

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6178

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 | <u> X </u> |
| 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 2016 Employee Calendar Photo Contest

Name of Port Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731

Contact Name/Title Theresa Adams Lopez

Telephone 310-732-3507 Email Address tadams-lopez@portla.org



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Port of Los Angeles

2016 Employee Calendar
Photo Contest

Promotional /Advocacy Materials



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Project Name: 2016 Employee Calendar Photo Contest
Port of Los Angeles

Short, Descriptive Summary of the Event:

The Employee Calendar Photo Contest has been an annual event since 1980 making it the longest running employee participation/recognition program at the Port of Los Angeles. All active Port of Los Angeles employees, are eligible to submit photos reflecting the activities, events and scenes taking place that year. Winning entries are featured on the Port of Los Angeles wall calendar sent around the world, are displayed throughout the year at the Harbor Administration Building and the employee also receives a cash prize.



Communications Challenge/Opportunity

The Employee Calendar Photo Contest began in 1980 and is legacy program for the employees. It is beloved by the community, business partners and the employee participants.

Internal Factors



Employee morale: With budget cuts, hiring freezes and promotional opportunities few and far in between, positive employee recognition programs and a must for morale. The competition is serious among employees and to be selected or the calendar is a "big deal" to our employees..

Cost efficient: For 36 years, the Port of Los Angeles wall calendar has been a local community, business and international favorite. It is also an extremely cost-effective awareness tool with the per-calendar cost at approximately \$1.40 for 365-day visibility by our business partners and community. The calendar is sized to fit easily into a standard envelope for minimal mailing costs.

Event Promotion/Visibility: The Port of Los Angeles hosts a wide variety of programs and events that are both visually appealing and educational. These events provide excellent opportunities for photos and these photos in turn help publicize the events. An amazing shot of lobster claws like the one above are an excellent promotion for the annual Lobster Festival.

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Nexus to the Port's Overall Mission

The creation and continuation of the Port of Los Angeles Employee Calendar Photo Contest is chiefly influenced by our Mission Statement and Strategic Objective 5. They read as follows:

Mission Statement: We are America's Port – the nation's #1 container port and global model for sustainability, security, and social responsibility.

Strategic Objective 5: Create a Positive Work Place Culture. A positive workplace culture serves to enhance the morale of our employees. A high level of enthusiasm and engagement will help align our most important asset (our employees) with the Ports Strategic priorities, which can be critical to the Port remaining the #1 container port in the nation,

The Employee Calendar Photo Contest supports our Mission Statement by sharing the visual beauty of port operations and reminds recipients not only of the vital importance ports, but also our environmental achievements evidenced by the air, water and habitat quality. By increasing awareness of the beautiful LA Waterfront it encourages potential visitors to choose the waterfront as a recreational destination.

As the Community Relations Division, we are here to inform, support and engage both of our internal and external "clients". Strategic Objective 5 serves as a guide in that this contest actively engages our employees to think out of the box, step out of their everyday role and be creative while at work. By creating and hosting an annual Employee Calendar Photo Contest it helps to enhance the employee's role at the Port, initiate pride in their work place experience and thus a create a positive workplace culture. For our employees, this calendar photo contest is a highly anticipated activity and for the past 7 years it has averaged nearly 200 submissions.

Planning and Programming

Every year, our goal is to produce a beautiful calendar for our fellow employees, customers, clients and general public to enjoy featuring the Port of Los Angeles as the primary subject while showcasing the photographic talents of our employees.

Objective 1: The primary objective: To produce a vibrant, appealing calendar that looks and feels different from year to year while still highlighting the "working" port subject.

Strategies: Throughout the year, calendars are collected to gather new ideas to incorporate in the layout and design. It's always nice to see what creativity and themes are being used from sister Ports, rail, airports, dredging companies and others.

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One idea, we borrowed was to highlight the Port's Anniversary as well as the City of Los Angeles birthday along with the Federal, State and City holidays which then lead to including our community event dates. A very cool idea in that it was another way to make the public aware of upcoming events, the correct date then ultimately enticing them to visit the website for new activities held along the waterfront.



We moved the photo submission deadline from mid-August to late September to give our participants more opportunities – Movie Nights in the Downtown Harbor, Sunset Sails, the Paper Yacht Challenge Race and Lobster Festival. Photos must be captured within the current calendar year to be contest eligible.

Objective 2: To encourage prior participants and new employee entries.

All Port active employees full time and part-time, professional student workers and staff from the City Attorney's office were encouraged to submit entries for the upcoming calendar year in late September.

Strategies: The contest must have a tangible benefit for employees to participate.

- Tactics: Offer a cash award
- New way to recognize the winners, make them feel special among their peers

The night before the announcement of the winners, Blue Ribbons are taped beneath their name plate "Calendar Contest Winner!"

When everyone reported for work, cheers from the blue ribbon sightings could be heard throughout the building.

On the day of the board meeting, calendar photos are featured on a PowerPoint Loop to greet the arriving public, the winners receive a special recognition by Gene Seroka, our Executive Director, and acknowledgement from our Board of Commissioners.

Two sets of each of the winning photographs are framed. One is awarded to the winning photographer along with a small monetary award at the Board Meeting (\$100). The second set of framed photos is hung on the wall just outside the Board Room, a designated



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area for Employee Art. The recognition was cost effective and went a long way to boost employee morale and excitement for the new calendar release.

Objective 3: To recruit a new judge or judges to review the entries.

Strategies: To collect additional names of professional photographers to judge the contest entries with representation from male and female perspectives. Currently we have 3 gentleman judges and this is their annual met and greet and they have a good time. The cover winner has been the same gentleman for the past two years. It may be time to mix it up a bit to see if new winners can be identified and a fresher perspectives and see if that fresh approach produces a new a different mix of hardscape, landscapes and the recreational enjoyment of the Port.

Seek referrals from Graphics Division, Chamber of Commerce, Call Harbor College Photography professors.

Our primary audience is our employees and their willingness to participate in this annual project. We could just hire a professional photographer to provide the necessary photos but there is some pride and ownership when your work or a fellow colleague's work is showcased in such a grand fashion.

Our secondary audience is the public, clients, neighbors and colleagues who clamor for a Port of Los Angeles calendar to adorn heir wall.

Actions Taken & Outputs

Extended the deadline from August to September:

- The employee photo contest is traditionally held throughout the year and ends in late September to allow employees to take advantage of all of the summer events, beautiful weather and allow plenty of time for layout, and printing.
- Throughout the year, employees are encouraged to go out and get that "winning" shot via the *What's New, Crew? Newsletter*, iPOLA intranet site and ALLPOLA email blast. For example, the Free Public Boat Tours which are customarily held in May kick off the photography contest season as one of the many opportunities to take pictures of the Port of Los Angeles in action.

Secured an independent judging panel:

- Experienced photographers are asked to volunteer their time and expertise to review the photographic entries chosen without bias. For this contest, our judges panel included an Associate Dean from the Art Department at California State University, Long Beach, a photographer from the LA Times newspaper and a freelance photographer.
- A brown bag lunch of sandwiches, beverages and chocolate chip cookies are provided.

To promote the contest and increase employee awareness and participation,

- Shutterbug workshops are offered after our Executive Director's Town Hall.
 - Judges provide helpful hints photography, what they look for in a submission, etc.

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- Arrangements are made with the Commission office to have the calendar contest winners announced in early December at the Board of Harbor Commissioners meetings.
 - The announcement is made before the attending public, Channel 35 board meetings televised broadcast on the City Channel to all Los Angeles residents as well as those viewing via video streaming on their office computers. In addition to announcing the winners we are also able to convey to the public when the calendars will be available for distribution.

Outcome and Evaluation

The Community Relations Division receives inquiries for calendars as early as September not only from employees who send them as year-end acknowledgement for any assistance offered during the year but also as a 12 month holiday greeting card. Calendar requests come from a variety of audiences include maritime businesses, longshoreman, dock workers, students, teachers and the general public. We even have a few prison inmates who send a written request for one of our beautiful calendars.

Each and every year the calendars are distributed and by the end of January we are completely out of stock. Unfortunately, on occasions we find ourselves scrambling to find an extra box hidden in a cubicle somewhere to provide a calendar to a late requestor, a prime example of when luck favors the prepared.

Through the eyes and lenses of our staff, a beautiful wall calendar is created to fascinate the public with the spectacular views of a working harbor, recreational activities along the LA Waterfront and photos of a quintessential seaport town, than with a 12 month calendar epitomizing the unique character and ambience only found at the Port of Los Angeles. We are a unique Port in that we are a working harbor that buffers a colorful community. Our calendar illustrates the coexistence of both the nation's busiest harbor and its working community.





2016
Photo Contest
WINNER

2016 POLA EMPLOYEE CALENDAR PHOTO CONTEST



Twelve FABULOUS photographs are needed for the 2016 Port of Los Angeles Calendar.

The prizes:

- \$200 GRAND PRIZE
- \$100 prize for each of the additional eleven winners
- The winners will receive a framed print of their entry
- Photographers are limited to a maximum of six entries
- Photographers are limited to a maximum of two winning photographs
- **Official Rules: Visit iPOLA/ Community Relations**

Deadline: Monday, September 28, at 4 p.m. in Community Relations, HAB -5th Floor

2016 Photo Calendar Contest Entry Form

Employee name: _____ Number of entries: _____

Division: _____ Cell phone or email: _____

I hereby grant full permission to the Port of Los Angeles to use both my photograph and name (if necessary) in any publication or advertising materials (printed or electronic). This consent also serves to waive all rights of privacy or compensation which I may have in connection with the use of my photograph. Prints submitted are not returned. Flash drives can be returned with prior notice. Please label them with name.

Signature: _____ Date _____

(Cut and staple this form to the outside of your envelope)

2016 Annual Calendar Photo Contest – OFFICIAL RULES

Who can enter?

The Port of Los Angeles calendar contest is open to ACTIVE employees of the Harbor Department including student workers and the City Attorney's Office assigned to the Harbor Department.

Submission criteria:

- NEW! Photoshop alterations and special effects will be allowed.
- Maximum of six entries per contestant. Only six, please!
- Images must be captured with 5 megapixels or greater CCD.
- Photos must be at least 9 megabytes (2,048 pixels by 1,536 pixels) or greater
- Photos will be judged by the 8 x 10 color print you submit. You are responsible for producing your own color prints. Please refrain from soliciting Graphic Services. For the best presentation, we suggest using high gloss photo paper.
- Please do not mount, laminate or frame your photos.
- Entries must be in a horizontal format and will be judged on full frame use.
- **A CD or flash drive of all of your photos must accompany your color prints.**
- Entries must include the photographers name, division and work and /or cell phone on the back of each print, edge of slide or CD.
- Photos must be current and taken between the months of Sept. 2014 – Sept. 2015.

Subject suggestions:

- Portrayal of natural wonders (animals, landscape, seascape)
- Port-Americana (Cars and Stripes, Battleship IOWA, SS Lane Victory)
- Port/Community events & Programs: Lunar New Year, Waves N Wheels (World Trade Week), Movie Night, Lobster Festival, Happy Harbor Halloween, Wilmington Winter Wonderland, School Boat Tours, TRANSPORTer, etc.
- Trade and Commerce (ships, cranes, docks, containers)
- Recreational activities (Promenade, fountain, historical icons, monuments, etc.)

Judging will be based on:

- Technical qualities, including exposure, composition and clarity
- Photoshop alterations/special effects or artistic manipulation acceptable.

Submit entries to Sheila Gonzales (ext.3506), in Community Relations, 5th Floor of HAB.

DEADLINE: MONDAY, September 28, at 4 p.m.