



Port of
LONG BEACH
The Green Port



6214

2016 COMMUNICATIONS AWARDS PROGRAM

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. Advertisements – Single _____ | 8. Overall Campaign _____ |
| 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 <u>X</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

- ☐ CATEGORY 1 ☐ CATEGORY 2 ☒ CATEGORY 3

Entry Title Port Town How The People of Long Beach Built, Defended and Profited From Their Harbor
 Name of Port Port of Long Beach
 Port Address 4801 Airport Plaza Drive
 Contact Name/Title Michael Gold
 Telephone _____ Email Address _____

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.



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PORT TOWN (Book)

'How the People of Long Beach Built, Defended and Profited from their Harbor'

Port Town is an epic story, an unflinching and comprehensive history of how the people of Long Beach built, defended and profited from their harbor. Published in-house by the Port's creative and communications team and launched in June 2015 in partnership with the Long Beach Public Library Foundation and the Historical Society of Long Beach, the book was written by George and Carmela Cunningham, formerly the publishers of a well-regarded, widely-read maritime newsletter. Their 500-page book, available in hardcover, paperback and e-versions, is a page turner, filled with the larger-than-life soldiers of fortune, land-grabbers, lovers, dreamers and builders who were inspired and bewitched by the Port of Long Beach's mighty promise.