

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6174

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

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CATEGORY 3

Entry Title *L*Atitude Business e-Newsletter Redesign

Name of Port Port of Los Angeles

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Port of Los Angeles

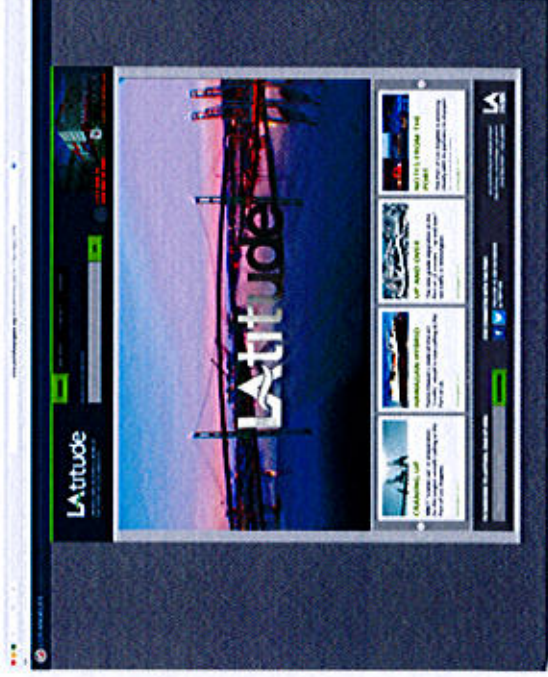
Latitude Business
e-Newsletter Redesign

Periodical



THE PORT
OF LOS ANGELES

Latitude
TRENDS AND BUSINESS NEWS
AT THE PORT OF LOS ANGELES



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Project Name: *LAtitude* Business e-Newsletter Redesign
Port of Los Angeles

Short, Descriptive Summary of the Production:

LAtitude is the Port of Los Angeles' business e-newsletter, and essentially the Port's primary business messaging medium for business stakeholders and partners, both current and future. Originally conceived, designed and launched in May of 2011, *LAtitude* was designed as a quarterly website, with entirely new content in the form of three videos and three news articles uploaded to the site for each new edition. In 2016, *LAtitude* was redesigned to meet the changing needs of our audience as well as the Port. The redesign simplified the website so that only one main video story is featured and quickly accessible. Print stories are now housed in the carousel below the main video image for quick access, along with archived stories from previous editions. Relaunched in April of 2016, the redesigned *LAtitude* site has been well received and the video views (over 1,500) are the highest of any *LAtitude* video dating back to the launch in May of 2011.



Above is the newly redesigned *LAtitude* website:

https://www.portoflosangeles.org/latitude/home.php?e=17&p=/April_2016

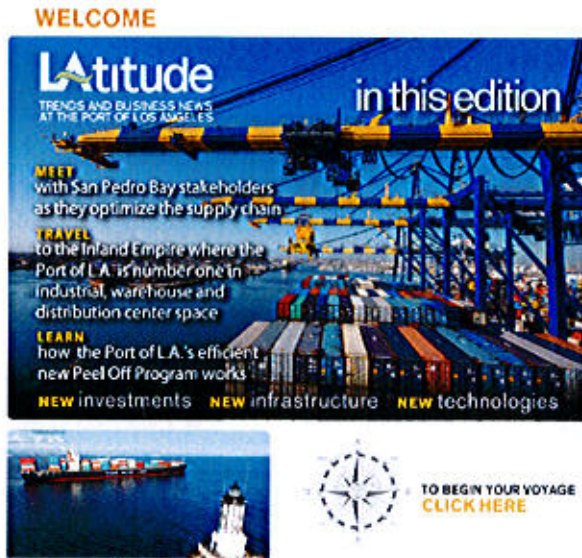
The results of the redesigned *LAtitude* website launch are only partially available, however, the single video story on the TraPac automated terminal, which was sent April 7, 2016, has received 15,857 views as of April 27, 2016, placing this *LAtitude* edition as the top-ranking *LAtitude* in all fourteen editions.

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Communications Challenge/Opportunity

Below is the "old" LAtitude site, which is now the LAtitude legacy site:

https://www.portoflosangeles.org/latitude_legacy/home.php?e=16&p=/November_2015



In the past, once a new edition was ready to be launched, an email was sent out via *Journal of Commerce* to a maritime business list as well as our own in-house business contact list via Constant Contact. Between the two email blasts, approximately eleven to fifteen thousand recipients were emailed a visually exciting "Welcome" email, which featured a photo and teaser of the latest website content and linked the recipient to the *LAtitude* site with just one click:

In early 2016, it was discussed and determined by the Port's Communications and Business Marketing teams that *LAtitude* was in need of an updated look and design. The three main factors which contributed to this decision were the need to keep up with trends in Social Media where quicker, shorter videos and news articles are trending, the need to grow our steady audience, and finally, the need to be able to quickly send out one or two timely news items without having to create three new videos and three new print articles before a new edition can be launched.

Three distinct challenges presented themselves to us at once regarding *LAtitude* in 2016. First, over the past five years, the world has evolved through social media and our viewers have developed an appetite for smaller and shorter news stories. In other words, bite-sized news pieces are now the norm and much more well-received than the traditional longer, full meal-sized pieces or, in the case of *LAtitude*, full website editions. [Google analytics](#) and our social media experts confirm that we have established audience loyalty with a steady and healthy viewership, yet while our audience was not shrinking, it was showing signs of growth either over the past two years.

Secondly, based on email feedback received through our *LAtitude* email, while *LAtitude* viewers were loyally reading and watching the most current story content when a new edition was launched, the viewers were not regularly accessing the library of previous content archives as often or as steadily as we would

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have hoped. It was deduced that the viewers were not finding the archives particularly user-friendly and easily searchable.

The third factor and most important factor that influenced our decision to revise the *LAtitude* website was a very important video story that needed to be told in a timely manner: *TraPac: Tomorrow's Technology Today*. The automated TraPac terminal at the Port of Los Angeles has been in operation since October of 2014. However, due to labor union issues and congestion challenges at the Port of Los Angeles, it had not been the right time to produce a video which introduced the maritime industry to the benefits of this state-of-the-art automated terminal. By early 2016, many of these issues had been resolved, while the rest are currently being addressed. It was determined by both the TraPac Terminal and the Port of Los Angeles, that 2016 was the right time to reveal the cutting edge technology in existence at the TraPac Terminal, technology that, in five different categories, is the first of its kind in the world. Also important was the fact that the Port of Long Beach, our sister port and major competitor, had also built and was in the process of launching, an automated terminal which was due to begin operations in mid-April of 2016. The Port of Los Angeles felt that it was important to release our video on our automated terminal ahead of Port of Long Beach's April launch date, since the automated terminal at the Port of Los Angeles has now been operational for over a year and a half.

With the perfect storm of a viewership that needed a boost, viewers who were hungry for more concise information and an important story that needed to be told immediately, our Business Marketing and Communications teams met and decided to update and redesign the *LAtitude* site.

Although recently redesigned and reformatted, the mission statement of *LAtitude* remains the same: To research, produce and deliver content regarding emerging business trends and news at the Port of Los Angeles which is relevant and helpful to our maritime industry stakeholders. As always, the delivery of the content must be easily accessible through email, [LAtitude website](#), social media and from mobile devices.

In the new design of *LAtitude*, stories from previous editions have been reorganized in an [archive library carousel](#) along the bottom of the homepage, in a much more user-friendly and visually appealing layout. The viewer can scroll using the side arrows through the carousel, or can click on the archive button at the top of the homepage where they are taken to the entire archived *LAtitude* library of print and video stories. There is also a *search the archive* feature, where the viewer can find a story by subject matter rather than title, and the archived stories also have the date of the edition in which the story was featured listed in the lower left of the graphic icon. With fourteen past *LAtitude* editions under our belt, a robust library of 84 maritime business stories now live in the redesigned archives, ranging from shipping trends and new technology to infrastructure improvements, innovations, industry challenges and solutions at the Port of Los Angeles.

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In 2014 the City of Los Angeles issued a new policy which superimposed the City's 311 header at the top of each and every City department website, including the Harbor Department (Port of Los Angeles). A redesign of the color palette for *LAtitude* blends the colors of the City header bar nicely into the blue banner at the top of the *LAtitude* site, with bright green accents lending a fresher look as well, without departing from the branded look of the *LAtitude* or the tagline: Trends and Business News at the Port of Los Angeles.

- Recent external factors which have arisen in the maritime industry over the past few years include the forthcoming completion of the expansion of the Panama Canal, the onset of congestion issues at the Port of Los Angeles and other ports, primarily due to the larger vessels now calling at these ports and new shipping alliances which have changed the patterns of ships at berth throughout the port, as well as the newly renegotiated and signed ILWU-PMA contract. Recent Internal factors at the Port of Los Angeles include a transition in leadership, with our new Executive Director Gene Seroka now on board, along with the appointment of three new Deputy Executive Directors as well. Forthcoming presidential elections will create changes in government committees which the Port works directly with. Accurate, effective and timely communication with our stakeholders has never been more critical. *LAtitude* has proven to be a key component in delivering the Port's messages to our business audience.

Nexus to the Port's Overall Mission

- *LAtitude* is a central tool in the communication and implementation of the Port's Strategic Plan. The Port's Strategic Plan focuses on four Strategic Objectives: world class infrastructure that promotes growth; an efficient, secure and environmentally sustainable supply chain; improved financial performance of port assets; and strong relationships with stakeholders. *LAtitude* communicates these objectives through stories on infrastructure development, business-friendly policies, land use optimization, maritime technology advancements and sustainability efforts. Most importantly, *LAtitude* is an important business tool which works to maintain the Port's ranking as the nation's number one trade gateway to the Pacific Rim and the busiest container port in the western hemisphere.

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Planning and Programming

The overall goal of *LAtitude* is to keep our business community members well-informed on business news at the Port and also to attract potential future clients in the Port by showcasing our world class infrastructure and forward-thinking approach to business partnerships. We are constantly working to hone the product of *LAtitude* in to shorter, faster stories. Over the past three years we have shortened the average length of *LAtitude* video stories from five minutes to three minutes. We have also reduced the production costs for *LAtitude* by over 70% per edition by utilizing in-house staff rather than contractors whenever possible.

The communication, planning and programming components of this entry include a team of in-house Port Business Development and Communications staff members, an in-house production team including an editor, producer and camera crew, and a contracted on-camera host. The objectives of *LAtitude* are primarily to keep the business community well-informed while also providing a platform to showcase our clients and provide marketing exposure through the *Journal of Commerce* maritime stakeholder email list. We set out to build a loyal audience and we have achieved this through our [Google Analytics results from 2011 through 2015](#).

The primary audience of *LAtitude* is the business stakeholders and current clients, while the secondary audience is future clients, community members and all parties interested in maritime news and developments. The communication, planning and programming components for this entry include a team of in-house Port Business Marketing and Communications staff members, an in-house production team including an editor, producer and camera crew and our contracted on-camera hosts.

The Port of Los Angeles is a leader in the maritime industry in many areas, including infrastructure, technology, business practices and sustainability. Recent infrastructure improvements at the Port include an increased main channel depth of 53 feet which allows the largest container ships in the industry to call here, on-dock rail at every shipping terminal, as well as the first dual-hoist cranes in North America and one of the first automated terminals in the Western Hemisphere. The Port needed an updated marketing platform to communicate these assets to current and future business clients through an interesting and easy-to-use medium. The newly redesigned *LAtitude* is in keeping with the progressive philosophy of the Port and delivers this message effectively.

The objective is to communicate to current and potential future business customers that their success is our priority and also to give them an opportunity to spotlight their businesses here at the Port of Los Angeles through the indirect marketing platform of *LAtitude*. During quarterly pre-production meetings, both the Communication and Business Marketing teams discuss the latest trends and developments at the Port of Los Angeles and subsequently determine the most timely and relevant content for the upcoming edition of *LAtitude*. The featured stories are designed to deliver results for our Business Trade Development team in the form of new business. *LAtitude* has successfully fulfilled its planning and programming components and delivers this message to upwards of 15,000 maritime stakeholders with the launch of each new edition.

The primary audience of *LAtitude* is current business clients and stakeholders at the Port of Los Angeles as well as potential future clients. The secondary audience is residents of the surrounding areas adjacent to the Port of Los Angeles, as well as business owners, elected officials, community members and other local stakeholders.

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Actions Taken & Outputs

The Port of Los Angeles prides itself on staying abreast of new trends, new technology and has a dedicated media relations team constantly studying and incorporating the latest trends in social media in our messaging. The message for our customers is to meet their needs for today and anticipate their needs for tomorrow. *LAtitude* is a manifestation of this focus. We want to deliver helpful, interesting and timely information to our audience regarding the Port and maritime news in the most easily accessible and digestible way possible.

The strategy is to communicate shipping news and trends to customers who already have an understanding of how the shipping industry operates. To walk the fine line of speaking to the expertise of the maritime audience, without excluding the secondary audiences who may not share the same level of maritime knowledge, *LAtitude's* scripts are carefully written to address both levels. Customers as well as industry professionals are interviewed on-camera, which provide an important unbiased vote of confidence for the Port of Los Angeles. Graphics are incorporated to emphasis informative points in the video story.

Typically, a product like this would come from an outside advertising agency. However, the *LAtitude* video stories are conceived, produced and edited almost entirely in-house by full-time Port of LA staff members within the Communications and Business Trade Development divisions. The print articles are written by contracted writers and are then fact-checked, edited and finalized by in-house staff. Previously, each edition would typically take two to three months to complete. With the new redesign, a single video story and perhaps one print article can be quickly put out in just a few weeks.

Shoots take place in and around the Port of Los Angeles. Once the video footage and interviews have been taped, they are edited in-house, compressed and uploaded to the site, by in-house staff, via a content management system. The Port pays for e-blasts of approximately 11,000 emails to be sent to an established maritime marketing list and also sends a second e-blast to approximately 3,000 of the Port's own business contacts through Constant Contact. Typically, the e-blasts are staggered by two weeks, to track the different activity and responses associated with the two e-blasts. Google Analytics provides website traffic information and activity reports.

Since May 2011, we have produced fourteen editions of *LAtitude*. Below are the links to each edition:

1. May 2011
http://www.portoflosangeles.org/latitude_legacy/home.php?e=1&p=/May_2011
2. September 2011
http://www.portoflosangeles.org/latitude_legacy/home.php?e=3&p=/September_2011
3. January 2012
http://www.portoflosangeles.org/latitude_legacy/home.php?e=5&p=/January_2012
4. March 2012
http://www.portoflosangeles.org/latitude_legacy/home.php?e=7&p=/March_2012
5. July 2012
http://www.portoflosangeles.org/latitude_legacy/home.php?e=8&p=/July_2012
6. November 2012
http://www.portoflosangeles.org/latitude_legacy/home.php?e=9&p=/November_2012
7. March 2013
http://www.portoflosangeles.org/latitude_legacy/home.php?e=10&p=/March_2013
8. July 2013 http://www.portoflosangeles.org/latitude_legacy/home.php?e=11&p=/July_2013
9. http://www.portoflosangeles.org/latitude_legacy/home.php?e=12&p=/December_2013
December 2013
10. http://www.portoflosangeles.org/latitude_legacy/home.php?e=13&p=/March_2014
March 2014

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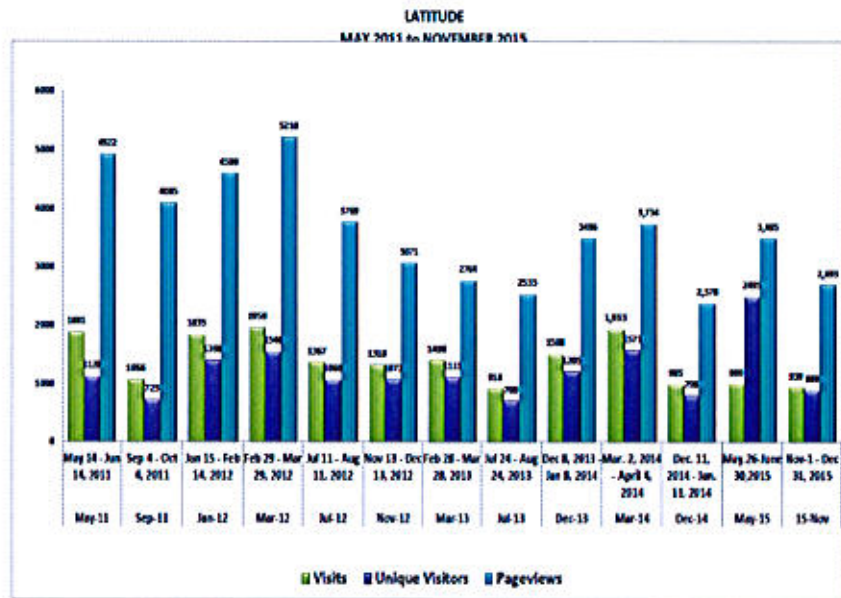
11. http://www.portoflosangeles.org/latitude_legacy/home.php?e=14&p=/December_2014
December 2014
12. https://www.portoflosangeles.org/latitude_legacy/home.php?e=15&p=/May_2015
May 2015
13. https://www.portoflosangeles.org/latitude_legacy/home.php?e=16&p=/November_2015
November 2015
14. https://www.portoflosangeles.org/latitude/home.php?e=17&p=/April_2016
April 2016

Outcome and Evaluation

LAtitude has utilized embedded surveys within special editions soliciting feedback from the maritime audience regarding which subject matters were of most interest and importance to them and also which past stories were most liked or disliked. In addition, through *LAtitude*'s 'Talk To Us' feature on the website, viewers are invited to submit their comments to via email to LAtitude@portla.org which provide insightful feedback to the *LAtitude* team. The embedded surveys and the feedback page have both been helpful in honing our understanding of our audience's needs and likes. The target audience behaviors, such as being interviewed and featured in a *LAtitude* video or article, has influenced other clients to ask to be featured as well, as they perceive this to be a valuable marketing tool that reaches a significant audience. The new *LAtitude* site, with the TraPac automated terminal story featured on the homepage and the redesigned user-friendly searchable archives, was launched on April 7, 2016. An email was sent out through *Journal of Commerce* to a list of approximately 10,000 maritime stakeholders. The next step, using the staggered e-blast strategy, will be to send out an email via Constant Contact to the Port's own list of maritime stakeholders of approximately 5,000. This second e-blast via Constant Contact is scheduled to go out within the week and therefore results of this component are not yet available. A staggered e-blast strategy allows us to track the traffic from the *Journal of Commerce* email and the Constant Contact email separately.

Google Analytics is the main tool used to track opens, visits, bounces, etc. Through the feedback from consultation with outside experts, *LAtitude* has established a loyal audience with consistently positive numbers. The bar graph below represents *LAtitude* May 2011 through November 2015. It is too early to incorporate analytics from the April 7, 2016 *LAtitude* launch, but based on YouTube visits alone the views appear to have increase significantly.

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The early results of the redesigned *LAtitude* website and launch are only partially available, as the staggered Constant Contact eblast has not yet been sent. However, the single video story on the TraPac automated terminal, which was sent out in the April 7, 2016 Journal of Commerce eblast, has received 15,857 views as of April 27, 2016, which places this *LAtitude* edition as the top-ranking *LAtitude* out of all five years and fourteen editions. The average number of views on previous *LAtitude* videos is 200.

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LOS ANGELES 311

Latitude
TRENDS AND BUSINESS NEWS
AT THE PORT OF LOS ANGELES

HOME ARCHIVE CONTACT SHARE

SEARCH THE ARCHIVE

TRAFFIC REPORT
VIEW MAP OF PORT

TRAPAC AVAL AVIATION
MARINER'S GUIDE
CLICK TO DOWNLOAD

TraPac: Tomorrow's Technology Today



NOTES FROM THE PORT
The Port of Los Angeles is working closely with its partners to enhance its container operations to meet the new era.

TRAPAC TERMINAL: TOMORROW'S TECHNOLOGY TODAY
APRIL 2015

CLEAN AIR UNPLUGGED
Caters a big over 1000 a technology powered at the Port of Los Angeles for cutting air pollution emissions.

COOL CONNECTIONS
The Port of L.A.'s cool storage partners offer a wide variety of cold chain accommodations on their journey to consumers.

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