



Port of
LONG BEACH
The Green Port



2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6216

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 | <u> X </u> |
| 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 State of the Port 2016 — THEN. NOW. TOMORROW.
Name of Port Port of Long Beach
Port Address 4801 Airport Plaza Drive
Contact Name/Title Michael Gold
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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.



2016 STATE OF THE PORT THEN. NOW. TOMORROW.

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 event 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 speech and accompanying PowerPoint presentation and videos are repurposed for a variety of future presentations. The event was produced in-house by the Communications and Community Relations Division with 950 in attendance. Following the 2015 event, held in the midst of unprecedented congestion at ports around the world and reflecting a meltdown in the international supply chain, the focus of the 2016 State of the Port was a complete 180. The Port could celebrate the extraordinary turnaround at the Port of Long Beach, resulting in the third-busiest year for cargo volume in the Port's 105-year history. It was also an opportunity to share the vision of a new, improved path to the future for the Port and the industry.