateway Workforce Investment Network staff
- The Matson Navigation Company director of sales and marketing
- The Civil Service Department of the City of Long Beach executive director
- The Fire Chief for the City of Long Beach
- Port Human Resources and Communications and Community Relations staff

This year's Port of Long Beach mentors for the Summer High School Internship Program represented the following skills, all integral to Port operations:

Business Development
Civil Service
Communications
Construction Management
Engineering Design
Environmental Planning
Finance
Fire
Government Affairs

Human Resources
Information Management
Maintenance
Master Planning
Pacific Gateway
Real Estate
Risk Management
Security
Transportation Planning

The video, the final project of the eight-week internship, was produced by the 25 interns with the Communications and Community Relations intern taking the lead with the vision, copy and filming. Communications and Community Relations staff were there to provide direction and support, and the Port's video production contractor, Media 360, assisted with the project, teaching and working alongside the interns.

The creative development of the video coordinated with the Port's overall design scheme and tied in to the Port's overall "Better Together" copy theme.

The video production began June 2014 and concluded August 2014, taking about 10 days to complete. The overall cost of the video project was \$6,500, including Media 360 and other production fees. The Interns invested 15 hours in the project and Port staff 200 hours.

The production steps included:

- Developing the overall concept and story line
- Selection of filming locations
- Selecting the "actors," including both interns and Port mentors
- Script writing and editing
- Developing creative format and copy for opening and closing slides, banners, titles, and speaker identification
- Rehearsals and filming
- Selection of additional, existing footage from the Port's extensive video library
- Selection of background music and sound effects
- Editing
- Distribution



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The length of the final video was 3:19, and it included the following elements:

- Opening screen title page:
2014 Summer High School Internship Program

New video of the intern team, combined with existing Port video, with a voice over by one of the interns saying, in part: "... 535 applied for these internships and 25 were selected. We met here as strangers, and now we're friends. This is our story."
- Introduction and explanation of the program by the Senior Communications Specialist, beginning with him seated at his desk and then as voice over for video footage.
- Video of the interns at work on the docks, at construction sites, on boats in the harbor and in office settings, interacting with their Port mentors.
- Three interns, in the Security, Master Planning, and Communications divisions, speaking about their Port internship experience and what the program meant to them.
- Staged group shots throughout the video of the interns together having fun.
- Closing screen with copy, consistent with the Port's overall "Better Together" marketing theme.
Our Interns.
Your future leaders.
Better Together.
- Fun closing image, with two Maintenance interns appearing after the closing screen to polish the camera lens.
- Screen to black.

The class video premiered at the Summer High School Internship Recognition Celebration, held August 14, 2014, at the Long Beach Museum of Latin American Art, and will be utilized until the new class video is introduced in 2015.

5. Communications Outcomes and Evaluation Methods

The Summer High School Internship Program has been more successful each year, with more and more students applying. In 2013, 430 applied for the 20 slots; in 2014, 535 applications were received. Due to the increasing demand for this effective program, internships for 2014 were increased 25 percent to 25 slots.

The deadline for participation in the 2015 Program was March 4, with applications reaching an all-time high of 555. Some of this increase in applications can be attributed to the very effective 2014 recruitment video.

The best endorsements for the 2014 Summer High School Internship Program are expressed by the interns in the video (<http://www.polb.com/community/education/internships/highschool.asp>).

Distribution for the 2014 video has included:

- Premiere screening at the Internship Program's Recognition Celebration in August
- The Port's Education webpage, where interested students are directed to learn more about the Port's various Education Outreach programs. <http://www.polb.com/community/education/internships/highschool.asp>
- YouTube:
 1. 2014 Port of Long Beach High School Internship Program
<https://youtu.be/saZDVJOagHo>
640 views as of 4/15/15
 2. Pulse of the Ports
In a segment of the Port's half-hour cable TV show that airs weekly on LBTv3 (<http://www.lbtv3.com>) with a potential



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viewership of 80,000 - 90,000 households. Approximately 30 other Southern California cable TV stations also air the program.

3. And in a September 2014 segment of the program uploaded on YouTube.
https://youtu.be/71OQphV_Ylo
97 YouTube views as of 4/15/15
4. As part of various Communications and Community Relations Education Outreach activities, including job fairs, speeches and presentations, school programs, and more.



To view the Long Beach High School Internship Video at: <http://www.polb.com/community/education/internships/highschool.asp>
