

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6175

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

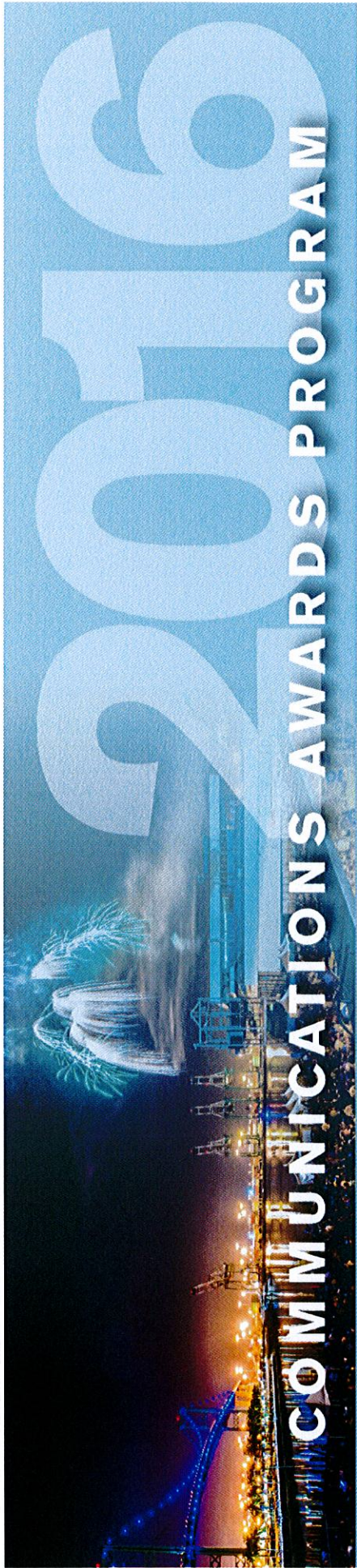
Check only ONE entry classification below:

- | | | | |
|-----------------------------|-------|-----------------------------------|--------------|
| 1. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | <u> X </u> |
| 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 Currents – News and Events from the Port of Los Angeles and the LA Waterfront
Name of Port Port of Los Angeles
Port Address 425 S. Palos Verdes St., San Pedro, CA 90731
Contact Name/Title Theresa Adams Lopez
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Port of Los Angeles

Currents – News and Events from the Port of Los Angeles and LA Waterfront

Periodicals






January 15, 2016

VIDEO: PORT OF LA WELCOMES THE LARGEST CONTAINER SHIP EVER TO SAIL NORTH AMERICAN WATERS

The largest container ship ever to call at a North American port, the CMA CGM Benjamin Franklin, arrived at the Port of Los Angeles at dawn on Saturday, December 26. Among the largest in the world, the Benjamin Franklin is 369 meters long, 48 meters wide and has a capacity of nearly 13,000 Twenty-foot Equivalent Units (TEUs) – about a third larger than the biggest container ships that currently call at the San Pedro Bay Port Complex.

[VIEW VIDEO](#)




March 24, 2016

PORT OF LA'S VOLUMES SURGE FOR BUSIEST FEBRUARY IN PORT HISTORY

The Port of Los Angeles handled 713,373 Twenty-foot Equivalent Units (TEUs) in February 2016, an increase of 42 percent compared to the previous year. It was the busiest February in the Port's 109-year history and comes on the heels of its best January volumes.

[READ MORE](#)




April 7, 2016

VIDEO: LATITUDE SPOTLIGHTS TRAPAC'S AUTOMATED OPERATIONS AT THE PORT

WELCOME! Latitude is a leading provider of automation technology for the port.

[VIEW VIDEO](#)




January 15, 2016

THE PORT, OPERATION TEDDY BEAR, HELP FIRST GRADERS LEARN TO READ

The Port provided 1,000 coloring books to The Volunteer Center for Children (VCC), a program that delivers literacy school bags and materials to first graders throughout the South Bay.

[VIEW VIDEO](#)




April 7, 2016

VIDEO: PORT OF LOS ANGELES INVITES CYCLE ENTHUSIASTS TO FIRST BIKE ROдео

The Port of Los Angeles hosted its first Bike Rodeo on Saturday, March 19. Riders of all ages were welcomed to explore the LA Waterfront by bicycle. City of Los Angeles Councilman Joe Buscaino officiated the event to the riders, who had the opportunity to enjoy proper bicycle safety. Bicyclists rode along the LA Waterfront, consulting with a group that oversees the beautiful Cabrillo Marina.

[VIEW VIDEO](#)



April 7, 2016

VIDEO: PORT OF LA HOSTS SECOND INSTAMEET BOAT TOUR FOR INSTAGRAM FOLLOWERS

The Port of Los Angeles held its second Instagram with a Twilight boat tour on Friday April 1st for approximately 50 of the Port's Instagram followers.

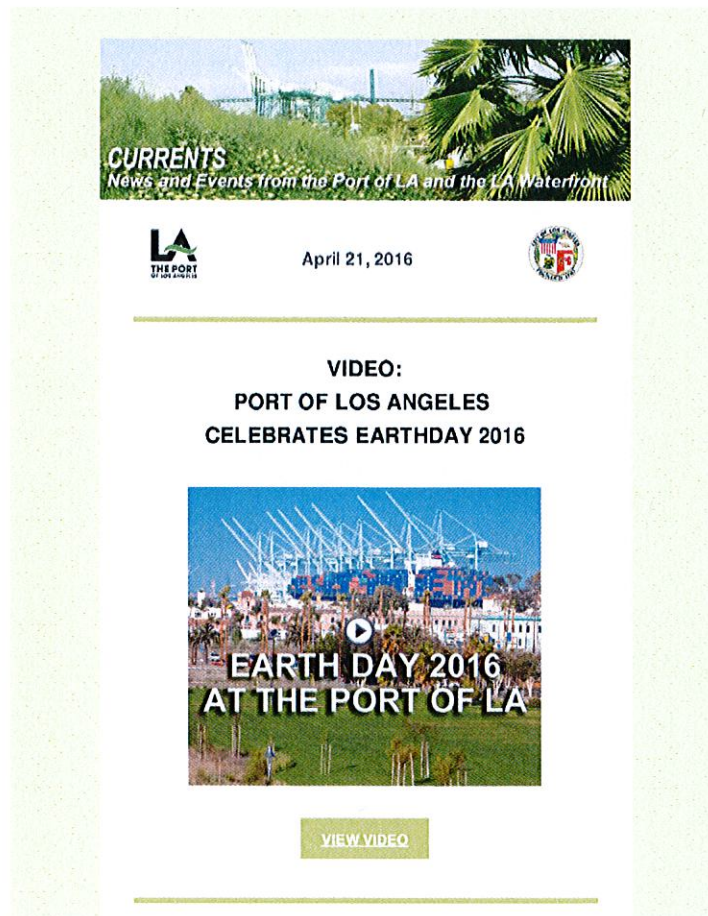
[VIEW VIDEO](#)

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Project Name: **Currents** - News and Events from The Port of Los Angeles and the LA Waterfront
Port of Los Angeles

Short, Descriptive Summary of the Event:

In 2015, the Port of Los Angeles' Communication Team identified a need for a communication tool that combined all recent news releases, videos, business and community events and important relevant maritime news into one medium which could be shared with our diverse audiences in an easily viewable format. While the Port has established specific communication tools for specific audiences, such as the *On the LA Waterfront* print publication for community stakeholders and *LAitude* e-newsletter for business stakeholders, there was a lack of communication crossover amongst all of our audiences. On the recommendation of our newly appointed Deputy Executive Director of External Relations, the Port created *Currents*, a biweekly e-newsletter delivering news and events from the Port of LA and the LA Waterfront. *Currents* is designed to reach all of the Port's audiences including the City of Los Angeles, business and community stakeholders as well as Port employees, and deliver news and events information through a simple easily navigated e-newsletter.



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Communications Challenge/Opportunity

The Port of Los Angeles has a diverse population within its footprint. With over 57,000 in Wilmington and over 80,000 in San Pedro, the combined total is close to 140,000 residents. The newly appointed Deputy Executive Director of External Relations met with members of the Port's Communications team and informed us that many of the Port's important and newsworthy items were going completely un-noticed by the greater Los Angeles population as well as the local communities of San Pedro and Wilmington. The Port did not have a regular method of communicating all of these items in a single platform which included business, community, news releases, local and state government port-related news and everything in between.

Without hiring additional staff, the Port's Communications team was challenged with the task of designing, creating and sending out a regular e-newsletter which encapsulated all the latest news from the Port of LA. While initially the idea of sending the newsletter out as a weekly publication was discussed, it was decided that, given our small staff, it would be much more realistic to put the newsletter out every two weeks, which would also allow for news and events stories to accrue. The outcome is a biweekly e-newsletter which features a photo banner at the top which is updated with each edition, and a body of approximately five to seven stories per edition, which are complimented by upcoming events at the bottom of the newsletter.

As stated earlier, the major internal and external factor was a lack of knowledge by the local community, Port employees and the City of LA in regards to the extent and variety of news and events at the Port of LA.

Nexus to the Port's Overall Mission

The Port of Los Angeles is both a business entity and a partner to the community, with strong commitments to green technologies, sustainability and a strong responsibility to maintain and foster the Port's status as an international model for other ports around the world. Through these commitments, the Port has a wide variety of programs, events and business partnerships which often go unnoticed to the general public. Using Constant Contact to create a personalized newsletter template, the Port's Communications Team conceived, produced and delivered an e-newsletter entitled *Currents* in June of 2015. *Currents* has essentially bridged the gap identified by our newly appointed Deputy Executive Director, reaching all of the Port's audiences who have an interest in news and events from the Port of LA. *Currents* is emailed out biweekly to the Port's contact list of approximately 6,500 recipients and is approaching its one-year mark in June of this year. A steady open rate averaging 24% has been established.

Planning and Programming

The creation of an e-newsletter which encapsulates all Port-related news and events has helped to bring the Port's efforts on all fronts to the public eye. As *Currents* was launched in June of last year, the metrics reported via Constant Contact indicate a steady audience is receptive to the e-newsletter. To date, the average number of recipients is 6,500 and the average open rate is 24%.

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The screenshot displays the Constant Contact dashboard for email management. The top navigation bar includes 'Home', 'Email', 'Social Campaigns', 'EventSpot', and 'Survey'. Below this, there are sub-navigation options like 'My Emails', 'Create', 'Reports', 'Automation', and 'Archive'. The main content area is titled 'My Emails' and shows a list of newsletters. On the left, there are filters for 'All (265)', 'Drafts (29)', 'Scheduled (0)', 'Sent (239)', and 'Trash (44)'. Below these are folders for 'Currents E N... (26)', 'Holiday eCard (17)', 'IAPH (22)', 'LAtitude (17)', 'Supply Chain... (24)', and 'eBriefs (12)'. The main list shows five 'Currents' newsletters with their dates and open rates. Each entry includes a 'Share URL' link and a breakdown of open rates for desktop and mobile devices.

Newsletter Title	Date	Open Rate	Desktop	Mobile
Currents April 21, 2016	Thursday, April 21, 2016 - 11:01 am	22%	65%	35%
Currents April 7, 2016	Thursday, April 7, 2016 - 12:31 pm	24%	69%	31%
Currents March 24, 2016	Thursday, March 24, 2016 - 12:10 pm	24%	63%	37%
Currents March 10, 2016	Thursday, March 10, 2016 - 11:04 am	23%	68%	32%
Currents February 25, 2016	Thursday, February 25, 2016 - 11:22 am	24%	66%	34%

A typical edition of *Currents* is a combination of five to seven news stories from the Port of LA which have occurred over the past two weeks, packaged in an easy to view linear newsletter format. Video stories are a regular feature of *Currents* along with recent news releases, Board of Harbor Commissioner activities, photos and recaps of recent Port community events and other relevant news from the Port of Los Angeles. The banner photo at the top of *Currents* is updated with each edition and when possible, this photo ties in with the main theme of each edition of *Currents*. The background colors as well as the divider bars and READ MORE links at the bottom of each story are updated in each edition to compliment the colors in the banner photo at the top of each edition. At the bottom of each edition is a quick reference of upcoming events at the Port which link to even fliers or websites with more information. At the bottom of the events section is a link to the entire Community Calendar page for all events for the year. The final product is a visually appealing, easily read e-newsletter with information on news and events at the Port of LA for all stakeholders to enjoy.

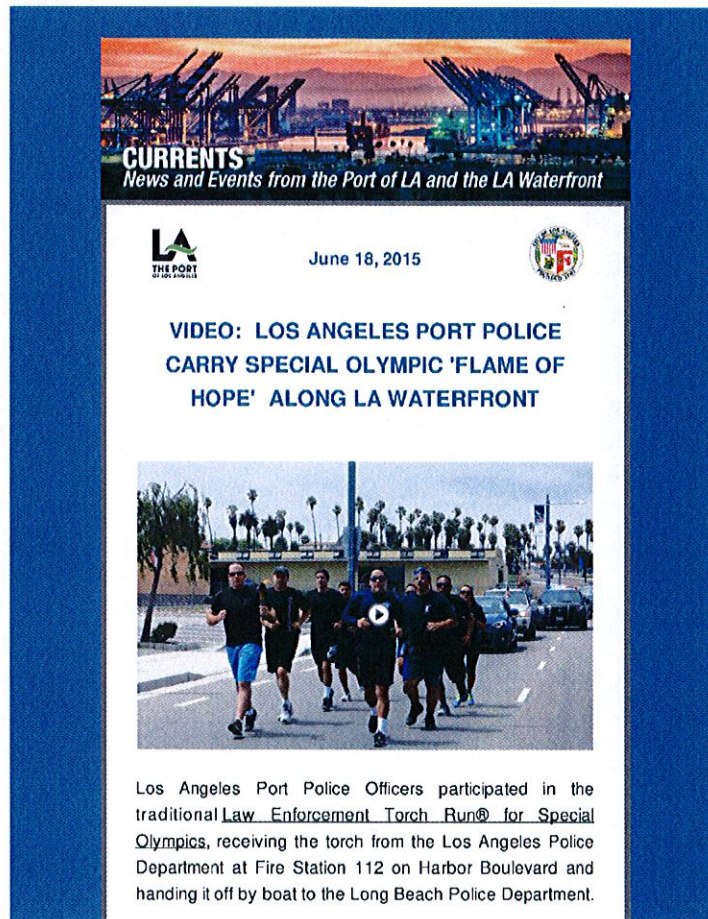
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Actions Taken & Outputs

The main strategy was to package all newsworthy port-related items over the previous two weeks in to a newsletter that could be mailed out to all of our contacts in a user-friendly format which included news releases, photos and embedded videos.

The main strategy was to design a simple yet visually appealing layout, with an attention-grabbing timely banner photo at the top of each newsletter along with compelling visual content in the body of the newsletter through photos and video imagery. Links were added to the photos as well as READ MORE boxes at the bottom of each story. A share, subscribe and forward feature were also built in.

The initial timeline given by our Deputy Executive Director was one month to conceive, design, produce and output the newsletter. It was quickly realized that this was not enough time and the newsletter ultimately rolled out two months after conception in June of 2015. Creating a custom template in Constant Contact gave us the simple and personalized feel that we were looking for. The linear line-up of stories allows the viewer to quickly scroll through the newsletter and identify stories which may be of the most interest.



The image shows a screenshot of a newsletter titled "CURRENTS" with the subtitle "News and Events from the Port of LA and the LA Waterfront". The newsletter is dated June 18, 2015, and features the logos of "THE PORT" and the "SPECIAL OLYMPICS". The main headline reads: "VIDEO: LOS ANGELES PORT POLICE CARRY SPECIAL OLYMPIC 'FLAME OF HOPE' ALONG LA WATERFRONT". Below the headline is a photograph of several police officers running along a waterfront. The text below the photo states: "Los Angeles Port Police Officers participated in the traditional Law Enforcement Torch Run® for Special Olympics, receiving the torch from the Los Angeles Police Department at Fire Station 112 on Harbor Boulevard and handing it off by boat to the Long Beach Police Department."

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Outcome and Evaluation

The main source of feedback is through Constant Contact metrics and feedback received through Currents@portla.org email feedback inbox where regular comments, most of which are positive, are sent in. The Constant Contact metrics indicate that we have established a steady audience, with an average open rate of 24%.

It is not possible to state that **Currents** has directly influenced target audiences, but the hope is that the City of Los Angeles, local community members and business stakeholders, along with the employees of the Port are able to stay more informed on news and events at the Port of Los Angeles and the LA Waterfront.

Populous to design a Downtown Harbor Town Square and a portion of the LA Waterfront promenade. The Town Square will be at the foot of Sixth Street and Harbor Blvd. in front of the Los Angeles Maritime Museum.'" data-bbox="274 409 769 906"/>

CURRENTS
News and Events from the Port of LA and the LA Waterfront

LA THE PORT OF LOS ANGELES August 13, 2015 CITY OF LOS ANGELES

PORT MOVES FORWARD WITH DESIGN OF TOWN SQUARE, PROMENADE

The Los Angeles Harbor Commission has awarded a \$2.3 million contract to [Populous](#) to design a Downtown Harbor Town Square and a portion of the LA Waterfront promenade. The Town Square will be at the foot of Sixth Street and Harbor Blvd. in front of the Los Angeles Maritime Museum.