



2015 COMMUNICATIONS AWARDS PROGRAM

#21

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 | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | X |
| | | 15. Websites | _____ |

Please check the appropriate box:

 CATEGORY 1

 CATEGORY 2

 CATEGORY 3

Entry Title 2015 State Of The Port Powerpoint Presentation

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?**

 - 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.
- 2. 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.
- 3. 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.
- 4. 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.
- 5. 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:

Title: 2015 State of the Port PowerPoint Presentation

Classification: Visual-Only Presentations

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 Address 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 content of the speech and accompanying PowerPoint presentation are the communications bellwether for the months ahead and are repurposed for a variety of future presentations. This year, the speech was particularly important, as the Port of Long Beach and the industry as a whole are in the midst of dramatic change in response to the advent of bigger and bigger ships entering the trans-Pacific fleet. In addition, there is new leadership and new structure at the Port working on solutions for pressing issues, including congestion on the docks and increasing demand for clean energy. The State of the Port Address looks at all of these factors, and the accompanying PowerPoint presentation makes the message crystal clear.



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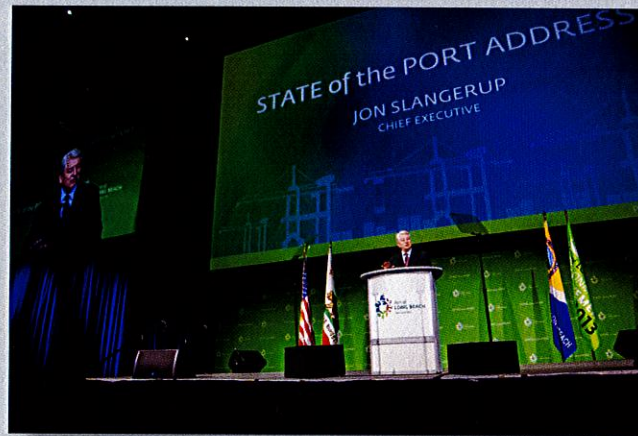
Title: 2015 State of the Port PowerPoint Presentation

Port of Long Beach Visual-Only Presentations 2015 State of the Port PowerPoint Presentation

1. Communications Challenges and Opportunities

The Port of Long Beach 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 TEUs (the industry measure for 20-foot equivalent container units) 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 imported goods arrive through the two San Pedro Bay ports, and Long Beach trade goods reach every U.S. congressional district.

The Port is the Harbor Department of the City of Long Beach and, therefore, 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 the operations to terminal operators. The Port receives no taxpayer funds, instead relying 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 and 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 is 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.

At the same time, the Port is also 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. As the Port relies more and more on electrical power for green operations, there is an ever-increasing need for sources of green energy.

Also, in 2014, 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.

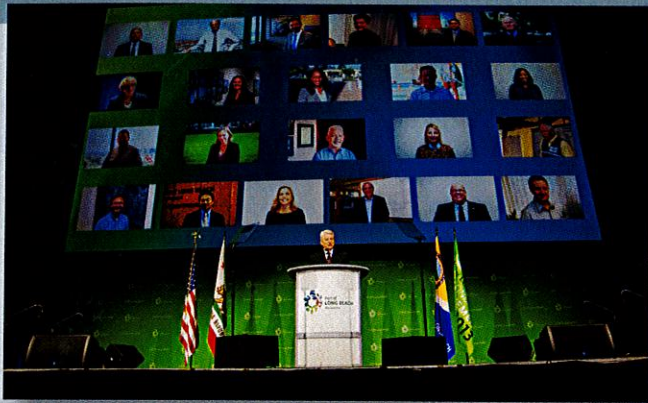


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For more than a century, the Port of Long Beach has led the steady economic growth and stability of the area. With so much change happening so fast, the Port must work to maintain strong partnerships with its customers, the industry and the community – the key to the Port’s successful past and future growth, and prosperity for all its stakeholders.

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. The accompanying PowerPoint makes the message crystal clear.

2. Complementing the Overall Mission

A major goal in 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 is providing an open channel of communication between the Port and its various constituencies.

To accomplish this complex goal, 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, as well as extensive educational, community and industry outreach at events such as the annual State of the Port Address.

During 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. To help shape the industry leaders of tomorrow, 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 Address reaches all of 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. Many complex issues were addressed in the 2015 speech, and the further explanation they required were incorporated in the accompanying PowerPoint.

3. Planning and Programming Components

The target audiences for the State of the Port Address and PowerPoint 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, in its own way, is of primary importance to the Port.

Goals of the PowerPoint presentation

accompanying the 2015 State of the Port Address – the centerpiece of the annual State of the Port event, which also includes speeches from the mayor, the president of the Long Beach Board of

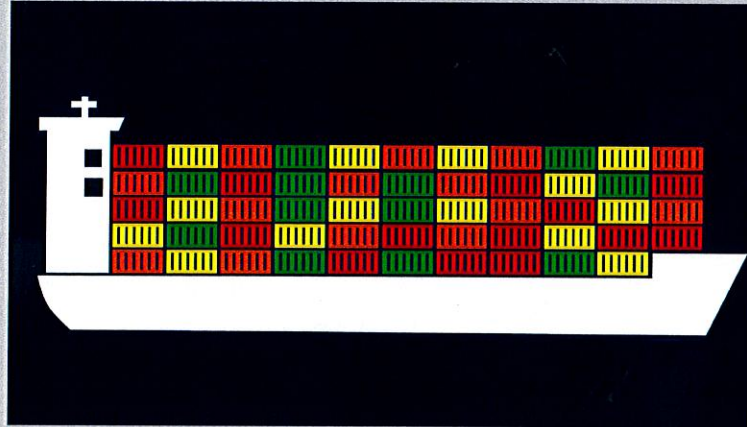
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Harbor Commissioners, and others – were to:

- Introduce the Port's new Chief Executive Officer, provide a review of his activities during his first seven months of service, track who he's met and where he's been, and present his visions for optimizing the supply chain, boosting clean power, and resolving congestion.
- Illustrate complex issues, like how the dysfunctional supply chain is moving cargo, what it means to have a chassis shortage, and what exactly a chassis is.
- Utilize new, creative techniques and animation to best elicit reaction from the audience and tell the story.
- Produce a presentation that has versatile elements that can be incorporated in future presentations and for other uses.



PowerPoint graphic shows how big ship alliances that combine loads to fill up gigantic ships can jumble up the cargo and make it hard to track when it's unloaded at the Port.

at dock, security improvements, community and education outreach programs, and other Port activities.

- An illustration of the Port's new headquarters in the new downtown Civic Center, now in the planning stages.

- A series of colorful, clear illustrations to show how cargo moves through the supply chain – the good way, and the current way that is

causing congestion at Ports worldwide.

- Similar illustrations that demonstrate the issues with a lack of chassis in the right place at the right time for truck drivers to pick up loads quickly and efficiently and move containers to their destinations on schedule.
- Images representing the Port's new "Energy Island" plan to produce clean energy for Port, customer and community uses, including drawings of new facilities and various sources of clean energy.
- A still image of a wind turbine that merges to video of the turbine spinning.

4. Actions Taken and Communication Outputs Used

Content of the Jan. 29, 2015, State of the Port Address PowerPoint included:

- Review of the new CEO's first seven months on the job utilizing a multiple-image technique to show people he has met with, companies and Ports he has visited, and where he has traveled.
- Multiple digital color images from the Port archive with brief captions to illustrate the Port, its employees, new development, construction of the new Middle Harbor Container Terminal and the replacement of the Gerald Desmond Bridge, giant ships

Production

Work started on the 2015 State of the Port Address and accompanying PowerPoint during December 2014 and was completed in January when 2014 year-end results were available for inclusion, just before the Jan. 29, 2015, event. The 30- to 40-minute State of the Port PowerPoint was produced by the Port's Communication and Community Relations team, with input from CEO Jon Slangrup, who delivered the speech.

The PowerPoint incorporated standard Port of Long Beach graphics, including the Port's logo and



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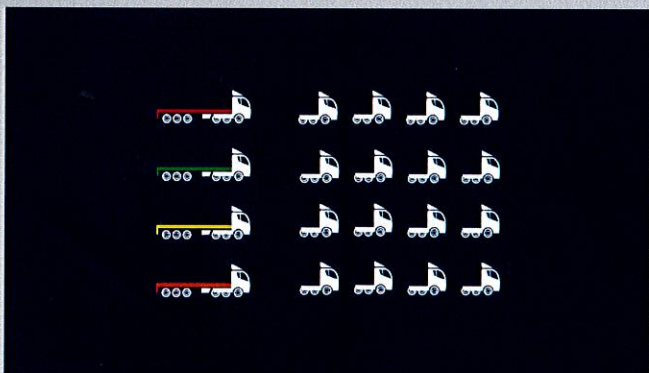
color palate, and tied in with the other collateral, displays, signs and banners used at the event.

The photography included in the State of the Port PowerPoint was 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, graphs, images and text in the PowerPoint presentation were designed to be easy to see and understand.

Several rehearsals were scheduled for the speaker to increase his comfort level with the venue, the use of the Teleprompter in sync with the PowerPoint, and the dramatic delivery of the speech.

Besides the live presentation at the event venue, the address and PowerPoint were also streamed in a live webcast to an international audience and archived on the Port's website.



PowerPoint graphic shows the confusing, time-intensive variety of chassis or truck trailer that contributed to delays and congestion.

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. About 200 staff hours were dedicated to the PowerPoint.

The Port of Long Beach Communications and Community Relations creative team produced the PowerPoint in the 200 hours of staff and contracted help at a total cost of \$5,000 for 3D models and animation for the Energy Island portion of the presentation.

5. Communications Outcomes and Evaluation Methods

All elements of the State of the Port were well received, with repeated pauses for applause. The PowerPoint presentation clearly explained the complex issues being presented.

The reception for the PowerPoint was excellent. As a testament to the ever-increasing importance of the State of the Port Address, a record crowd of 950 viewed the PowerPoint, up from 800 in 2014.

Approximately 190 people logged onto the live webcast and, since it was first placed online following the Jan. 29, 2015, event, 1,350 people have watched the archived version of the webcast. Elements of the presentation have been reassembled and reused to accompany at least 20 additional Port presentations through April 2015, serving as a master template for updates to industry and community groups. It will remain a valuable resource in the months ahead.

A Port news release included a link to the archived video of the State of the Port Address and PowerPoint, and media coverage appeared in at least 14 news publications reaching a potential audience of more than 100,000 people. Students were able to benefit from the event, both in person and on line. Overall, 200 students attended through a special Education Outreach program.

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"I appreciated all the special effects in the PowerPoint today. Usually a PowerPoint is just an endless stream of unreadable slides, but this one had some pizzazz."
Lovetta Kramer,
Kramer
Communications



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

The phone survey was conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles. Results 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,

are 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 information online.

"I 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. They 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, Lakewood High School, teacher.