



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 9 : Periodicals (Newsletters & Magazines)

***tie lines* – Monthly Industry Subscription Newsletter – Electronic**



tie lines

Monthly Industry Subscription Newsletter – Electronic

Summary:


tie lines is an industry subscription newsletter produced in-house by the Port of Long Beach Communications Division and distributed monthly free of charge via email to a subscriber base of 2,550. The publication is a compilation of current Port news releases, videos and images. It uses a headline format with photos and a paragraph or two of copy that link to a longer story or related document or video. **tie lines** usually includes an original feature story or an occasional original video, as well as excerpts of news stories from other sources. Electronic subscriptions are marketed through social media posts. Industry subscribers as well as members of the news media and Port employees look forward to **tie lines** arriving in their inboxes, because it provides a comprehensive ready reference for current Port news.

June 2016

[View this email in your browser](#)

tie lines

 The Port of Long Beach's Monthly Newsletter





Protecting International Trade

New-generation fireboat is the world's most advanced

With billions of dollars at stake, it's vital to have world-class firefighting in the harbor. Firefighters assigned to the Port know what their protection means to international trade, and now they have the most advanced fireboat in the world, aptly named "Protector."

[Read more](#) | [Video](#) | [Facebook photo gallery](#)

June 2016 tie lines

1

Communication Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, the nation's second-busiest container seaport and a trailblazer in innovative goods movement, safety and environmental stewardship. With annual trade valued at \$180 billion, the Port supports more than a million U.S. jobs. Long Beach is "big ship ready," welcoming the Pacific fleet's largest vessels and serving 175 shipping lines with connections to 217 international seaports. The Port is on track for a green future, pursuing the most aggressive capital improvements program in the nation and creating the world's most modern, efficient and sustainable seaport.

Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 Southern California jobs supported by port operations. The Port is part of the City of Long Beach and operated under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port.

One of their primary goals, a goal shared by Port executive management and staff, is to provide an open channel of communications between the Port and its various constituencies – especially current and potential Port customers and stakeholders. The Port focuses on building and maintaining strong relationships with industry partners, community neighbors and regulatory agencies, who are critical to the long-term successful growth of the Port.

A great many media resources are available to the maritime industry and other interested parties, both traditional and web-based, and directed at various industry segments, as well as the general public. The Port of Long Beach wished to make specifically Port-related content and the Port's perspective more accessible to their stakeholders, so original feature stories and videos, along with existing Port content, were incorporated into a convenient periodic newsletter. The result was **tie lines**.

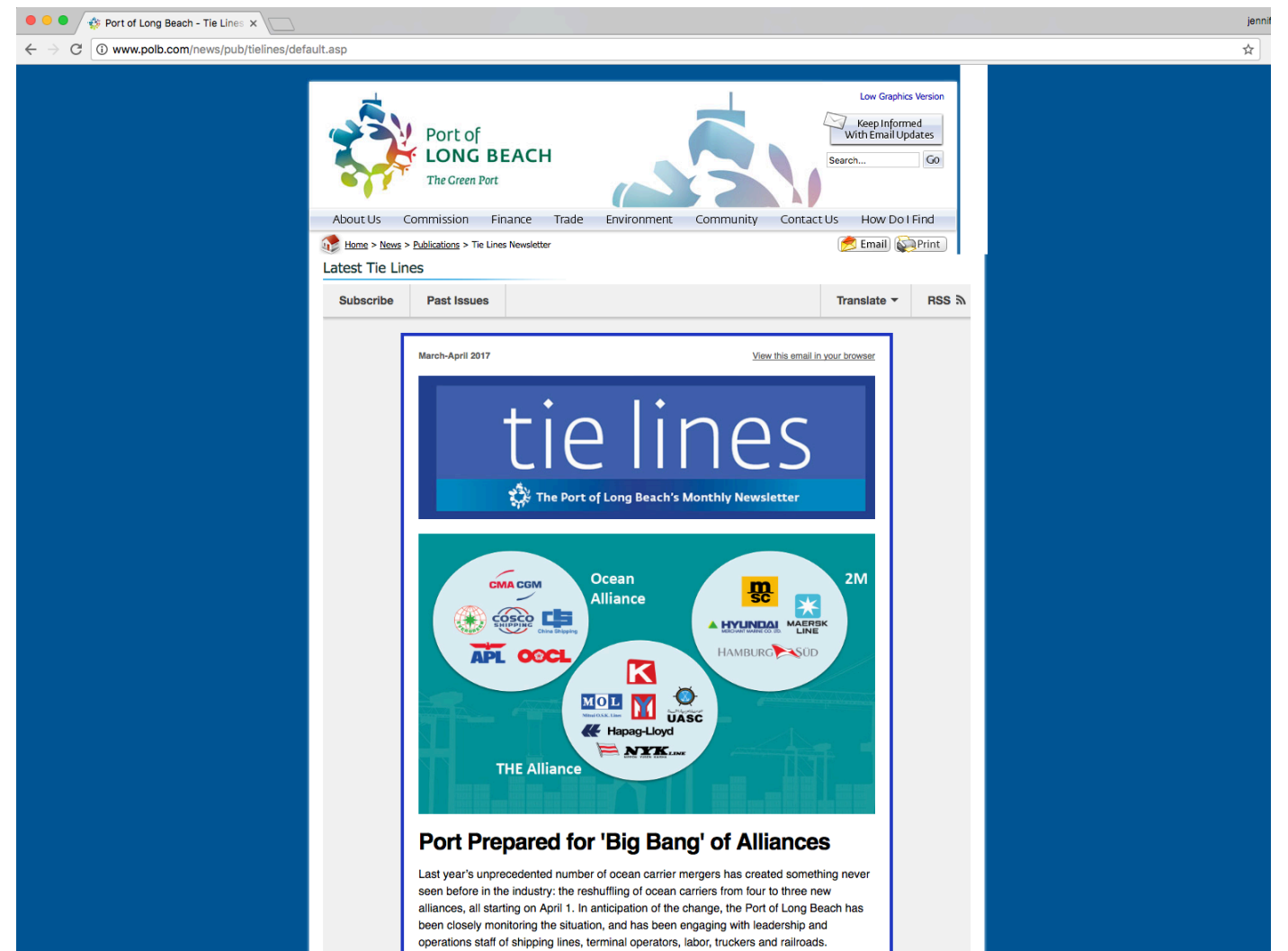


The Port of Long Beach

2 Complementing the Overall Mission

To fulfill its primary goal to provide open channels of communications between the Port and its various constituencies, the Port of Long Beach Communications and Community Relations division implements a comprehensive annual campaign to reach all of its critical target markets. This campaign includes advertising

in traditional and web-based media, publicity campaigns, plus extensive community and industry outreach. One tool that has proven most effective is providing periodic newsletters for the community (re:port and YourPORT), Port employees (Dock Talk) and the maritime industry (**tie lines**).



3 Planning and Programming Components

The goal of **tie lines** is to deliver as much current Port-related news and information as conveniently as possible to the maximum number of current and potential Port customers, and other members of the Port's maritime business audience, in order to build important relationships that lead to increased market share.

This influential maritime industry target audience includes:

- Terminal Operators who are tenants at the Port of Long Beach
- Ocean Carriers who own and operate the vessels in the trans-Pacific fleet
- Cargo Owners who ship their goods through the Port of Long Beach
- Logistics Firms that choose the fastest and most economical routes for their customers' cargo
- Railroads that carry containers and other goods out of and into the Port
- Trucking companies that haul containers into and out of the Port
- Warehousing facilities where cargo

is stored and distributed

- Regulatory Agencies and Government Commissions
- Unions and the labor force that operates on the docks
- Business Organizations and Associations that support the industry
- City, State and Federal Elected Officials with oversight for the Port and the industry
- Harbor Commissioners, Port Executives and Staff
- Safety and Security Organizations that protect the Port, including Fire, Police, Coast Guard,
- Harbor Patrol and others

Also, anyone who is interested in Port news, including members of the general public, the news media and students, may go online to read the publication or subscribe to have it delivered to their own online mailbox.

To meet the stated goals for **tie lines**, the Communications team has set the following objectives:

- Compile pertinent and appealing Port of Long Beach content from existing sources, including news releases, videos, photography, and social media.
- Make the newsletter visually appealing with clean design, colorful photography and graphics.
- Include original content when appropriate
- Produce and distribute at least 11 monthly issues to subscribers (usually one bi-monthly issue)
- Maintain or expand subscriber base
- Track and increase open rate by subscribers



4 Actions Taken and Communication Outputs Used

tie lines is an electronic, subscription-based periodic (usually monthly based on news flow) business newsletter published by the Port of Long Beach Communications and Community Relations team. It is designed, written and compiled in-house, using an email marketing tool that also generates statistics.

Using a template designed by the graphics team, the Senior Electronic Communications Specialist compiles the content and acts as editor. Original content is assigned to various team members. Photos, graphics and video are usually repurposed from news releases or presentations or chosen from the Port's vast archives.

Issues, beginning with 2000, are also published and archived for easy access on the Port's website at <http://www.polb.com/news/pub/tielines/archive.asp> where they can be read online or downloaded.

The e-newsletter is designed to be a quick read, allowing readers to pick and choose news items of particular interest to them and explore additional content, including videos, at their

discretion. Stories are introduced in a short paragraph, and readers can click "Read more," "Video" or "Facebook photo gallery" links if they choose to learn more in-depth information on the topic. If it is a particularly full edition, the paragraph may be eliminated and just a photo included with a clickable title to link to the article content. The newsletter usually contains one featured story and four other items, but that may vary.

Each edition concludes with an "In Other News..." section with brief news updates and announcements.

Below the **tie lines** masthead, each issue includes:

- One feature story, usually original, with photos and links;
- Occasional original video interviews;
- An average of 2 articles with photos and links from existing sources;
- An average of 4 photo/headline-only articles with links to text;
- Several brief text-only news items and occasional links included in the "In Other News ..." section;

- Subscription, Forwarding and Social Media links.

Any member of the public interested in receiving **tie lines** (as well as other Port publications) can subscribe via the Port's website at www.polb.com/subscribe.

Advertising Messages about subscribing to **tie lines** are tweeted on Twitter, for example:

4/12/17

The newest issue of Tie Lines is out. Read more:

<http://ow.ly/QbSO3oaLOYg>

4/11/17

Read about the 3 new alliances in this month's issue of Tie Lines.

<http://ow.ly/H1Pi3oaLOIL>

4/6/17

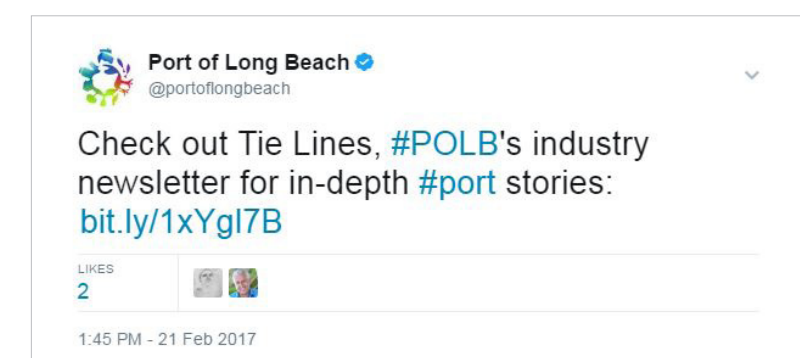
#POLB has prepared for the 'Big Bang' of new alliances.

<http://ow.ly/xugD3oaE1Pt>

2/16/17

Check out Tie Lines, #POLB's industry newsletter for in-depth #port stories:

<http://bit.ly/1xYgl7B>



The June, August and November/December 2016 issues of **tie lines** have been submitted for consideration. Links are below, and include the following content:

June 2016

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13513>

22% open rate

4.3% click rate

Feature Story

- Introduction of new Port tugboat, “Protector” (Read more/Video/ Facebook Photo Gallery)
Tug video received 2,782 YouTube views.

New Original Video Series

- Port Perspectives with Jon Slangerup – Impact of the Panama Canal
CEO video received 633 views

News from Existing Port Sources

- Long Beach Again Voted Best Seaport
- Cargo Volumes Improve Slightly in May

In Other News

- Swire Shipping has launched a monthly call to Long Beach from

Australia and New Zealand

- John Strang of Strang International, that represents the Port of Long Beach, named Honorable Officer of the Order of Australia
- LA Economic Outlook report
- Port of Long Beach Assistant Director of Communications Art Wong retires

August 2016

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13568>

20.7% open rate

5.3% click rate

Feature Story

- Investing Today for Tomorrow at ITS (Read more)

Original Video Series

- Port Perspectives with Jon Slangerup – Cargo Outlook
CEO video received 136 YouTube views

News from Existing Port Sources

- Port Releases 2015 Pollution Study
- Cargo Dips in July at Port of Long Beach
- Applications for Port Sponsorships Open Sept. 1-30

- State-of-the-Art Fireboat ‘Protector’ Named Ship of the Year

In Other News




- Federal Emergency Management Agency grant to Port of Long Beach
- U.S. Navy, Maritime Administration and California Environmental Protection Agency officials joined City and Port officials for transfer of land

June 2016


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Protecting International Trade
New-generation fireboat is the world's most advanced
With billions of dollars at stake, it's vital to have world-class firefighting in the harbor. Firefighters assigned to the Port know what their protection means to international trade, and now they have the most advanced fireboat in the world, aptly named "Protector."
[Read more](#) | [Video](#) | [Facebook photo gallery](#)

New Video Series: Port Perspectives with Jon Slangerup
In this first segment, CEO Jon Slangerup talks about the impact of the expanded Panama Canal on the Port of Long Beach.




Long Beach Again Voted Best Seaport
Cargo Volumes Improve Slightly in May






In Other News...

- **Swire Shipping** has launched a monthly call to Long Beach from Australia and New Zealand; the first vessel arrived on May 24. The two-vessel service, which carries a combination of containers, break bulk and vehicles, visits Long Beach and then several other West Coast ports. On the return leg, the route comes to Long Beach again before heading to the Port of Suva in Fiji. While in Long Beach, Slangerup, the ship running the inaugural route, berthed at Stevedoring Services of America (SSA) facilities at both Pier F and Pier A, discharging steel rebar while loading various cargo such as RVs, mobile homes and a yacht. "We're pleased that Swire has chosen Long Beach, and we're happy to give them an opportunity to grow their business with this type of niche service," said Business Development Director Don Snyder. Snyder also thanked SSA for being able to provide the diverse facilities needed for this kind of vessel call.
- **John Strang**, Chairman of Strang International, the company that represents the Port of Long Beach in Australia, has been named an **Honorable Officer of the Order of Australia**. The award, announced on the Queen's birthday honors list in June 2016, confers the highest recognition for outstanding achievement and service. Strang International has been a partner of the Port for more than 40 years.
- Southern California remains the favored gateway to and from Asian markets, according to the **Los Angeles Economic Development Corporation's International Trade Outlook 2016-17**, released this month. Despite only modest economic growth, as well as a strong U.S. dollar making exports less affordable, the report forecasts that container traffic at the San Pedro Bay ports will increase 5 percent this year and by more than 6 percent in 2017. [Read more](#).
- **Port of Long Beach Assistant Director of Communications Art Wong** is retiring after 18 years at the Port. As the Port's spokesman, Art has been the primary point of contact between the media and the Port of Long Beach for nearly two decades. We wish him the best as he leaves for new adventures.


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August 2016


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tie lines

The Port of Long Beach's Monthly Newsletter



Investing Today for Tomorrow at ITS
New upgrades include towering cranes, low-emission equipment
International Transportation Service's cranes at Pier G are getting a lot safer lately. Two new gantry cranes – with lift heights of 150 feet above the dock – from Paccor Corp. went into service at the end of July, increasing the facility's container outreach by more than 20 percent.
[Read more](#)

Video: Port Perspectives with Jon Slangerup – Cargo Outlook
What kind of cargo volumes can our port expect in the future?




Port Releases 2015 Pollution Study
Cargo Dips in July at Port of Long Beach



Applications for Port Sponsorships Open Sept. 1-30
State-of-the-Art Fireboat 'Protector' Named Ship of Year



In Other News...

- The **Federal Emergency Management Agency** recently awarded the Port of Long Beach's **Security Division \$3.3 million in grants** to fund ongoing projects to protect the Port. The grants awarded from the Port Security Grant Program will support the operation and maintenance of existing port security systems, including physical security equipment and monitoring and detection systems, and provide funding for enhancements to existing port security systems. FEMA, which is part of the U.S. Department of Homeland Security, offers the grants for port security initiatives, and recipients like the Port of Long Beach must provide at least 25 percent of the cost of the project.
- **U.S. Navy, Maritime Administration and California Environmental Protection Agency officials** joined City and Port officials Aug. 30 to commemorate the approval to transfer ownership of 125 acres of the former Naval Complex to the City of Long Beach. The property transfer commemoration highlighted the economic success of a thriving shipping terminal and other facilities at the shuttered Navy facility. Today, the Pier T container terminal is one of the Port of Long Beach's busiest – able to accommodate megaships and handling billions of dollars' worth of trade. U.S. Navy and City officials first worked out a lease agreement for the Harbor Department to take control of the 500-acre complex on Terminal Island in 1999, to allow the Port to break ground on the new container terminal. The official transfer of ownership is taking place in stages, as environmental issues are resolved. In 2001, the Navy decided more than half the property to the City of Long Beach. After the current transfer of 125 acres, there are only two smaller parcels left to be transferred in the next few years. [Read more](#).

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November/December 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13703>
21.3% open rate
5.4% click rate

Feature Story

- Pier B Rail Project to Green Future (Read More/Watch the video)
Rail video received 1,613 YouTube views

- Additional Features from Existing Port Sources
- Commission Approves Pact for Port's Largest Terminal (Read more)
 - Retiring the Port's Oldest Cranes

- News from Existing Port Sources
- Ports Unveil New Air Pollution Strategies

- Container Counts Soft Compared to Brisk 2015
 - Port Awards \$539,000 to Community Groups
 - Maersk, Ports Partner to Track Emissions
- In Other News
- Long Beach Container Terminal celebrated the completion of a new solar panel installation at Middle Harbor
 - The Port of Long Beach wishes you and your family a safe and happy holiday season and a very Happy New Year (See our holiday card)

November-December 2016

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Pier B Rail Project Key to Green Future

The Port of Long Beach has released a draft environmental study on a proposal to redevelop a rail yard to allow for the assembly of longer trains within the Harbor District, shifting more cargo to "on-dock" rail, a key component of the Green Port Policy and the Clean Air Action Plan.

[Read more](#)
[Watch the video](#)

Commission Approves Pact for Port's Largest Terminal

New cargo business is coming to the Port of Long Beach's largest terminal thanks to Harbor Commission approval Wednesday of an agreement replacing a vessel operator that declared bankruptcy.

[Read more](#)

Retiring the Port's Oldest Cranes

As 2016 draws to a close, the Port of Long Beach and International Transportation Service are saying goodbye to the oldest cranes in the harbor. This month, workers are completing the demolition of the two Sea-Land cranes that had stood tall over Pier G since 1973.

[Read more](#)

Ports Unveil New Air Pollution Strategies

Container Counts Soft Compared to Brisk 2015

Port Awards \$539,000 to Community Groups

Maersk, Ports Partner to Track Emissions

In Other News...

- Long Beach Container Terminal celebrated the completion of a solar panel installation project at Middle Harbor recently. The project, atop 12 carport structures at Pier G, is projected to generate about 1.6 million kilowatt-hours of electricity annually. [Read more](#)
- The Port of Long Beach wishes you and your family a safe and happy holiday season and a very Happy New Year! [See our holiday card](#)

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November-December 2016

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Port of Long Beach - Classification 9: Periodicals (Newsletters & Magazines)

8

5 Communications Outcomes and Evaluation Methods

The Port utilizes a vendor service to distribute and evaluate its email marketing campaigns, which allows the Port to track overall subscriber numbers and how those subscribers are using the newsletter.

Through March 2017, 2,550 people receive **tie lines**, including 1,980 who have signed up and about 670 who are on a list compiled by the Port, including employees, city officials, and other organizations and individuals. The actual readership, however, is likely to be higher because some recipients may be casual readers who do not open every monthly issue. Also,

subscribers are encouraged to forward their newsletter to their employees or other parties. Video links receive excellent response, and the top three among those included in the submitted editions are:

- June Tugboat Intro – 2,782 views
- November/December Pier B Rail Project – 1,613 views
- June CEO Video Series, Panama Canal – 633 views

Eleven issues were distributed in 2016, which is the average annual distribution, and the unsubscribe rate is close to zero percent.

*"When I see this newsletter pop up in my in box, I know I'm going to receive the latest news about the Port of Long Beach, as well as tidbits of other industry news. As a freelance business writer focusing on the Long Beach maritime industry, **tie lines** has proven to be an invaluable reference tool. And it's easy to check facts from earlier trade news in issues stored on the Port's online archive. This past year, the Port has included more graphics and really spectacular video and photography links. As they say, a picture is worth a thousand words."*

- Lovetta Kramer, Kramer Communications, Long Beach

Recap

Quick Facts:

- 2,550 industry professionals subscribe to **tie lines** – even with 2015 and up from 1,400 subscribers in 2014.
- Eleven issues were published during 2016.
- The open rate average since January 2016 is 21.5%, about even with 2015
- The average click through rate since January 2016 is even with 2015 at about 5%
- Subscribers frequently comment on the value of the current, condensed information and the quality of the graphics and images.
- Top views of video links in the three submitted issues are:
 - June Tugboat Intro – 2,782 YouTube views
 - November/December Pier B Rail Project – 1,613 YouTube views
 - June CEO Video Series, Panama Canal – 633 YouTube views

Links:

- June Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13513>
- August Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13568>
- November-December Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13703>
- Archive
<http://www.polb.com/news/pub/tielines/archive.asp>
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