



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 12: Visual-Only Presentations

'Benjamin Franklin' Megaship Arrival Photography



'Benjamin Franklin' Megaship Arrival Photography

Summary:

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.

In order to maintain and grow market share and revenue in a highly competitive industry, the Port of Long Beach is continuing a \$4.5 billion capital program to provide leading-edge green infrastructure to serve the biggest ships in the trans-Pacific fleet well into the future.

The arrival at the Port of Long Beach of the CMA CGM Benjamin Franklin – at 18,000 TEUs, the largest container ship to ever dock at a North American seaport – provided the perfect opportunity to illustrate that the Port of Long Beach is, indeed, "big ship ready."

In spite of inclement weather that nearly grounded the helicopter necessary to get the best aerial shots, The Port Communications team was able to capture spectacular images that were utilized extensively by both the Port and the shipping line. The photographs also became part of the Port's extensive photo archive, dating back to opening day in 1911, and chronicling historic events like this one for more than a century.



A Port of Long Beach fireboat greets the CMA CGM Benjamin Franklin.



The CMA CGM Benjamin Franklin enters its berth at Pier J, escorted by a tug and saluted by a Port of Long Beach fireboat.



The Harbor Breeze boat Triumphant, with media aboard, gets a close-up look at the massive vessel on a special tour organized by the Port of Long Beach.



With the downtown Long Beach skyline in the background, three tugs steer the CMA CGM Benjamin Franklin towards its parking spot.



Parked at the Pacific Container Terminal facility at Pier J, the CMA CGM Benjamin Franklin awaits its christening ceremony in the tents next to the ship.

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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.

A primary economic engine for the region, 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 a landlord-type operation that is a self-supporting part of the City of Long Beach and operated under the banner of the Harbor Department. The Port serves the citizens of Long Beach,

as well as its many Port customers and stakeholders, and revenues are generated from rents and cargo fees.

In order to maintain and grow market share and revenue in a highly competitive industry, the Port of Long Beach provides innovative and efficient operations to speed cargo across the docks, top-notch service molded to meet the specific needs of each customer, and leading-edge green infrastructure to serve the biggest ships in the trans-Pacific fleet.

The arrival at the Port of Long Beach of the CMA CGM Benjamin Franklin – at 18,000 TEUs, the largest container ship to ever dock at a North American seaport – provided the perfect opportunity to illustrate that the Port of Long Beach is, indeed, "big ship ready."

The CMA CGM Benjamin Franklin has a container capacity of 18,000 twenty-foot equivalent units (TEUs) or 9,000 40-foot-long boxes. Following an inauguration ceremony, longshore workers moved about 12,500 cargo containers on and off the Benjamin



The Port of Long Beach.

2 Complementing the Overall Mission



A CMA CGM Hollywood-styled sign welcomes guests arriving to the Benjamin Franklin's inaugural reception.

Franklin before it departed the Port of Long Beach. The figure is two-and-a-half times the world-leading 5,000 containers that Long Beach terminals move during the call of an average-size vessel.

The challenge for the Communications and Community Relations team was

to capture a sequence of “once in a lifetime” images of the arrival of the Benjamin Franklin, the ship at dock, the setting for the CMA CGM reception and vistas of the Port, Pier J dock infrastructure, the adjacent City skyline, tugs guiding the ship, a water-spouting fireboat, and the overall beauty of the harbor.

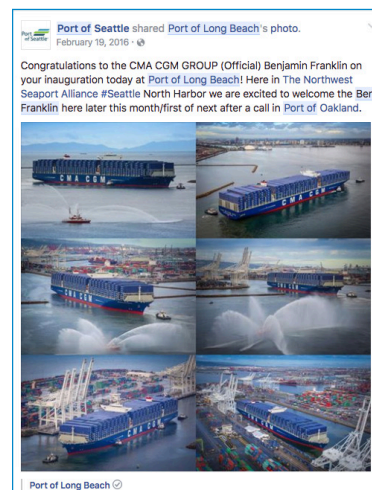
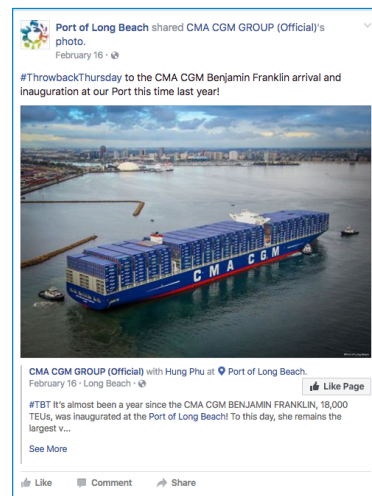
As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while adapting to the advent of bigger and bigger ships and reducing environmental impacts. To reach this complex goal, the Port of Long Beach Communications and Community Relations Division works with the Business Development Division to retain or grow market share by promoting the advantages of moving trade through the Port of Long Beach. Their multi-pronged marketing approach includes advertising in both traditional and web-based media as well as news distribution, authoring articles for major publications, electronic customer newsletters, an effective and interactive website, active involvement in social media, promotional collateral sales tools, PowerPoint presentations and trade

displays for shows and conferences, participation in industry organizations in leadership roles and as speakers and exhibitors, sponsoring annual trade functions, forecast conferences and workshops for those just entering the industry, worldwide customer visits, international news conferences – and much more. The team also participates in activities related to environmental stewardship and other issues concerning the industry as a whole.

The campaign to build awareness of the Benjamin Franklin's visit and the fact that the Port is “big ship ready” would center around these images.

Historic photographs also became part of the Port's extensive photo archive, dating back to opening day in 1911 (and before), and chronicling historic events like this one for more than a century.

3 Planning and Programming Components



The arrival of the CMA CGM Benjamin Franklin on Feb. 18, 2016, was historically significant, incorporating many state-of-the-art, biggest-ever, and best-in-the-world elements. In a highly competitive market, it also illustrated the Port's claim to be "big ship ready."

The goal of the photo shoot was to capture spectacular images of all phases of the ship's arrival for use as an essential element in all Communications and Community Relations programs related to the event.

The objectives set for the ship arrival photography were to:

- Document the step-by-step arrival with attention-getting, appealing still photography;
- Coordinate with Jacobsen Pilot Service for accurate timing of the arrival;
- Select the finest photographers, both staff and contract, to capture the one-chance-only images in a limited amount of time;

- Clearly relay the sheer size of the ship, the largest container vessel ever to dock at a North American seaport.
- Focus on aerial photography, shot from a helicopter, but also include point-of-view images.
- Incorporate Port infrastructure, the City skyline, the Pier J Terminal with giant cranes and other infrastructure, other vessels in the harbor, the tent area set up on Pier J where CMA CGM would host a reception following an inauguration ceremony for the ship once at dock – and the overall beauty of the area.
- Make the high-resolution digital photographs available for a variety of purposes, and include them in the Port's photo archive.
- Track use of the images and results.

The audiences who viewed and utilized the Benjamin Franklin arrival photographs include:

- Officials of the French shipping company CMA CGM;

- Port Communications, Business Development and other personnel;
- Port customers and stakeholders who service the big ships and contract with them to carry cargo;
- Potential customers and stakeholders, locally and internationally, who will appreciate the benefits of the big ship access, encouraging them to do business in Long Beach;
- The Long Beach business community involved in international trade and transportation;
- Regulatory agencies who monitor the Port;
- Port employees and contractors invested in the exciting project;
- Teachers, students and those who document historic projects and events;
- Those who follow port news in both traditional and social media.



4

Actions Taken and Communication Outputs Used

The Port's Chief Executive Officer announced the Feb. 18 arrival of the CMA CGM Benjamin Franklin during the annual State of the Port Address on Jan. 21. The ship would officially enter service for the first time that Friday in Long Beach, following an inauguration ceremony at Pier J's Pacific Container Terminal hosted by CMA CGM, the French shipping line introducing the container carrier into the trans-Pacific fleet.

Production

- The Communications team began planning for the photo shoot immediately after the January 21 State of the Port Event. Elements included:
- Selecting a team of 3 photographers and 4 staff to coordinate and execute the two-hour shoot;
- Selecting photo locations and elements to be included in each image;
- Positioning photographers, accompanied by staff coordinators, in a helicopter for aerial shots, on

Pier J where the ship would dock, and aboard the Benjamin Franklin

- Coordinating with Jacobsen Pilot Service who would be bringing the vessel through the breakwater into the harbor and Pier J;
- Coordinating with and accompanying TV news crews so that shots would not be compromised;
- Arranging communication among all parties.

And, in spite of constant communication with the weatherman, the shoot almost didn't happen due to inclement weather grounding the helicopter. Clearly, there was no opportunity for a "do-over" of the historic arrival, and, almost miraculously, the skies cleared at the very last minute allowing the helicopter to take off and capture the images. The images were actually enhanced by rain clouds against the trademark bright blue Southern California sky.

Images

Six images were selected to accompany this entry:

Two aerial views (vertical and horizontal) of the Benjamin Franklin entering Long Beach Harbor directed by a tug. A Long Beach fireboat is in the foreground presenting a water display to welcome the ship. In the background is the Port with the coastline in the distance.

Next, an up-close view of the Benjamin Franklin, docked at Pier J, with the Harbor Breeze tour vessel Triumphant adjacent. About 50 members of the media were invited on a harbor tour to see the Benjamin Franklin firsthand.

The next image is a side view of the fully loaded Benjamin Franklin, being steered by three tugs towards its berth, with clouds and the downtown Long Beach skyline in the background.

Following that is an aerial view of the Benjamin Franklin docked at Pier J, adjacent to a tented area where the CMA CGM reception would take place. The dock, including giant cranes, is detailed.

Finally, the Benjamin Franklin at dock at Pier J with a giant CMA CGM standing sign welcoming reception guests to the tented enclosure adjacent to the ship.

"Our photographers always do a great job, and we have an amazing archive to prove it, but these photographs, chronicling this historic moment at the Port of Long Beach, are truly special. It's no wonder that CMA CGM wanted to use them."

- Jen Choi, Manager of Creative Arts and Graphics for the Port of Long Beach

5 Communications Outcomes and Evaluation Methods

The photographs thoroughly chronicling the historic arrival and have been reproduced in a variety of ways:

Linked to news releases the day of the event, including local and national trade, consumer and business publications;


News release:

<http://www.polb.com/news/displaynews.asp?NewsID=1524&TargetID=1>

News Details

Long Beach Welcomes 'Benjamin Franklin' Megaship

Officials to inaugurate French vessel — biggest ever to visit North America



February 18, 2016

[Just how big is a megaship like the Benjamin Franklin?](#)

The largest container ship ever to dock at a North American seaport has returned to Southern California. The Benjamin Franklin will officially enter service for the first time on Friday in Long Beach following an inauguration ceremony hosted by French shipping line CMA CGM and attended by elected leaders, port officials and industry executives.

The CMA CGM Benjamin Franklin, which has a container capacity of 18,000 twenty-foot equivalent units (TEUs) or 9,000 40-foot-long boxes, arrived Thursday morning at Pier 3's Pacific Container Terminal (PCT).

Longshore workers are expected to move about 12,500 cargo containers on and off the Benjamin Franklin before it leaves the Port of Long Beach on Feb. 24. The figure is two-and-a-half times the world-leading 5,000 containers that Long Beach terminals move during the call of an average-size vessel.

"There's a reason the Port of Long Beach has been named this continent's best seaport by our business partners in Asia," said Mayor Robert Garcia. "It's an honor that demonstrates the respect our Port and our workers have earned globally."

"Our PCT terminal is just one of our facilities able to accommodate these megaships," Board of Harbor Commissioners President Lori Ann Guzmán said. "Preparing for still larger ships, our new LBCT (Long Beach Container Terminal) Middle Harbor terminal opens this spring."

The \$1.3 billion Middle Harbor terminal will be the most technologically advanced in the Western Hemisphere. As a nearly all-electric, near zero emissions terminal, Long Beach's Middle Harbor facility is a green, highly productive model for the worldwide shipping industry. Once it is fully completed in 2020, Middle Harbor will be able to move 3.3 million TEUs a year, and handle 24,000-TEU ships.

Media Exposure:

The CMA CGM Benjamin Franklin docked in the Port of Long Beach on February 18, 2016, and started receiving media coverage almost instantly. Selected media were invited to a special harbor tour on February 18, 2016, and about 50 media members were invited to the February 19, 2016, christening event on the docks at the Port of Long Beach.

In their coverage of the big ship's visit, several media outlets used the photography and video provided by the Port. The high quality of the photos and video helped to convince many outlets to cover the event:

Long Beach welcomes 'Benjamin Franklin' megaship/American Journal of Transportation/February 19, 2016
<https://www.ajot.com/news/long-beach-welcomesbenjamin-franklin-megaship>

Mega-ship christening sends message to US ports to prepare/Journal of Commerce/February 19, 2016
http://www.joc.com/maritime-news/container-lines/us-ports-advised-prepare-now-services-18000-teu-ships_20160219.html

SPOTD: Megaship CMA CGM Benjamin Franklin Returns to U.S. /gCaptain/ February 18, 2016
<http://gcaptain.com/spotd-megaship-cma-cgm-benjamin-franklin-returns-to-u-s/>

The CMA CGM BENJAMIN FRANKLIN, the largest vessel ever to call the United States, will be inaugurated in Long Beach today/Hellenic Shipping News/February 19, 2016
<http://www.hellenicshippingnews.com/the-cma-cgm-benjamin-franklin-the-largest-vessel-ever-to-call-the-united-states-will-be-inaugurated-in-long-beach-today/>

Friday Focus: Mega-Ship Visits Long Beach/Port Technology, February 19, 2016
https://www.porttechnology.org/news/friday_focus_mega_ship_visits_long_beach

This ship is bigger than an aircraft carrier and has as much power as 900 cars/ Business Insider, February 19, 2016
<http://www.businessinsider.com/this-ship-is-bigger-than-an-aircraft-carrier-and-has-as-much-power-as-900-cars-2016-2>


www.businessinsider.com/this-ship-is-bigger-than-an-aircraft-carrier-and-has-as-much-power-as-900-cars-2016-2

BUSINESS INSIDERFINANCE

This ship is bigger than an aircraft carrier and has as much power as 900 cars

William Fierman 53
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The CMA CGM Benjamin Franklin, the largest container ship to ever enter a US port. CMA CGM


The largest container ship to ever call at a United States port, the CMA CGM Benjamin Franklin, just pulled into Long Beach, CA for its second visit to the US.

It's big: longer than an American aircraft carrier and more than 20 stories tall, the ship is capable of carrying 18,000 twenty-foot containers.

According to the French shipping company's website, the ship has a latest-generation engine "as powerful as 900 Ford Focus cars[,] and her 21 knots thrust is equivalent to that of 11 Boeing 747-400 engines."

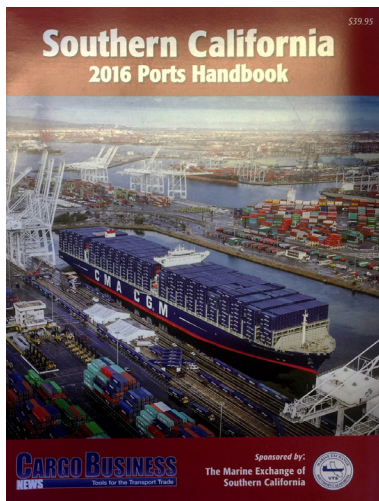
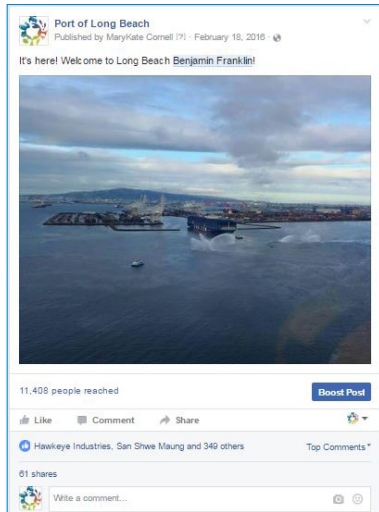
It will be inaugurated today at a closed ceremony "in line with the great seafaring tradition" in honor of American statesman and founding father Ben Franklin.

Most ships of similar or larger size are usually unable to be accommodated at American ports, and many of the current cranes simply cannot manage stacking containers to high, as is possible on the Ben Franklin.



This will soon change, however, thanks to a \$4.6 billion

Big. CMA CGM



- Posted for followers on Port of Long Beach social media pages, 23,191 on Facebook, 10,144 on Instagram, 17,902 on Twitter, and 1,352 subscribers to the Port's YouTube page.
- Borrowed and posted by CMA CGM for their followers, greatly expanding event exposure:
- On Facebook, each of their posts received an average of 800 likes with an average of 100 shares.
- On Instagram, each photo post received 800 to 1,000 likes
- As feature articles in Port of Long Beach newsletters including



re:port community newsletter that is delivered via U.S. Mail to every Long Beach home, reaching all 500,000 residents, and **tie lines**, a trade newsletter distributed monthly via email to 2,550 subscribers.

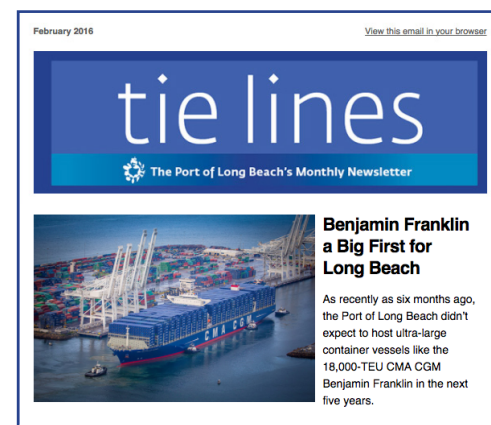
re:port

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13482>

tie lines

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13237>

- Incorporated in a variety of PowerPoint presentations, signs and displays, Port brochures, directories, fact sheets and other publications;
- As large, framed wall art at the Port of Long Beach headquarters executive offices (right);



Recap

Quick Facts:

- Port of Long Beach photographers captured the historic arrival of the largest container ship to ever call at a North American port in spectacular images that were reproduced for a variety of uses.
- The aerial photo shoot almost didn't happen because the helicopter was grounded until the last minute by inclement weather.
- The CMA CGM Benjamin Franklin carries two-and-a-half times the cargo of an average ship calling at the Port of Long Beach, and it is 20 stories tall, longer than four football fields and wider than a 12-lane freeway.

Links:

Port of Long Beach : www.polb.com

Port Publications links

re:port

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13482>

tie lines

<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13237>

Media Links

Long Beach welcomes 'Benjamin Franklin' megaship/American Journal of Transportation/February 19, 2016

<https://www.ajot.com/news/long-beach-welcomesbenjamin-franklin-megaship>

Mega-ship christening sends message to US ports to prepare/Journal of Commerce/February 19, 2016

http://www.joc.com/maritime-news/container-lines/us-ports-advised-prepare-now-services-18000-teu-ships_20160219.html

SPOTD: Megaship CMA CGM Benjamin Franklin Returns to U.S. /gCaptain/ February 18, 2016

<http://gcaptain.com/spotd-megaship-cma-cgm-benjamin-franklin-returns-to-u-s/>

The CMA CGM BENJAMIN FRANKLIN, the largest vessel ever to call the United States, will be inaugurated in Long Beach today/Hellenic Shipping News/ February 19, 2016

<http://www.hellenicshippingnews.com/the-cma-cgm-benjamin-franklin-the-largest-vessel-ever-to-call-the-united-states-will-be-inaugurated-in-long-beach-today/>

Friday Focus: Mega-Ship Visits Long Beach/ Port Technology, February 19, 2016

https://www.porttechnology.org/news/friday_focus_mega_ship_visits_long_beach

This ship is bigger than an aircraft carrier and has as much power as 900 cars/ Business Insider, February 19, 2016

<http://www.businessinsider.com/this-ship-is-bigger-than-an-aircraft-carrier-and-has-as-much-power-as-900-cars-2016-2>

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