



2019 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 1: Advertisements - Ad Series

Working for Long Beach



Working for Long Beach

Summary:

When a new Port of Long Beach Economic Impact Study was released in February 2019, indicating that Port-related jobs across the city have increased by 70 percent since the most recent study in 2004 (1 in 5 vs. 1 in 8), the challenge for the Communications and Community Relations team was to get this great news out to the community – and fast! The news also provided the opportunity to remind the local workforce that there is a wide variety of good jobs available at the Port of Long Beach, and in the industry as a whole. The result was the “Working for Long Beach” advertising series, featuring the “1 in 5 Jobs” message and dramatic images of work in progress throughout the Port, driving the economy.



Ad for the “Working for Long Beach” ad series

Working for Long Beach
Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that's 51,000 jobs from construction workers to truck drivers to retail clerks and more. Our operational excellence and sustainable development will continue to drive our economy.

7 Communication Challenges and Opportunities

The Port of Long Beach is one of the world's premier seaports, a gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. Founded in 1911, the Port is a major economic engine for the region and handles trade valued at more than \$200 billion annually, while also supporting millions of trade-related jobs across the U.S., hundreds of thousands of Southern California jobs and one in every five Long Beach jobs.

The Port of Long Beach is "big ship ready," welcoming the Pacific fleet's largest vessels and serving 175 shipping lines with connections to 217 seaports worldwide, offering a wealth of opportunity for U.S. businesses. Goods moving through the Port reach every U.S. congressional district. In 2018, the Port handled 8.1 million container units, achieving the busiest year in its 108-year history.

The Port encompasses 3,200 acres with 31 miles of waterfront, 10 piers, 80 berths and 66 post-Panamax gantry cranes. On track for a green future – named the world's "Best Green Seaport" by industry peers in 2018 – the Port is

pursuing the most aggressive capital improvements program in the nation and creating the world's most modern, efficient and sustainable seaport.

Under the Long Beach City Charter, a five-member Board of Harbor Commissioners appointed by the Mayor is responsible for setting policy for the Port of Long Beach and managing the city's Harbor Department to best serve the community.

A top priority in building and strengthening the local economy is the creation of good jobs for Long Beach citizens.

When a new Economic Impact Study was released to the Harbor Commission in February 2019, indicating that Port-related jobs across the city have increased by 70 percent since the most recent study in 2004, the challenge for the Port of Long Beach Communications and Community Relations team was to share this great news with local audiences. The news also provided the opportunity to remind the local workforce that there are a wide variety



The Port of Long Beach

of good jobs available at the Port of Long Beach, and in the industry as a whole.

The result was the “Working for Long Beach” advertising series, featuring the “1 in 5 Jobs” message and dramatic images of work in progress throughout the Port, driving the economy.



Ads for the “Working for Long Beach” ad series

Left
Working for Long Beach

Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that’s 51,000 jobs from port pilots to warehouse drivers to construction workers and more. Our operational excellence and sustainable development will continue to drive our economy.

Right
Working for Long Beach

Trade moving through the Port of Long Beach supports 1 in 5 jobs in the city – that’s 51,000 jobs from longshore workers to railroad engineers to retail clerks and more. Our operational excellence and sustainable development will continue to drive our economy.

2 Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs – and succeeding.

To measure progress, in July 2017, the Harbor Commission contracted with EDR Group Inc. to study the economic impacts of Port operations. The study, released in February 2019, revealed that, as the nation's second-busiest container seaport, activity at the Port supports 51,000 jobs in Long Beach alone. That's one in five jobs. The last study, completed in 2004, showed that the Port was connected to just 30,000 jobs – about one in eight – so the improved results are dramatic.

Similar Port-related job growth was evident for the five-county Southern California region, statewide and across the U.S.

To fill the ever-expanding job inventory created by trade growth, the Port advances job awareness through community outreach programs and helps to develop a skilled workforce with a variety of educational programs for young people, as well as those changing careers or reentering the workforce. All of these programs are administered by the Communications and Community Relations team.

The "Working for Long Beach" series celebrates the growth in trade and related jobs, but also inspires those seeking employment with the variety and importance of Port jobs.



Economic Impact Report (2019)

Exports

Production of exports is also part of the job-generation equation.

The Port in 2017 was responsible for exporting **\$39 billion** of goods produced across the country. The top export commodities by value produced in the U.S. were the following:

- Aircraft
- Machinery
- Vehicles
- Plastics
- Cotton

Imports

Americans rely on the Port for many of the products they use every day.

In 2017, more than **\$155 billion** in cargo was imported through the harbor. The top imports were:

- Machinery
- Electronics
- Fuel and oil
- Vehicles
- Apparel

National Economic Asset

The Port of Long Beach is one of the world's premier seaports, a gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. Founded in 1911, the Port is a major economic engine for the

region, state and nation, and handles trade valued at more than **\$194 billion** annually. Every Congressional district in the continental U.S. is either a destination or a source of cargo that moves through the Port of Long Beach.

In 2018, the Port handled more than **8.1 million** twenty-foot equivalent units (TEUs) of containers, achieving the busiest year in its 108-year history. The Port of Long Beach moves approximately 15 percent of all cargo imported into and exported from the U.S.

About the Report

This assessment involved economic analysis of all Port-related activities:

- Cargo operations
- Cruise passenger services
- Retail
- Tourism
- Landlord role of Harbor Department
- Port tenants
- Significant construction and infrastructure development

Estimates of jobs are generated by three economic processes:

- Direct effects – Port users and industry expenditures for goods, labor and materials, plus construction and tourism.
- Indirect effects – Expenditures for goods and services by suppliers to meet demands of direct port activities.
- Induced effects – When income earned by workers is re-spent on household goods and services.

3 Planning and Programming Components

Economic Impact Report (2019)

Overall share of jobs by geography:

City: **20 percent**
 Region: **5 percent**
 California: **3.1 percent**
 U.S.: **1.4 percent**

Tax revenues:

- **\$46.6 billion** in federal, state and local tax revenues for the nation associated with the Port of Long Beach in 2017

Highlights

Port capital projects generated an estimated **\$303.2 million** of direct sales within the city in 2017.

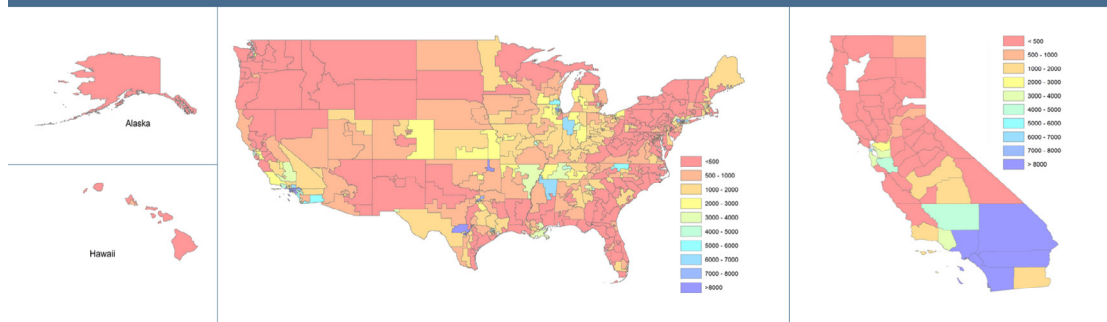
Spending by visitors to the Queen Mary and Carnival Cruise Lines passengers resulted in direct sales of **\$173.2 million** in 2017.

Three largest sectors where Port-related activity supported employment throughout the five-county region:

- Retail trade (**259,640 jobs**)
- Manufacturing (**61,240 jobs**)
- Professional and business services (**58,950 jobs**)

Direct Jobs supported by two-way trade through Port of Long Beach

Source: POLB Economic Impacts Model; PIERS



City of Long Beach

51,090 jobs or one in five jobs
 \$3.2 billion in income
 \$5.1 billion in value-added (gross product)
 \$9 billion in output (sales)

Five-County Region
 (Los Angeles, Orange, San Bernardino, Riverside and Ventura)

576,350 jobs or 1 in 20 jobs
 \$30.8 billion in labor income
 \$49.5 billion in value-added (gross product)
 \$88.5 billion in output

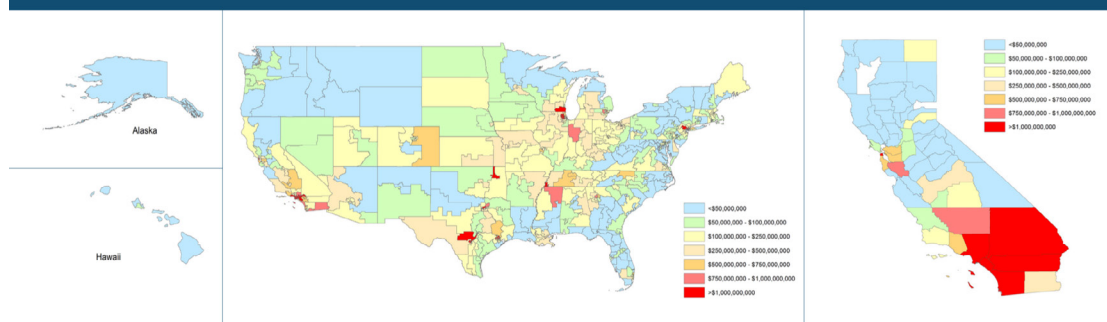
State of California

705,430 jobs
 \$38.7 billion in labor income
 \$61.8 billion in value-added (gross product)
 \$110.7 billion in output

United States

2.6 million jobs
 \$126.8 billion in labor income
 \$206.2 billion to value-added (gross product)
 \$374 billion in output

Value of two-way trade through Port of Long Beach



The goal of the “Working for Long Beach” ad series is to inform local residents and businesses, students, customers and other stakeholders about the Port’s important economic role, while instilling community pride and building awareness about Port jobs.

The target audiences for the “Working for Long Beach” series:

- Current and potential Port of Long Beach employees, customers and stakeholders
- The Long Beach business community
- The citizens of Long Beach
- Students, including young people, as well as those changing careers or reentering the workforce
- The available workforce

The objectives set for the “Working for Long Beach” ad series:

- Indicate that the Port of Long Beach is taking a leadership role in the city’s economic growth.
- Highlight various Port-related jobs.
- Get readers’ attention with engaging copy and eye-stopping visuals.
- Work to a budget of about \$12,000 for ad placement (both print and online editions) and social media (through April 2019).
- Achieve combined print, online and social media exposure of about 500,000, primarily in the local market.
- Move fast to get the “1 in 5 Jobs” message to the targeted markets as quickly as possible.

4 Actions Taken and Communication Outputs Used

The new Economic Impact Report was presented to the Harbor Commission on February 25, 2019, and the news it contained was too good to keep. Here's the timeline:

February 26: Economic Impact Study presented to Harbor Commission. First social media placements on Twitter, Facebook and Instagram.

February 27: News release distributed electronically to all Port of Long Beach-related media.

March 11: First print and online ad placement.

A full-color brochure with the study results was also produced for various marketing purposes.

Creative

The "Working for Long Beach" ad series, featuring the "1 in 5 Jobs" message and images of employees at work doing various Port jobs, was created and placed in-house by the Port of Long Beach Communications and Community Relations Division team.

Through images and copy, the creative needed to emphasize the scale and power of the Port. This was done by selecting dramatic photography conveying the Port's large scale with a small human figure, connecting the two.

Considering the immediate need, existing images were selected from the Port's extensive photographic archive. Photos were selected where the job was emphasized, rather than the individual worker, showing silhouettes, not faces.

A full-page, full-color format was utilized in print and online placements.

Consistent with the Port's overall advertising philosophy, the ads created for the "Working for Long Beach" series include a full-bleed photo background, a simple headline reflecting the theme, a brief copy block with only slight variations, the Port of Long Beach logo with the accompanying slogan, "The Green Port," and the Port's web address.



Ad for the "Working for Long Beach" ad series

Working for Long Beach
Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that's 51,000 jobs from forklift drivers to engineers to Harbor Patrol officers and more. Our operational excellence and sustainable development will continue to drive our economy.

A full-page format was selected to emphasize the scale and power of the images selected.

The ad series theme, "Working for Long Beach," has double meaning:

- Workers in and around the Port of Long Beach have a variety of interesting, good-paying jobs, and
- The Port of Long Beach is working to drive the city's economy.

Following are representative samples from the ad series:

Message #1: Working for Long Beach (Image of port pilot aboard tugboat in the harbor)
Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that's 51,000 jobs from port pilots to warehouse drivers to construction workers and more. Our operational excellence and sustainable development will continue to drive our economy.

Message #2: Working for Long Beach (Image of containers being loaded onto truck chassis) (Same copy as Message #1)

Message #3: Working for Long Beach (Image of forklift driver stacking lumber)
Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that's 51,000 jobs from forklift drivers to engineers to Harbor Patrol officers and more. Our operational excellence and sustainable development will continue to drive our economy.

Message #4: Working for Long Beach (Image of concrete worker on lift)
Trade at the Port of Long Beach supports 1 in 5 jobs in the city – that's 51,000 jobs from construction workers to truck drivers to retail clerks and more. Our operational excellence and sustainable development will continue to drive our economy.

Placement

Two publications (each with both print and online versions) were selected to reach the targeted audience for this local campaign. All ads are full-page, and preferred placement is back cover if available.

- **Long Beach Business Journal**
A glossy, full-color tabloid format (10" x 14") business news publication published every other Tuesday that serves as the "voice of business" in the Long Beach area. Subscription and single copy circulation, available in various business and community locations, totals at least 22,000 with multiple readership for each edition.
- **Grunion Gazette**
(Insertions March 14, 28 and April 11)
A full-color available, tabloid-size (10" x 15.5") format community-focused newspaper, published every Thursday. Total circulation for the print edition is 52,000, 86% home delivery and 14% single copy picked up at various business and street locations. Multiple readership boosts the weekly circulation to 151,000.

Monthly unique visitors to the online edition total about 90,000, with about 200,000 page views.

Social media placements to date are as follows:

Facebook

Posts: 2
Reach: 4,549
Impressions: 6,473

Twitter

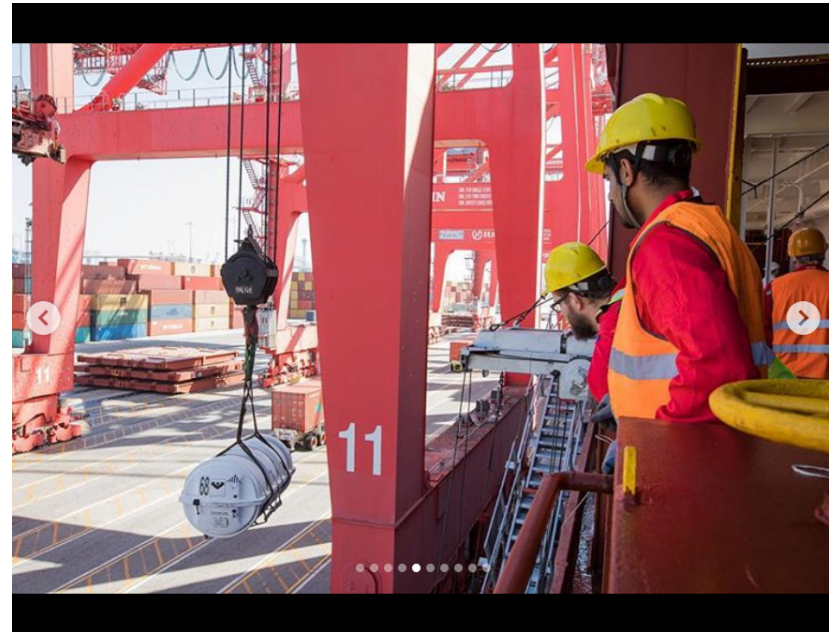
Tweets: 8
Impressions: 11,140
Engagements: 243

Instagram

Posts: 3
Likes: 669
Comments: 7

Future Placement

Due to the importance of the message and the success of this initial campaign, the local Long Beach series will continue through Summer 2019 and, in addition, the Communications team is planning regional and national campaigns sharing those Economic Impact Survey results.



portoflongbeach Port of Long Beach

portoflongbeach April 5 is Western Hemisphere Ports Day! Today we celebrate and thank the maritime industry professionals who keep our ports running and economy pumping. #PortsUnited #PortsDeliver

1w

t_loc_76 You guys need to show more of the rail road side of things

Liked by newgdbridge and 249 others

APRIL 5

Add a comment... Post

Port of Long Beach @portoflongbeach · Mar 13

The Port of Long Beach supports 1 in 5 jobs in Long Beach, 575,000 in the SoCal region and 2.6 million jobs in the US. ow.ly/2Uoj50mYS8y

1 1

Social media placement of the "Working for Long Beach" campaign

Port of Long Beach @portoflongbeach · Mar 6

#ICYMI The Port of Long Beach is connected to 1 in 5 jobs in Long Beach. Continuing its role of driving economic success in the region. ow.ly/VgdH50mH4nl

1 3

Port of Long Beach @portoflongbeach · Feb 26

The Port of Long Beach powers 20% of local jobs. According to a new Economic Impact Study, #POLB is connected to one in five jobs in Long Beach, sustaining a local workforce that continues to drive economic growth across the region. Read more: ow.ly/o2Ly30nQFYU

2 4

Port of Long Beach @portoflongbeach · Apr 5

Did you know in the city of Long Beach, the Port supports 1 in 5 jobs? That's over 51,000 jobs just in the city, 575,000 jobs in SoCal and 2.6 million jobs in the U.S. Thank you to port industry workforce for your hard work and dedication! #PortsUnited #PortsDeliver

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5 Communications Outcomes and Evaluation Methods

The Communications team completed the image-rich “Working for Long Beach” ad series within the \$12,000 budget and met the overall readership objective of 500,000.

To measure overall community awareness for Port outreach programs such as this “Working for Long Beach” series, a reliable evaluation tool is a research study last released in mid-2018, conducted for the Port by Encinitas-based True North Research, updating data collected since 2007 titled Public Communications & Perceptions.

The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.

Pertaining to jobs and the economy:

- Of the seven Quality of Life and Local Issues tested, improving education received the highest interest (88%), improving public safety (87%), creating good-paying, local jobs (86%), protecting and improving the local economy (86%) and protecting the environment (84%).

- In the area of Awareness & Perception of the Port, survey participants generally characterized the Port in a positive way with a clear majority of residents agreeing that the Port is beneficial to the economy (83%), and an important creator of jobs (82%).

- In the area of Information & Attitudes, virtually all participants with an opinion (more than 50% knew enough about the Port to have an opinion) agreed that international trade is important to our local, state and national economies (96%), that in order to stay competitive in the global economy and avoid losing business and jobs, the Port needs to make its facilities more productive and efficient (96%), and that the Port of Long Beach is a vital economic engine for Long Beach and the Southern California region, being responsible for the creation of jobs and economic prosperity (95%).

It would certainly appear that news about more jobs and the improved economy would be welcome.

Finally, the study ranked the most frequently mentioned sources for Port-related information in 2018 as the local daily newspaper, the Press-Telegram (28%), Port publications (21%), social media (20%), the Grunion Gazette (19%), internet in general (18%), and television news (17%).

“The Port of Long Beach creative team does terrific work! They turned this project around on a dime. Just hours after learning great news about the Port’s economic impact, posts were distributed to all our social media outlets, and in days, the campaign was in print. Our print advertising focuses on pictures that are worth a thousand words. Once again, our extensive photo archive included just the dynamic job-related photos we needed to not only show how the Port is powering the Long Beach economy, but also showcase the variety of jobs we offer.”

*-Kerry Gerot, Port of Long Beach
Director of Communications and Community Relations*

"The Port of Long Beach is an economic engine that generates one in five jobs for the hardworking people living in our community, as well as one in 20 good-paying jobs across a five-county region in Southern California. For every job supported in the City of Long Beach, there are 50 jobs supported throughout the United States, which demonstrates that trade moving through this Port positively impacts the national economy in many different ways."

*- Tracy Egoscue,
President, Long Beach Board of Harbor Commissioners*

"At the Port of Long Beach, business is really good. We're breaking and re-breaking cargo records and expect that to continue well into the future. And to put things in perspective as it pertains to the workforce, our last economic impact study shows that one in five jobs in the City of Long Beach is sustained by the trade that moves through our Port. That's up from one in every eight jobs just a few years ago."

*- Mario Cordero,
Executive Director, Port of Long Beach*

"Whenever our staff and contract photographers are out in the Port on assignment, they pick up shots of men and women at work to add to our vast photo archive. These impactful but anonymous images emphasize the place and the job, not the individuals, and they really pack a punch."

*- Jen Choi
Manager of Creative Arts and Design*

Follow the Port of Long Beach:

