



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 13: Videos

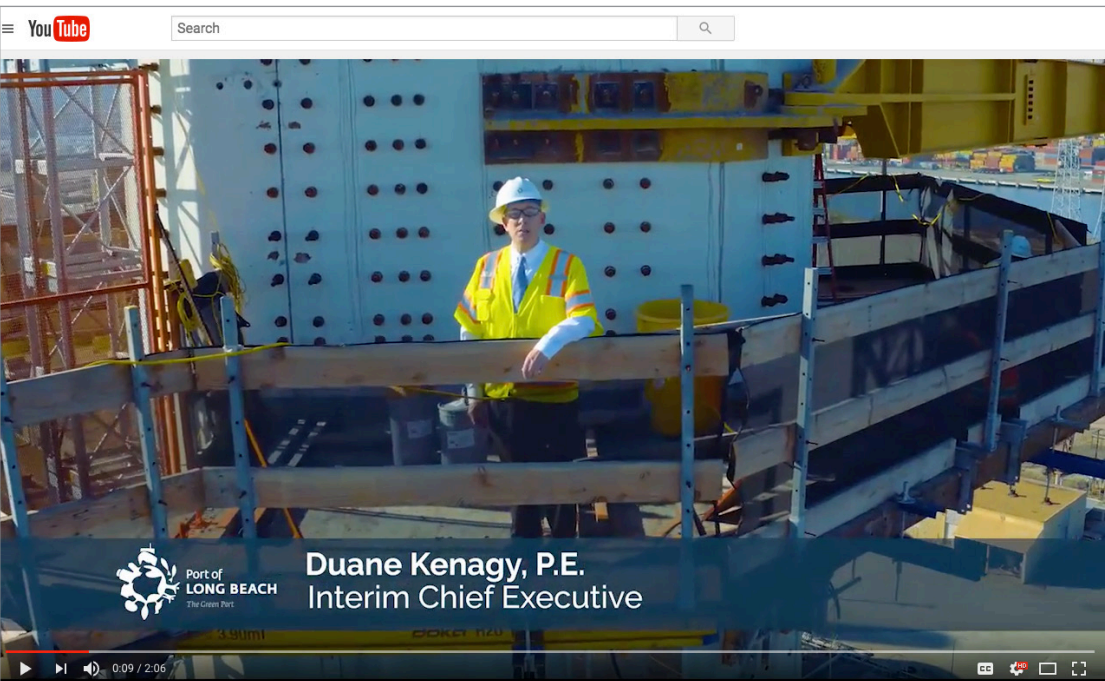
New Dimension Aerial Videos For 2017 State of the Port



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Summary:

Because of its status as a major regional economic engine and international standard bearer, the Port of Long Beach's annual State of the Port event is closely watched by both industry and civic leaders. It highlights recent accomplishments and milestones and sets the tone for the Port for the coming year. The Port was pleased to look to the future with a new Fiscal Year 2017 Strategic Plan and celebrate a record January following a year of mergers, changing shipping alliances, the bankruptcy of a major carrier, and uncertainty about the new presidential administration's trade and environmental policies. Interim Chief Executive Duane Kenagy delivered the main address, and a highlight of the presentation was the use of extraordinary videos of Port projects, employing helicopter and, for the first time, drone footage. The primary video was edited with one version for the keynote speaker's entrance, escorting him, wearing hard hat and safety vest, from high atop a bridge tower onto the stage. A second, generic version without the intro segment is being repurposed for a variety of future presentations. Three shorter videos, without narration, were inserted to emphasize progress on three major capital construction projects: the new Pier E Middle Harbor Container Terminal, the Gerald Desmond Bridge Replacement Project, and rail improvements throughout the Port. As one attendee commented in a post-event survey, "Very clever video from bridge to stage ... and the helmet and vest ... a little humor is good."



Video Capture

1

Communication Challenges and Opportunities

The Port of Long Beach, Calif., is a premier U.S. gateway for trans-pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million container units in 2016, with trade valued at more than \$180 billion. The Port welcomes the world's biggest ships and serves more than 175 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the Port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports of Long Beach and Los Angeles, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since

the Port's landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 84 percent, and native harbor wildlife is flourishing. The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, serves as the governing body for the Port. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port is pursuing the most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport.

Each January, the State of the Port event provides the perfect opportunity to not only report to stakeholders about progress during the prior year, but also to preview future plans.

The video component of the State of the Port Address is a critical element to successfully telling the story of the construction of the Green Port of the Future.

The challenge for the Communications and Community Relations team was to think outside the box to capture Port images that are out of the ordinary, but really tune viewers in to the excitement surrounding the Pier E Middle Harbor Container Terminal project, the replacement for the Gerald Desmond Bridge and the addition of rail infrastructure at the Port.



The Port of Long Beach

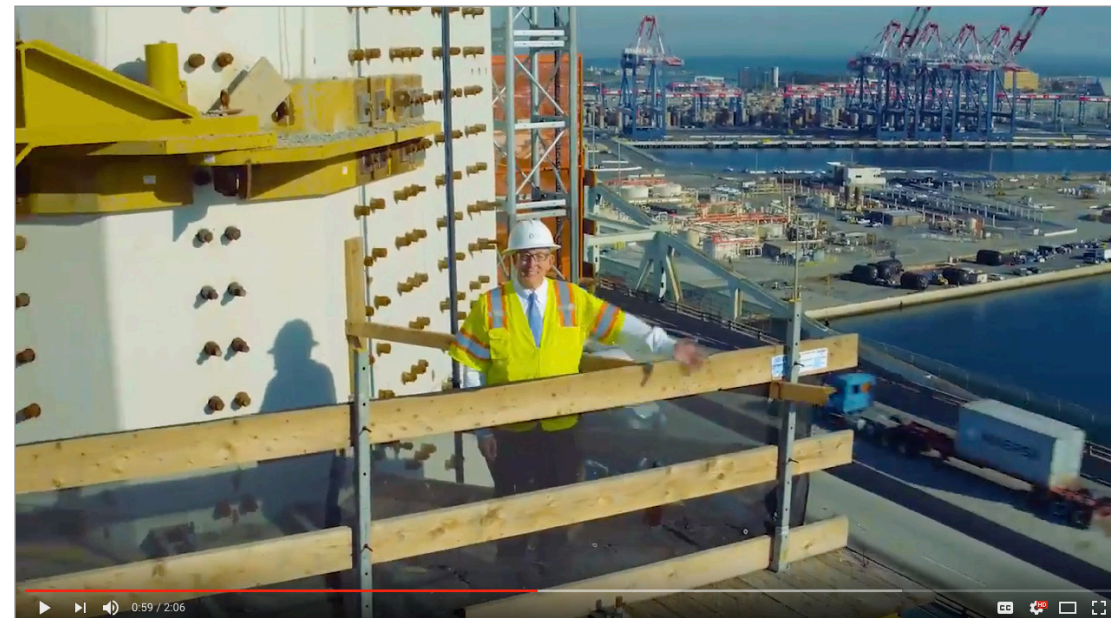
2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal to provide open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

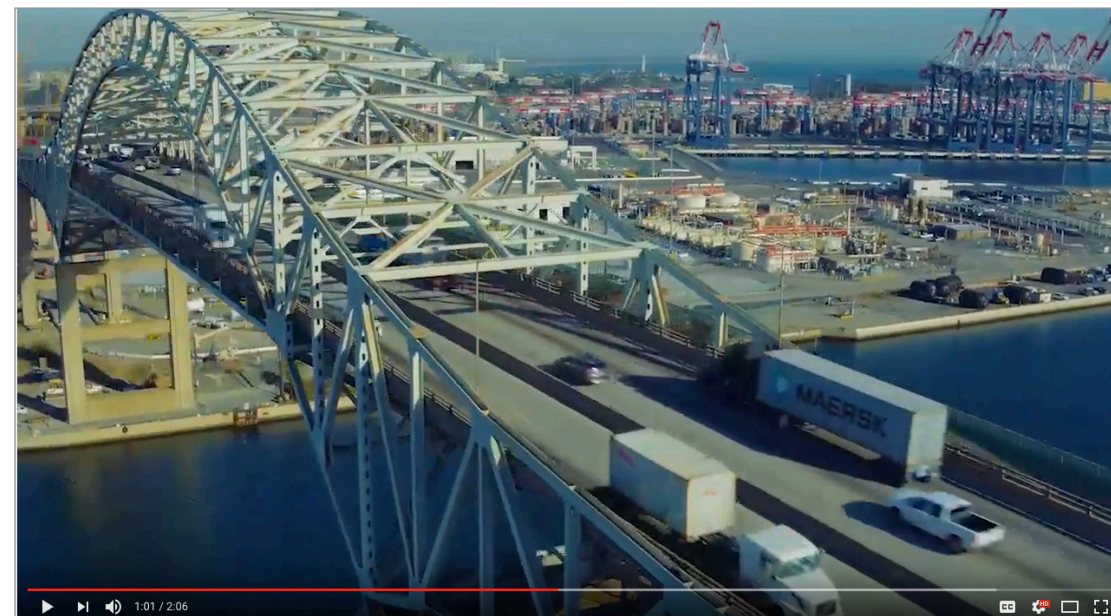
The Port relies on excellent images of the very photogenic Port of Long Beach to “tell the story” in all campaign elements – from print, TV and social media ads to brochures, displays, photo-driven PowerPoint presentations and video content for presentations such as the State of

the Port Address. The Port contracts with a number of photographers to continually shoot stills, images and video to chronicle the Port's progress. In fact, the Port's remarkable photo archive stretches all the way back to 1911 with black and white photos of longshoremen unloading lumber by hand off the first ship to ever call at the Port onto an open wagon pulled by mules.

Once archived after fulfilling its original purpose, photos and video are repurposed for any number of different projects. Photography is a hard-working part of the Communications team's marketing arsenal.



Video Capture



3 Planning and Programming Components

Goals of the 2017 State of the Port video were to:

- Enable the audience to experience the thrill of an up-close look at the gigantic construction projects underway at the Port of Long Beach from a unique, aerial perspective.

Objectives were to:

- Work with a Port contract videographer to create two versions of a two-minute opening video;
- Create three, 30-second support videos;
- Incorporate the new videos in the 2017 State of the Port address, and repurpose for other uses;
- Employ helicopters, boats and, for the first time, drones to provide new, exciting and unexpected perspectives;
- Exhibit the great Southern California weather;
- Show men and women at work;

- Instill an air of wonder about the Port and its capital construction projects and how the improvements will benefit customers and customer service;
- Include budget within the overall event budget;
- Conduct a post-event survey to evaluate the success of the event, and specifically the success of the video elements.

Target Audiences for this particular use of the videos:

- Elected officials;
- Current and potential Port clients;
- Companies that service the Port;
- Government agencies;
- Residents;
- Environmental watchdogs and other Port stakeholders;
- Safety and security agencies.



Video Capture



4 Actions Taken and Communication Outputs Used

Production

The Port of Long Beach Communications team called on long-time contractor Media 360 to produce videos to Port specifications to accompany the 2017 State of the Port address, and for future uses.

The assignment included a two-minute video to open the event and introduce the speaker, and three, 30-second support videos to be inserted during the speech to illustrate current capital projects.

Beginning in December 2016, content was determined, a script written, and a shot list compiled and approved. Port staff coordinated with all Port locations where shooting would occur.

It was decided that, for the first time, drone video would be incorporated into the videos, allowing new and unusual, up-close, high-up shots.

Several members of the Port Communications team were on site

to coordinate, and the contract crew included a producer/director with a crew of four – two to operate the drone and two more to capture additional video and audio on the tower where the narrator was located — more than 200 feet in the air.

The team had hoped to schedule the video shoot in early January to allow plenty of time for post-production before the January 25 State of the Port Event. But, following several delays due to rain (unusual for Southern California but welcomed due to drought conditions), the two-day shoot was finally scheduled for January 15 and 18. Weather and wind remained a challenge, and the sky remained somewhat overcast, requiring the contractor to do some color correction during the editing process in order to deliver SoCal's trademark blue skies. The challenge for the videographer guiding the drone from the dock and the sound engineer was getting close enough to see and hear the narrator but stay out of the shot.

One day was required to edit the first cut, and a second day to make revisions, add titles and music, sound effects (including the sound of the drone) and correct the color. They also used "speed ramps" in a few places to make the footage go faster. The cost for the project was an element of the overall State of the Port budget of \$75,000 to \$100,000 with the cost amortized over the coming year for additional uses of the video footage.

Content

- State of the Port Opening Video 2-minute video with on-screen narrator, music, titles and sound effects.

A truly unique way was found to welcome the keynote speaker for the State of the Port event to the stage. To introduce Interim Chief Executive

Duane Kenagy, who was the engineer responsible for the construction of the new bridge before stepping into the interim role, a video was produced to be shown prior to his entrance on stage. To reinforce and remind the audience of Kenagy's role and expertise, the video was filmed in the field. Using a drone camera, Kenagy talks directly to the camera, providing views of a behind-the-scenes personal tour of the Port. The video begins with Kenagy on top of a 200-foot column – accessed by a construction crew elevator – that is being constructed to support the bridge. The footage ends with him walking into the Convention Center where he would be giving the speech. As the video faded to black, Kenagy walked on stage, still wearing his hard hat and safety vest, which he removed and hung on a handy coat rack, to connect the video and his on-stage presence, creating a seamless introduction.

A script was provided, but because of the narrator's familiarity with the projects, he used the script as a guide and rephrased the text into his own words during the filming. Because of his true enthusiasm for the Port and his work as an engineer, Kenagy was a convincing and enthusiastic spokesperson. "This stuff is really exciting for a geek like me," he said. This is the original script before his ad libs.

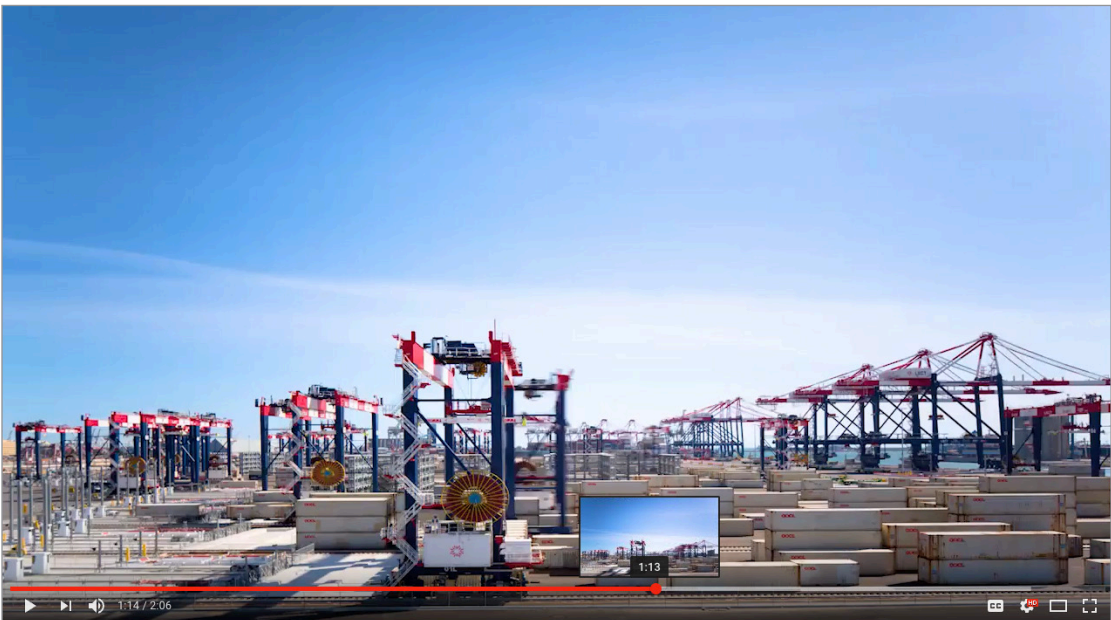
"Good morning! To begin this year's State of the Port, I'd like to take you on a tour of the amazing Port of Long Beach. I'm standing on one of the main towers of the new bridge – over 30 stories over the water – and as you can see, construction is moving full steam ahead. Below me, two movable scaffolding systems are helping to build the bridge deck from east and west. More than half of the 102 bridge columns are under construction and our two main towers are well over halfway to their final 515-foot height. When complete, these

towers will be the tallest points in Long Beach, visible for miles, forever changing our skyline.

Now let's go over to our newest terminal – Pier E – where Long Beach Container Terminal began operations last year. Once fully operational, this terminal will be able to move more than 3 million TEUs a year – putting it among the ranks of the top handful of U.S. ports – all by itself! We're talking colossal! Notice the solar panels in the parking lot. This is a nearly zero-emission terminal!

As we move on, you can see our other facilities – the blue waters, big ships, cross-country trains, fleets of trucks, and so many people at work. This is one of America's greatest hubs for international commerce.

Now let's head downtown and I'll join you on stage.



Video Capture



- State of the Port Support Videos
three, 30-second videos with titles
music

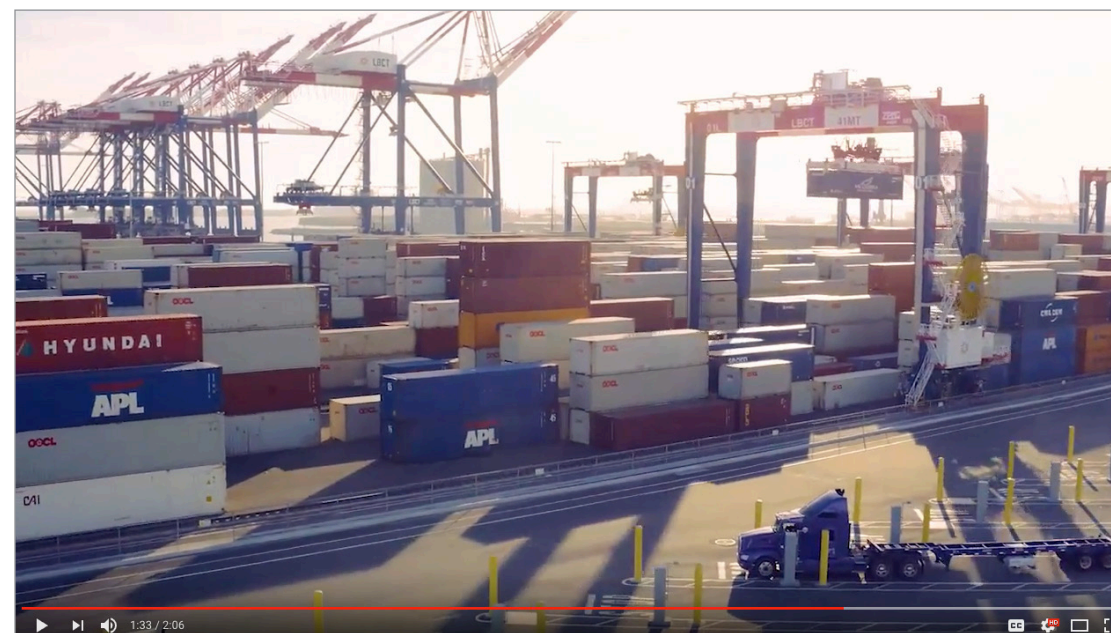
To break up the speech and continue providing the audience with key information as well as dramatic imagery, three short, non-narrated videos were created. Using drone, helicopter and point-of-view footage, the videos showcased major infrastructure projects under construction and consideration, including the newest all-electric terminal on Pier E, the building of the new replacement bridge, and rail expansion. Each video included bold, all-caps titles listing major selling points:

- Pier E - Middle Harbor
 - Giant Cranes For 18,000 -TEU Ships
 - 70 All Electric Stacking Cranes
 - Greenest Most Technologically Advanced Terminal
 - Pier E — A World Class Terminal

- Gerald Desmond Bridge Replacement Project
 - First Cable-Stayed Bridge In California
 - 205 Foot High Clearance
 - Construction Nearly 50% Complete
 - New Bridge for a New Era
- Railway Infrastructure
 - Over 25% of Cargo by On-Dock Rail
 - 60 Trains Per Week
 - \$1 Billion Rail Expenditure
 - Rail: On Track For Tomorrow



Video Capture



5 Communications Outcomes and Evaluation Methods

In spite of weather delays and additional editing, the videos were delivered on time and on budget.

All elements of the State of the Port were well received. The videos, utilizing camera drones for the first time in order to be eye-to-eye with the Interim Chief Executive 200 feet in the air, and other construction videos were especially well received, and the audience appreciated the humor of the Interim Chief Executive's entrance directly from the bridge worksite.

The archived 2017 State of the Port video has received 554 views on the Port's YouTube page through mid-April.

Since the State of the Port event in January, the videos have been reused to accompany a number of other Port presentations through mid-April 2017, and they will remain valuable resources in the years ahead.

A 10-question email survey (Survey Monkey) was distributed to State of the Port attendees the day following the event with about 65 of the 300 attendees responding to the survey. The results were positive overall, and

the percentages and ratings provided solid information. Several questions also asked for additional comments, and this information provided excellent input for planning the 2018 event. The following responses pertained to the audience, presentation, videos and overall response:

- #3 – How many times have you attended the annual State of the Port address?

18.33%	first time
10.00%	2 times
15.00%	3 times
57.00%	4 or more times
- #4 – Which best describes the sector of the industry you work for?
A wide range of sectors listed with the top being:

33.33%	Government Agency
20.51%	Community Member
10.26%	Trucking
9.46%	Marine Terminal Operator
7.69%	3rd Party Logistics
7.69%	Ocean Carrier
5.13%	Importer
2.56%	Dock Worker
2.56%	Exporter
0.00%	Rail
0.00%	CBO/NGO

22 respondents wrote in other job titles.

- #5 – The length of the event?

84.75%	just right
15.25%	too short

8 respondents added comments.
 - o "Fewer speakers and less 'complicated' than in past years. I liked it."
 - o "Concise and well presented"
- #6 – Please rate the presentation and video.

60.34%	excellent
34.48%	very good

6 respondents added comments
 - o "Bridge video was great."
 - o "Very clever from bridge to stage ... and the helmet and vest ... a little humor is good."
 - o "Especially liked the CEO's entrance and the videos."
 - o "The fast-paced music and timed sequencing is enjoyable once, but gets tiresome ..."
 - o "Funny. Loved it!"
 - o "Clever video tie-ins."
- #7 – What was your biggest takeaway from this event?
41 provided written responses.
 - o "Port will recover from Hanjin short comings and decline of port stats"
 - o "That the Port of Long Beach will be okay even though we are enduring some tough times in the maritime industry."
 - o "The Port continues to be progressive in striving for excellence."
 - o "Port of Long Beach is on the move!"
 - o "Got an update of port infrastructure"
 - o "every project progressing well"
 - o "Infrastructure projects and spending remain primary focus"
 - o "Appreciated the low key yet effective nature of event. Board chair and president appear to be very grounded and committed to the mission"
 - o "Enthusiasm for the future of the Port"
 - o "Encouraging"
 - o "The future is bright for POLB"
- #8 – How would you rate your overall experience at the event?

54.24%	excellent
37.29%	very good

Recap

Quick Facts:

- For the first time, the Port of Long Beach used drones to create a two-minute opening video and three, 30-second support videos to accompany the annual State of the Port address.
- The fast-paced opening video provided a bird's-eye view of the Port and various construction projects underway.
- The three support videos focused on the technologically-advanced Middle Harbor Terminal at Pier E; construction of a new cable-stayed bridge that will be the tallest structure in Long Beach, topping 500 feet or 40 stories, and new rail infrastructure that will increase on-dock rail capabilities, reducing the number of trucks on local roadways.
- The videos were then repurposed for other presentations and different applications during 2017.

Links:

Video – 2017 State of the Port Webcast

<https://youtu.be/PXAZifRI1yw>

601 views of archived event on YouTube through mid-April
14:39 Duane Kenagy Intro Video (with transition to speech)

Video – 2017 State of the Port Duane Kenagy Intro (generic version)

<https://youtu.be/UCX4LvYW5Is>

Video – Pier E Middle Harbor

https://youtu.be/Xixv_XfnmXc

Video – Gerald Desmond Bridge Replacement Project

<https://youtu.be/dW2GtamUWKM>

Video – Rail Infrastructure

<https://youtu.be/wmTlufcSIb4>

Fiscal Year 2017 Strategic Plan

www.polb.com/strategicplan

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