

**2016 COMMUNICATIONS AWARDS PROGRAM**

**INDIVIDUAL SUBMISSION ENTRY FORM**

**6215**

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

Please check the appropriate box:

- CATEGORY 1       CATEGORY 2       CATEGORY 3

Entry Title Port of Long Beach Education Outreach Campaign  
 Name of Port Port of Long Beach  
 Port Address 4801 Airport Plaza Drive, Long Beach, CA 90815  
 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.

- What are/were the entry's specific communications challenges or opportunities?**
  - Describe in specific and measurable terms the situation leading up to creation of this entry.
  - Briefly analyze the major internal and external factors that need to be addressed.
- 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.
- What were the communications planning and programming components used for this entry?**
  - Describe the entry's goals or desired results.
  - Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
  - Identify the entry's primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were employed 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 entry's implementation plan by including timeline, staffing and outsourcing used.
- 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.



Port of  
**LONG BEACH**  
*The Green Port*



## **EDUCATION OUTREACH CAMPAIGN**

The Port of Long Beach Education Outreach Plan is a living document that is continually updated to build awareness and understanding of the Port of Long Beach and develop a skilled workforce that supports international trade and goods movement. The plan creates and implements a comprehensive program of events and activities focused on students in Long Beach-area schools, incorporating input from local education leaders, students and industry professionals and including programs for all grade levels, kindergarten through graduate school. This year, all the programs, both new and improved from previous years, were made accessible through an education portal at a dedicated website.