

## 2018 COMMUNICATIONS AWARDS PROGRAM

### 2018 Video Series “Maritime Minute” *Port of Los Angeles*

#### Overview



Maritime Minute is a biweekly video series for the web and social media featuring 60-second historical vignettes about the Port of Los Angeles, hosted and narrated by Marifrances Trivelli, Director of the Los Angeles Maritime Museum. Each Maritime Minute episode features old, rarely seen photos from both the Port’s and Museum’s collections and uncovers little-known facts about the Port of Los Angeles, from its role during World War II to big businesses that started in Los Angeles Harbor — all in just one minute. What’s so historically significant about the Port of Los Angeles?

- Did you know StarKist Tuna started right here at the Port of Los Angeles? [Watch now](#)
- How did Angelenos travel to Hawaii in the Roaring '20s? The Port of Los Angeles played a role in luxury cruises via Los Angeles Steamship Company. [Watch now](#)
- The lumber industry in Southern California was supported by the Port of Los Angeles and wood imports boomed during the turn of the 20th century. [Watch now](#)
- “Bloody Thursday” and the events that followed in San Francisco led to the formation of the International Longshore and Warehouse Union (ILWU), but the Port of Los Angeles also played a significant role. This episode also reveals how the term “longshoreman” originated! [Watch now](#)
- Canadian Steamship Princess Louise docked at the Port of Los Angeles, was once the largest floating restaurant in the United States. [Watch now](#)

Intrigued? [Check out the Maritime Minute playlist on YouTube to learn more.](#)

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### Communications Challenge/Opportunity

In this day and age, there is little opportunity to post positive content that encourages positive feedback. Not one comment on social media about this series has ever been negative. In this fast-paced world where our attention span is shorter by the day, a five-minute video seems too long. Who has time to watch something for more than a couple of minutes? The opportunity in creating a super short video is that nearly everyone can spare a minute to watch it.

The challenge is keeping Maritime Minute to exactly a minute! Sometimes, the videos are 1:05, 1:01, :59, but rarely are they :60 on the dot. These varying lengths can prove challenging on Instagram, where the uploaded video length is currently capped at 60 seconds. If it were 90 seconds, we'd have a little bit more wiggle room, but for the most part, we never make the cut off, so we just skip uploading to Instagram altogether. Instead, we'll post a photo and link to the YouTube playlist.



### Nexus to the Port's Overall Mission

The Port's vision, as outlined in the Port of Los Angeles Strategic Plan, declares the Port of Los Angeles' goal to retain its position as the #1 volume container port in North America while continuing our competitive edge in environmental initiatives, security measures, and social responsibility. But, how does one know where we are going when one doesn't know where we've been? It's so important to share the Port's history, because although many people see the Port as innovative and futuristic, it has helped shape the economy of the Southern California and the nation. Founded in 1907, the Port of Los Angeles is 110 years old and the second oldest port in California, after San Francisco. That's more than a century of stories to share with generations to come.

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### Planning and Programming

Videos are intended to reach members of the local harbor community members, as well as those who love history in the greater L.A. area. The filming schedule is every other week and topics are planned to align with significant historical events or complement current exhibits open at the Museum. Each month, we brainstorm with our host, who does the research and writes the script before memorizing it. After the editing and approval process, the video is scheduled to post to the Port's Facebook, Twitter, and YouTube Channel in sync with the Los Angeles Maritime Museum's social media feed. The City of Los Angeles Department of Recreation and Parks also benefits from the publicity, since the Museum is a Recreation and Parks' facility. Videos are also posted to the Port's website and linked to YouTube.

### Actions Taken and Outputs



Video production is completed in-house by the Port's Media Relations Division, with very little impact on staff time or resources. Now, let's make it a little more "Hollywood" with the working titles: a public information director serves as series creator, director, and producer, and a video production coordinator serves as editor and cinematographer. The executive director of the museum, who is not a Port employee, but is a City of Los Angeles employee, serves as the on-camera talent aka star of the show. (In reality, it's just a guy with a camera, a really great host, and an organizer with lots of ideas). The turnaround time to produce one episode -- including shooting, editing, and posting -- is approximately two to three hours.

### Outcome and Evaluation

Since its launch in April 2017, Maritime Minute has received more than 60,000 combined views on YouTube, Facebook, and Twitter. Episodes to date have covered a variety of topics, including the Los Angeles Steamship Company, Angels Gate Lighthouse, San Pedro Municipal Ferry Service, and California Ship Building Corporation. These short videos invoke hometown pride and nostalgia, and comments from users on social media are encouraging. The consensus can be summed up in one sentence: "Post more videos like this!" The Port of Los Angeles is deeply rooted in the community, and has been feeding families for generations. It seems like everyone who lives in the Los Angeles harbor communities of San Pedro and Wilmington has ties to the Port of Los Angeles. Some are employed as longshoremen, others have grandfathers who were fishermen, and grandmothers who cleaned fish at the local canneries. People feel connected to these historical stories in one way or another, and if the Port of Los Angeles brings a smile to their face for even just one [maritime] minute, we have achieved our goal.