

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6164

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 | <u>X</u> | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

☐ CATEGORY 1☐ CATEGORY 2☒ CATEGORY 3

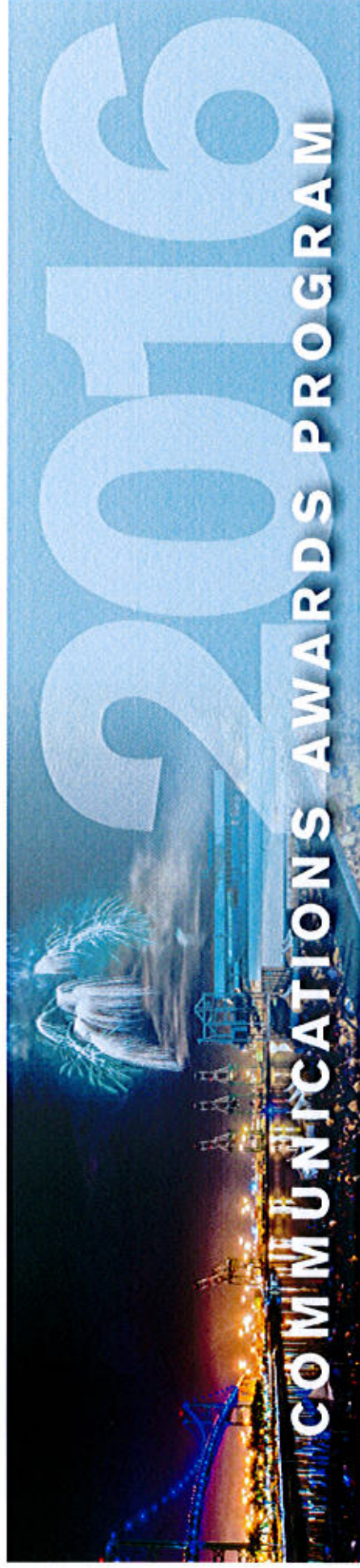
Entry Title 2016 Mariners Guide

Name of Port Port of Los Angeles

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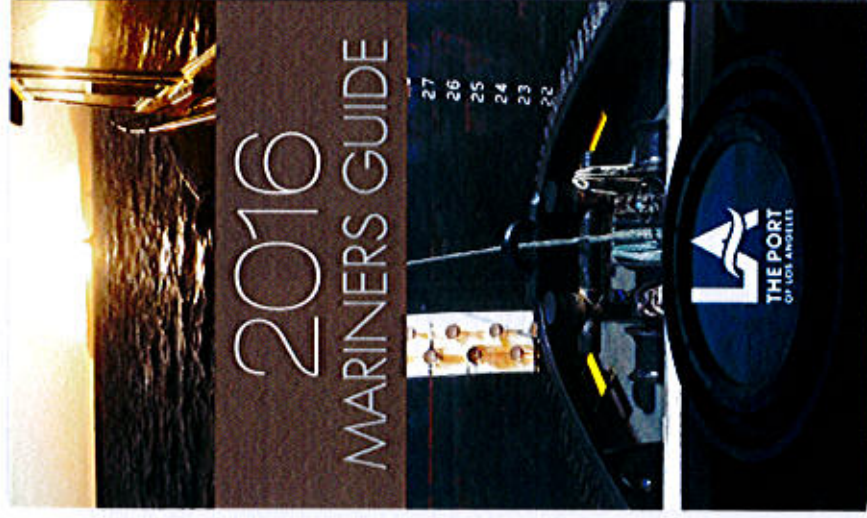
Port of Los Angeles

2016 Mariners Guide

Directories/Handbooks



THE PORT
OF LOS ANGELES



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Project Name: 2016 Mariners Guide
Port of Los Angeles

Brief description:

The Port of Los Angeles Mariners Guide provides vital information for people who pilot or operate ships and small boats in and around the Port of Los Angeles. It is a helpful, easy-to-use guide to provide a safer navigational experience and includes annual tide tables, construction information which impacts weather, water conditions and safety, U.S. Coast Guard requirements, and a directory of maritime support services with current contact information. It also contains technical information for merchant mariners and more basic information for small boaters and water enthusiasts.

Communications Challenge/Opportunity

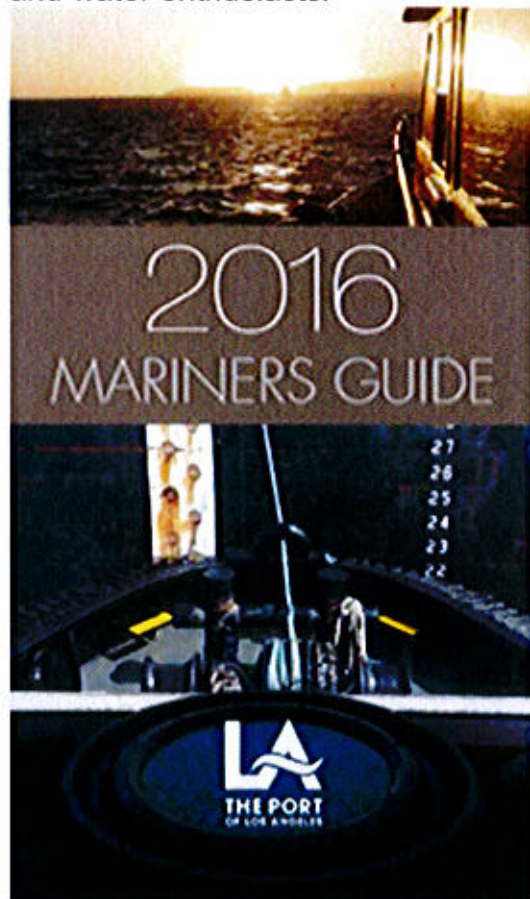
The challenge is to provide visiting pilots from other countries with updated information and current regulations affecting Los Angeles Harbor since their last visit, or often, for those visiting for the first time. This publication is designed primarily for use on the bridges of large ships, so printed, pocket-sized versions allow quick access to information. The booklets are most often kept near the helm and are quickly accessible in the event of extreme shipboard incidents, when the use of computers or other electronic devices may be precluded. Similarly, small boaters find the size convenient for storage near the helm. While not underway on a vessel, the material is also online and available on the Port of Los Angeles (portoflosangeles.org) and Los Angeles Pilot Service (lapilots.org) websites.

Nexus to the Port's Overall Mission

One of the initiatives outlined in the Port of Los Angeles Strategic Plan is to "increase the utilization of port facilities." The Mariners Guide promotes the many recreational facilities available at the Port of Los Angeles and gives a snapshot of the upcoming events on the LA Waterfront. Also in line with the Port's security and safety program, this publication offers at-a-glance information on vessel safety and operating procedures, tug assistance, and weather advisories to the crews of first-time visiting ships of all sizes.

Planning and Programming

The goal is to produce a Port of Los Angeles-focused, accurate, easy-to-use, complete guide of rules, regulations, with current contact information and tide tables for professional or amateur mariners. The selection and prioritization of content are dictated by the Chief Port Pilot of Los Angeles Pilot Service, and is consistent with the San Pedro Bay Harbor Safety Committee. The content is compiled with heavy input from the Port Pilots, Port Police and Port customers. Editing begins in September and



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printing is completed in November, with distribution in November and December before the next year begins. The cover photo is usually taken by an employee representing Los Angeles Pilot Service. Past employee features have included photos by deck hands, boat operators, dispatchers and pilots.

Actions Taken & Outputs

A total of 5,000 copies are produced, half of which are distributed to shipboard personnel by the Port Pilots. The balance is distributed by Los Angeles Port Police patrol officers, or Communications staff at marinas, community events and maritime conferences. Wharfingers (Port customer liaisons) also supply the booklets to customers. The publication is also available online for those who either don't have a printed copy or who prefer an electronic format. The booklet is designed for ease of use and maximum technical and non-technical information that might be needed by mariners. Content is provided by Port Pilots and Port Police and layout is done by internal Graphics staff. The booklet is printed in full color at the City of Los Angeles' in-house print shop. Budget for this publication is \$4,000 bringing the cost per booklet to 80 cents.

Outcome and Evaluation

The Mariners Guide is a highly useful guide for the maritime community. It is published annually in the fourth quarter of the year, and the Port's Communications office receives an average of four calls per week during the late summer and early fall months to ask when the new one will be available. Upon publication, the office mails and personally distributes at the rate of 40-50 per week (based on requests). In addition, Port Pilots report the Mariners Guide is requested by all inbound captains and crews, and copies remain on the bridge of all vessels transiting the Port. Personal distribution by the Pilots also provides the potential for direct input regarding format, content and usefulness – all of which have been overwhelmingly positive. Similarly, distribution by Port Police officers to small boaters provides an interaction that is positive and productive. Approximately 90% of the supply is distributed in the first three months after publication. The website version of the Mariners Guide receives just over 1,000 hits annually.

