

2018 COMMUNICATIONS AWARDS PROGRAM



Calendar Cover Photograph

Project Name: 2018 Calendar Tribute to Michael Justice Port of Los Angeles

On January 4, 2017, freelance photographer Michael Justice, on assignment for the Port of Los Angeles, died in a helicopter crash as he was taking photos of cruise ships in the Port's Main Channel.

The Port embarked on producing a 2018 Calendar dedicated to the life and work of Michael Justice, who for seven years produced thousands of images as a contract photographer for the Port of Los Angeles. The cover photo of the calendar and all the photos inside the calendar were taken by Michael during his time at the Port.

Michael Justice was a renowned photographer on the West Coast. His work appeared in the Wall Street Journal, National Geographic Adventurer, Time Magazine and other publications. Besides the Port of Los Angeles, his clients included Los Angeles World Airports, the Los Angeles Police Department, BNSF Railroad, Microsoft, McDonalds and several cargo facilities at the port.

Michael's LinkedIn account stated: "The Port of Los Angeles is the capital of the Pacific century. I'm glad to have the opportunity to tell the story."

Actually, it was the privilege of the Port of Los Angeles to work with such an esteemed and talented photographer.

We produced this 2018 Port of Los Angeles calendar as a public service to the Port of Los Angeles and dedicated it in his honor.

Here is an online link to the calendar:

[Click here](#)

Additionally, we have sent a print copy of the calendar via express mail to Aaron Ellis.

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1. Communications Challenge/Opportunity

Often times, in a challenging situation or crisis, communications teams produce outstanding work. We believe that is the case here. Tragically, on Jan. 4th, 2017 the Port's primary and long-time freelance photographer and a helicopter pilot were killed in a crash as they circled a cruise ship at sunset in the Port's Main Channel.

Please see attached PDF news article titled: "Daily Breeze: Accomplished pilot and photographer perish in helicopter crash at Port of LA."

To get a sense of the loss felt by his colleagues at the Port of Los Angeles, here is a brief video tribute the Port produced two days after the accident:

<https://www.youtube.com/watch?v=Rpwb3xFSkjQ>

The photographer, Michael Justice, was a well-known and respected photographer in Los Angeles. He was also a Port colleague, as he had been the Port's primary free-lance photographer for seven years. He had produced thousands of high-quality images for the port. The challenge the Port Media Relations team faced was to do something unique, appropriate and strategic to honor this outstanding colleague while making it relevant and useful to the Port community that we serve.

The opportunity was the Port's annual calendar. Since 1980, the Port has produced a calendar that distributed to thousands of customers and residents. Until 2018, photographs were taken by Port employees and selected via an employee photo contest. For 2018, it was determined that the photo contest would be put on hiatus and the Port would devote the entire calendar to the photos of Michael Justice. The objective was to give the Port community, most of which was aware of the accident, a useful, first-class calendar that displayed the artistry and photography of Michael Justice.



Michael Justice
1955 - 2017

2. Nexus to the Port's Overall Mission

One of the port's four objectives in its 2018-2022 Strategic Plan is "strong relationship with stakeholders." One of the initiatives within that objective is to "promote stakeholder awareness and engagement with the Port."

When you examine the work Michael Justice did for the Port of Los Angeles, it's the epitome of the well-known phrase, "a picture is worth a thousand words." His pictures told the story of the Port of

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Los Angeles. From cruise ships to community events to containers moving cargo, Michael's photos convey the fact that Port of Los Angeles is the nation's gateway for international trade. His pictures capture the essence and mission of the Port more than any brochure, video or PowerPoint ever could.

3. Planning and Programming



February photograph, Lunar New Year Festival

The goal of this project was to make this the most attractive calendar the Port had ever produced. Because we had the rights to all of the photos that Michael Justice took for us over the years, we had thousands of images from which to select. The Media Relations division culled through the images, and narrowed them down to about 50. The Media Relations team of four then met a few times to narrow the images down to the cover and one photo for each month. Some images were tied to seasonal events that the Port hosts (Lunar New Year Festival in February, Cars and Stripes in June, LA Fleet Week in September). We increased our budget for the project so that we could produce 12,000 calendars, approximately 3,000 more than in past years. Our goal was to get the calendars in the hands of our usual stakeholders as well as the general public who were familiar with the photography of Michael Justice.

4. Actions Taken & Outputs

The calendar was compiled and carefully proofed in October, then printed November. At the same time, Port staff began planning an unveiling event of the calendar. The event was to be held in early December, just in time to distribute the calendars for 2018. The event also was timed to be held a few weeks before the one year anniversary of the helicopter crash. The public event was planned for a hall in San Pedro. We also planned immediate distribution of the calendar after the unveiling event. Port staff brought the calendars to key customers and distribution sites throughout the port complex. We also planned to alert our social media followers to the calendar availability as well.



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5. Outcome and Evaluation

The calendar was unveiled and distributed to the public on Dec. 7, 2017 to several hundred community members, as well as friends and colleagues of Michael Justice. Here is the video that we produced from that evening's unveiling:

<https://www.youtube.com/watch?v=iJjuZiZBV5w>

The next day, the Port began distribution of the calendar. It was given to shipping terminals, longshore workers, restaurants and dozens of major outlets along the LA Waterfront. The calendar was available at the Port's administrative building, where more than 300 were distributed in a three-week period. The Port posted the calendar's availability on social media, which spurred many local residents to come to the Port to obtain a copy. Because of the unique situation, we also mailed calendars to those requesting calendars from out of the area.

The calendar project made the news as well. Please see attached PDF news article titled "Daily Breeze: Photographer killed in helicopter accident honored with 2018 Port of LA Calendar"

The calendar met all of our objectives. In less than a month, we had given out approximately 12,000 calendars to the Port of Los Angeles community and stakeholders. We received extremely positive feedback about the quality of the photos and project itself. This project was a labor and love and a fitting tribute to an outstanding photojournalist.

