

# 2018 COMMUNICATIONS AWARDS PROGRAM

Project Name: #1in9 Video Series

Port of Los Angeles

Short, Descriptive Summary of the Event:

In early 2017, the Port of Los Angeles launched a video series entitled #1in9, which was designed to spotlight the many and diverse job-holders throughout the five-county Los Angeles region whose jobs are connected either directly or indirectly to the San Pedro Bay Port Complex.

In fact, one in nine of these jobs are connected to the Port, which is the equivalent of about 1 million jobs.

A short format video length of 3 minutes or less was decided upon to keep up with the shortening attention span of today's social media savvy audience.

[Click here](#) to view the entire #1in9 video series.



## 1. Communications Challenge/Opportunity



The Port of Los Angeles is a large and powerful presence in the nation and specifically in Southern California. Despite the Port's unprecedented environmental policies, dedication to the development of the LA Waterfront in San Pedro and Wilmington and its commitment to sourcing local workers for construction and development projects, the results of its positive economic impact are not often acknowledged or fully understood. When the subject of Port-related jobs arises, stakeholders often think only in terms of longshore and/or union labor jobs such as dock workers, truck drivers, crane operators, ship captains etc. These are the jobs that are directly connected to the Port. What the average person doesn't readily see is how many jobs exist in the San Pedro Bay Port Complex which are related to the Port's presence in Southern California. In fact, 1 in every 9 jobs in the five-county Los Angeles area is connected directly or indirectly to the San Pedro Bay Port Complex, which is the equivalent of about 1 million jobs.

Therefore, our challenge with the #1in9 video series was to educate the general public and stakeholders alike about the wide variety of these 1 in 9 jobs, from both the longshore and other union-based jobs to the obscure and unique jobs that are connected to the Port of Los Angeles in other ways. All of these jobs span across fields requiring a diverse sampling of skill-sets. These jobs are held by white collar business professionals, blue collar laborers, independent entrepreneurs, artists, health professionals and restaurant owners, just to give a few examples. Not only were we challenged to spotlight these jobs but to bring the job-holders to life by providing the viewer with a short glimpse in to "a day in the life" of each person featured in a #1in9.

As shown under the economic impacts section at the bottom of the [Facts & Figures card](#), 992,000 jobs in the five-county region are connected to the Port or 1 in 9 jobs.

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## 2. Nexus to the Port's Overall Mission

The [Strategic Plan of the Port of Los Angeles](#) was updated in 2014. The common goals between this updated plan and the launch of the #1in9 video series can be found in the Port's four main objectives as outlined in the updated Strategic Plan: 1) infrastructure 2) supply chain efficiency, 3) financial strength and 4) stakeholder relations. Specifically the fourth objective of stakeholder relations – to establish, maintain and improve upon these stakeholder relations – is the driving force behind the #1in9 video series. As stated earlier, the Port has not been recognized or truly credited for the immensely positive economic influence it has wielded over the economy surrounding the San Pedro Bay Port Complex. By spotlighting these jobs and inviting the viewer in to each person's daily life both inside and outside of their work, meeting their families and learning of their hobbies, we were able to humanize these numbers, to put a face on these jobs and to educate our stakeholders as to the wide variety of jobs that exist as a result of the Port's presence.



## 3. Planning and Programming

The primary goal of the Port for this #1in9 video series was to educate the stakeholders as to how many jobs are connected to the Port. Merely stating that approximately 1 million jobs are connected directly and indirectly to the San Pedro Bay Port Complex does not have nearly the impact on the audience as introducing individual job holders who benefit from these jobs to the stakeholders through a short video series. In this way, we humanized the jobs and the lives touched by the Port's positive economic impact, which has created a powerful message. The use of a documentary-style approach, where the Port is not the main subject but rather a subtle side-note, has proved very effective. In this format, the interviewee and their job are the main focus. When they do mention the Port and connect their jobs to the Port, it is a much more effective and believable storytelling technique than having an on-camera Port spokesperson do this.



We set out in January of 2017 with the goal of producing one episode a month for a year. After a few months, we realized we weren't quite able to keep up with that pace, but found that producing a new #1in9 video every 5-6 weeks was more practical. Upon completing the first 12 #1in9 videos in April, we realized that there are still many more stories to tell and we decided to extend our #1in9 video series to a total of 20 videos.

We originally identified several major economic sectors within the local economy from which we would like to spotlight one person. These included, but were not limited to port workers, artists, furniture manufacturers, recycled materials exporters, major retail chain, healthcare industry professionals, small business owners, automobile industry workers, restaurant owners and fashion industry designers. While we have successfully interviewed someone from each of those industries with the exception of the fashion industry, we have also identified many more sectors of the local economy worthy of spotlighting and thus will continue on with the #1in9 series. One major milestone in our #1in9 campaign was interviewing Jason Diaz, distribution center manager for [The Home Depot](#). With a few videos under our belt we were able to secure an interview with The Home Depot, a major retail chain, quite easily, which had been a difficult interview to get in the past.

The primary audience would be the Port's stakeholders such as the business community, local residents and visitors. The secondary audience would be the Port's business partners such as the beneficial cargo owners, shipping line owners and terminal operators. The video series has been well-received by all of these groups.

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### 4. Actions Taken & Outputs

We began our #1in9 video series by meeting with our Port statistician to confirm that the number 1 in 9 was correct. We then researched all of the sectors of the economy from which we could interview individual job holders and made a master wish-list. This brainstorming session resulted in a list of 30 or more categories of job-holders to be interviewed. We next discussed a name for the series and settled on the obvious - #1in9 – which teases the viewer a bit and engages them to click on the video to find out what #1in9 means. Once we had a name and a list of targeted sectors within the economy, we met with our LA Trade Connect team who work with thousands of people and educate them on importing and exporting goods through the Port of LA. Through this team we were able to identify some interesting prospects that already were familiar with the Port and were willing to go on camera to talk about their jobs. With an in-house crew of three people – two camera operators and a producer – all full-time Port employees, we went out and interviewed our first job-holder, [Jane Skeeter of Ultra Glass](#).

Jane is a glass artist who does everything from small hand-blown glass pieces to massive glass panel installations on international architectural projects. She is an entrepreneur and holds several patents on kilns, molds and the glass firing process. She ships her extremely fragile glass items through the Port of LA. This story was an immediate success due to the amazing visuals, her very unique profession and her charismatic personality. Her Ultra Glas business is headquartered in Chatsworth which is nearly 80 miles from the Port of LA, yet is indirectly connected.



Next, we decided to feature a job that is directly connected to the Port and interviewed Josiah Layfield, tugboat captain. From there we produced a short video with Gene Seroka, the executive director of the Port, describing the #1in9 video series in a brief and direct interview and created a web page to house all of our videos, with Gene's at the top of the page, on the Port's website. We then began to direct prospective interviewees to this page [portoflosangeles.org/newsroom/1in9.asp](http://portoflosangeles.org/newsroom/1in9.asp), so that they could watch a video or two and quickly understand the style and format of the series.

Since this video series production was in addition to our regular work with the Port, we had to make time for it and utilize only in-house staff for it. The challenge was to keep up with our regular job duties and to work this production in as well within our normal work hours. Our initial timeline of 12 videos in one year proved to be a bit too aggressive and we soon realized that one video every 5-6 weeks was more realistic.

The completed videos were uploaded to the Port's YouTube channel, posted on the Port's Facebook page and the link was shared on our social media outlets. The video files were also aired on Channel 35, the City of LA's cable station which reaches approximately 1 million viewers. They were also posted on the Port's website as discussed above and were also shared through the Port's bi-weekly e-newsletter *Currents* which reaches an audience of approximately 10,000 recipients.

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## 5. Outcome and Evaluation

The overall reception of the Port's #1in9 video series has been quite positive. We receive email feedback from our *Currents* recipients and open rates and click-through data from Constant Contact and have been quite pleased with the positive remarks regarding this series.

The [Port's Facebook audience](#), which now has over 30,000 followers, has also provided positive feedback when the videos are posted (embedded) on the Port's page with many likes and shares as a result. Showing the videos at the Port's meetings has also met Business Cargo that their business positively to the video interest in the people quarterly Employee Town Hall with very positive reviews. The Marketing group has reported clientele have also reacted quite series, expressing a genuine featured in the #1in9 stories.

The overall result is that business clients alike are variety of jobs that are to meet the people who each individual as not only a worker but as a person. The #1in9 series has proved an effective tool in helping the Port achieve the goal of raising awareness regarding the Port's positive economic influence on the five-county region of Los Angeles.



community members and interested to learn about the wide connected to the Port of LA and hold these jobs and get to know