



2019 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 5: Community/Education Outreach

Port of Long Beach – PHOTO Program



Port of Long Beach – PHOTO Program

Summary:

As part of the Port of Long Beach's extensive Community Outreach Program – and in support of the vibrant Long Beach arts community – the Port of Long Beach PHOTO Program is one of its most popular outreach activities. The Port partners with the Arts Council for Long Beach to present this free, three-part learning experience for photographers of all skill levels. For its first five years the program consisted of three parts – a welcome orientation with an introduction into camera basics by Port photographers, followed by a twilight photo shoot aboard a cruise through the Port, and culminating with a gallery reception and exhibition during the Arts Council's annual Arts Month celebration in October. For 2018, the challenge – and opportunity – for the Port of Long Beach Communications and Community Relations team was to capitalize on the extremely successful program by expanding it to improve outcomes for both the Port and participating photographers. The result? Nearly year-round exposure for participating photographers and their work, along with dramatically increased awareness of the Port.

Ad promoting the PHOTO Program



Port of LONG BEACH
PHOTO PROGRAM

Join Us for an Artist's View

The Port of Long Beach presents our 6th Annual PHOTO Program, a partnership with the Arts Council for Long Beach. Local photographers captured striking images of the Port on a behind-the-scenes harbor tour and their best work is on display Oct. 6-28 at the Expo Arts Center in Bixby Knolls. **More information at polb.com/photoprogram.**

Port of LONG BEACH
The Green Port

Arts COUNCIL
FOR LONG BEACH

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. According to an Economic Impact Study released in February 2019, Port commerce supports 2.6 million trade-related jobs across the U.S., 575,000 Southern California jobs and one in every five Long Beach jobs – up 70 percent from one in every eight Long Beach jobs at the time of the last study, completed in 2004. The increase is primarily due to increased trade volume.

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.

Located just across the harbor from downtown Long Beach’s business and tourism epicenter and providing the view from coastal high-rises that line the shore, 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. A centerpiece of the construction is a new cable-stayed bridge that will become an instant Southern California icon when completed in 2020.

The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, serves as the governing body for the Port. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so



The Port of Long Beach

goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

Equally important is the Port's investment in the Long Beach community.

As a major gateway to international trade, the Port of Long Beach plays a significant role in ensuring that favorite products are available on store shelves in Long Beach, but its commitment to the community extends well beyond goods movement. Increasing revenue and creating jobs are top priorities, but the Port makes an ongoing effort to support activities and school programs that help to increase the understanding of Port operations through open communication with all sectors of the local community.

In support of the vibrant Long Beach arts community, the Port of Long Beach PHOTO Program is one of its most popular outreach activities. Beginning in 2014, the Port partnered with the Arts Council for Long Beach to present a free, three-part learning experience for photographers of all skill levels.

Images that capture the dramatic sights and scenery of the harbor, its workers, its massive machinery and gargantuan ships from around the world have long been an important element of the Port's sales and marketing programs. It was a natural fit to invite the artistic community to photograph the Port.

For its first five years, the program consisted of three parts – a welcome orientation with an introduction into camera basics by Port photographers, followed by a twilight photo shoot aboard a cruise through the Port, and culminating with a one-month gallery reception and exhibition during the Arts Council's annual Arts Month celebration in October.

For 2018, the sixth year for the program, the challenge – and opportunity – for the Port of Long Beach Communications and Community Relations team was to capitalize on the extremely successful program by expanding it to improve outcomes for both the Port and participating photographers. In prior years, months of work by the Port, the Arts Council and



Participating photographers of the PHOTO Program

the participating photographers resulted in a one-month exhibit and the images were never seen again. Now, additional exhibits extend the one-month exposure to nearly year-round exposure, top photographers from previous years are invited back for special projects, and PHOTO Program images are being put to many new uses, such as wall art in public buildings and on promotional materials. The photographers are now receiving the exposure and resulting recognition they deserve, all the while eloquently sharing the Port story through each photographer's unique lens.



PHOTO Program exhibit at the Expo Gallery (above) and the Aquarium of the Pacific's Night Dive Event (below)



2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal of providing open channels of communication between the Port and its various constituencies – an objective shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

Throughout the year the Port offers family-friendly events; provides opportunities to explore the Port by boat with Harbor Tours; sponsors events hosted by local organizations; and has speakers available to share the Port's story.

The Port of Long Beach PHOTO Program, a unique partnership with the Arts Council for Long Beach, focuses on an underserved segment of the very robust Long Beach arts community – photographers at all skill

levels – with a unique learning and exhibition opportunity, and, in return, their photographic images further reveal the Port to the community through pictures.

Photographers – whether amateurs with their first camera or professionals making their living taking pictures – receive the artistic recognition they deserve, and the Port of Long Beach is the beneficiary of their amazing images and the Port story they relay to the community.

3 Planning and Programming Components

Goal for the expanded and improved 2018 Port of Long Beach PHOTO Program:

- Enhance and extend the valuable benefits of the PHOTO Program to the Long Beach arts community, specifically its photographers, while dramatically increasing awareness for the Port of Long Beach through wider exposure of Program images.

Target Audiences:

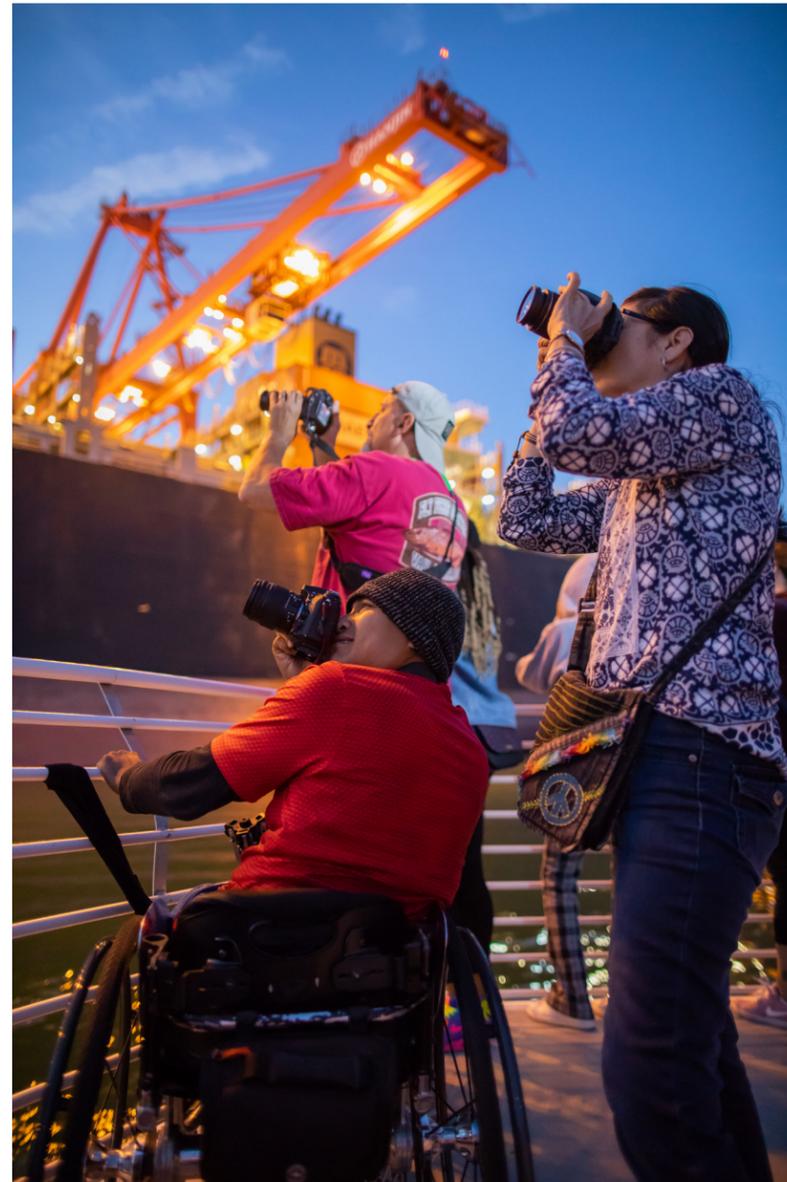
- Past, present and future PHOTO Program participants;
- The Long Beach arts community;
- Long Beach residents and businesses;
- Long Beach Mayor, Councilmembers and other elected officials;
- Port customers and stakeholders who will benefit as subjects of the photos;
- Photography aficionados;
- Potential sponsors for camera equipment and other materials;
- Harbor Commissioners and Port staff.

Objectives:

- Continue the successful three-part Program format and "October is Arts Month" celebration;
- Add elements that augment learning opportunities, increase exhibition opportunities (benefiting both the Port and the participants), make use of the photographs in Port Community Relations programs and for display purposes, and re-engage former top participants;
- Once again, partner with the Arts Council for Long Beach, taking advantage of both their professional expertise and marketing entrée into the arts community;
- Due to program popularity, redefine eligibility requirements and establish a lottery system for selection;
- Prepare a communications plan, focusing on social media;
- Augment the Port's extensive photo archive, particularly for use with Community Outreach programs;

4 Actions Taken and Communication Outputs Used

- Create collateral materials to accompany the Program;
- Staff the project with Port of Long Beach creative professionals, both employees and contractors;
- Provide a specific avenue of expression and acknowledgement for photographers of all skill levels, a sometimes-overlooked segment of the arts community;
- Embrace the popularity and nearly exclusive use of digital photography in today's society;
- Involve employees and the public in selecting favorite images;
- Double exposure for PHOTO Program images;
- Adopt a budget not to exceed \$20,000 for the 2018 PHOTO Program.



Participating photographers of the PHOTO Program

Timeline

June 14: Announcement of 2018 PHOTO Program

Due to exceptionally high demand for this free program and the need to control the number of participants for maximum program success, beginning in 2018, participants were selected through a lottery system. Only first-time participants who were 18 years of age or older and could attend all mandatory elements of the program were eligible. Also, a digital SLR camera was mandatory.

The 2018 Program was announced simultaneously by the Port and the Arts Council, providing a registration link, to be open one day only for 12 hours – June 20 from 8 a.m. to 8 p.m.

69 amateur and professional photographers were selected.

Saturday, July 14: FORUM Port Interim Administrative Offices

Each participant received a full-color brochure detailing the FORUM,

TOUR and GALLERY elements, as well as requirements for submitting photographs for judging.

9 - 11 a.m.

- Registration & Breakfast
- (Mandatory) Port 101 and discussion with a Port professional photographer

Presenters:

- Kerry Gerot, Port Director of Communications and Community Relations
- Mario Gonzalez, Port Manager of Community Relations
- Jen Choi, Port Manager of Creative Arts and Design
- Tasha W. Hunter, Arts Council Board President
- Lisa Desmidt, Arts Council Director of Programs
- Elizabeth Munzón, Arts Council Education
- Bernadette McKeever, Port Contract Photographer



PHOTO Program Forum



11:30 - noon

- (Optional) Photo 101 workshop with a Port professional photographer for participants still getting familiar with the functions on an SLR camera.

Presenter: Matt Fukushima, Port Contract Photographer

Saturday, July 21 TOUR

Attendees began the evening with a mixer at the Aquarium of the Pacific's Rooftop Veranda. Then they boarded a harbor tour boat for exclusive access to photograph areas of the Port not typically visited by the public. The timing of the tour allowed for daylight, twilight and night photography, and Port professional photographers were on hand to assist. Each participant received a full-color Harbor Tour brochure, including a tour map.

- 5:30 p.m. Mixer
- 6:45 p.m. Boat departs
- 9:00 p.m. Boat returns

Friday, August 2 TOUR FOR PREVIOUS WINNERS – NEW FOR 2018

To engage former participants, winners of the last five PHOTO Programs were invited back for a special tour to photograph the construction of the Port's replacement for the Gerald Desmond Bridge from

GALLERY

Photographic Judging

Each participant is required to submit three photographs. At least one photo from each participant will be displayed in the gallery.

The Arts Council will form a panel who will select first, second and third place winners. Names of the program winners will be announced at the Gallery Reception.

Editing 101 Workshop: Saturday, Aug. 4

Those needing assistance with photo editing software or electronic submissions are encouraged to attend. Limit of 12 seats per session.

Session 1: 10-11 a.m. **Session 2:** 11 a.m.-noon **Session 3:** noon -1 p.m.

Location: PADNET/LBCAP | 117 W. Victoria St., Long Beach 90805

Submissions Due: Friday, Aug. 17 at 5 p.m.

(late submissions will not be accepted)

Please submit one ZIP file with all three of your photographs inside, using these formats:

ZIP File Name: Last_First.zip

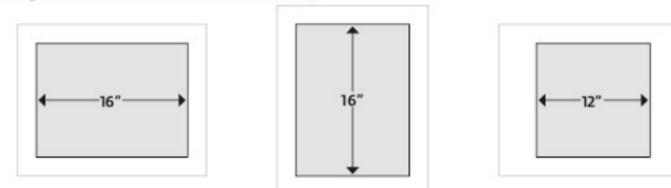
Photo File Names: Last_First_Title.jpg

(Title on file name will be used as-is, so double-check capitalization and spelling carefully.)

Photos in JPG format

File resolution: 300 dpi

File size: 16 inches at the largest dimension or no larger than 12 inches if square
(images can be either horizontal or vertical)



Use wetransfer.com to send the ZIP file to art@polb.com
For questions, please email art@polb.com

Photographs can be submitted in either color or black and white.

Gallery Reception: Friday, Oct. 5

Time: 6 – 8 p.m.

Location: Expo Arts Center | 4321 Atlantic Ave., Long Beach 90807

Friends and family will be welcome to attend the reception.

Port of LONG BEACH PHOTO PROGRAM



Welcome!



PHOTO Program orientation brochure and reception invitation (next page)

FORUM

Date: Saturday, July 14
Time: 9 a.m. – noon

Location: Port of Long Beach,
Interim Administrative Offices – 1st Floor Training Room
4801 Airport Plaza Drive, Long Beach 90815

Registration and Breakfast

Kerry Gerot, Director of Communications and Community Relations
Welcome Remarks

Mario Gonzalez, Manager of Community Relations
Port 101

Jen Choi, Manager of Creative Arts and Design
Storytelling and Port Photography
What to Expect from the PHOTO Program
Image Usage

Tasha W. Hunter, Board President, Arts Council for Long Beach
About the Arts Council

Lisa Desmidt, Director of Programs, Arts Council for Long Beach
Judging Criteria

Elizabeth Munzón, Arts Education Programs Associate, Arts Council for Long Beach
Gallery Submission
Submission Lab Hours

Bernadette McKeever, Port Contract Photographer
Principles of Port Photography: Composition, Lighting & Style
What to Bring, What Not to Bring & What to Wear
Etiquette and Safety
What's in My Gear Bag – Show and Tell

Optional

Matt Fukushima, Port Contract Photographer
Photo 101: Crash Course on SLR Camera Functions (*Ideal for Beginners*)

TOUR

Attendees will begin the evening with a mixer at the Aquarium of the Pacific's Rooftop Veranda. After an hour of light appetizers, participants will come aboard a harbor tour of the Port of Long Beach where they will be given exclusive access to photograph areas of the Port that are not typically visited by the public.

Date: Saturday, July 21
Time: 5:30 – 9 p.m.

Location: Aquarium of the Pacific | 100 Aquarium Way, Long Beach 90802
(See map for two locations)

Program:
5:30 p.m. Mixer 6:45 p.m. Boat departs (Dock 2) 9 p.m. Boat returns

What to bring:

- Digital SLR cameras – no point and shoot (*must provide digital file for gallery*)
- Lenses: long and short of it
- On-camera strobe and monopods OK

What NOT to bring:

- Tripods
- More than one bag of gear
- Reflectors and any other studio lighting equipment

What to wear:

- Appropriate weather attire including jacket or sweatshirt (*wear comfortable attire*)
- Closed-toe athletic shoes (*think functional not fashionable*)

On-board etiquette:

- Keep camera equipment on you at all times
- Play nice! (*90 people on board, not a lot of elbow room*)
- Don't bring too many items
- Keep your gear organized... watch out for spray!

Parking and directions:

The tour will depart from and return to Rainbow Harbor in downtown Long Beach. The boat departs from Dock 2, next to the Aquarium of the Pacific. Aboard the boat, validation is provided for the Aquarium parking structure parking only.

From the I-710 South, exit Shoreline Drive and make a right on Aquarium Way. The Aquarium parking structure is located on the right-hand side.



YOU'RE INVITED TO THE

Port of Long Beach PHOTO PROGRAM Opening Reception

Expo Arts Center
4321 Atlantic Ave., Long Beach 90807

Friday, October 5, 2018 | 6 to 8 p.m.

The Port of Long Beach's PHOTO PROGRAM is an annual partnership with the Arts Council for Long Beach. Port staff shared photographic techniques and gave local professionals and amateurs a chance to apply what they learned on a harbor tour. The best of these images, highlighting the hidden beauty of an industrial port, form a curated exhibition at the Expo Arts Center in Bixby Knolls.

The gallery will be available for viewing Oct. 6-28, in conjunction with October is Arts Month.

Visit polb.com/photoprogram for more information.





PHOTO Program exhibit at the Expo Gallery



5:45-8 p.m.. The photographers were escorted on foot through the construction site, which is normally off limits. Their work was also displayed at the "October is Arts Month" exhibit.

Saturday, August 4
EDITING 101 WORKSHOP – NEW FOR 2018
Michelle Obama Public Library Computer Lab

In past years, many participants had difficulty preparing their best photos for submission. To remedy this, the Port and Arts Council staffed workshops teaching the basics of photo-editing with Adobe software. Due to limited computers, participants registered (on a first-come, first-served basis) for one of three one-hour sessions at 10 a.m., 11 a.m. and noon.

Friday, August 17
Submission and Judging

Each participant was required to submit three photographs for judging, with at least one of those photos slated for display at the gallery exhibit in October.

A panel of qualified judges was formed by the Arts Council for Long Beach to select first-, second- and third-place winners that were announced at the gallery opening reception.

The public was also invited to vote for their favorite gallery image on social media to select a "Fan Favorite."

Harbor Department employees voted for their favorites, via the Port's internal newsletter, "Dock Talk."

October 5-28
GALLERY
Expo Arts Center Gallery

Each year, a different location highlighting various Long Beach neighborhoods is selected for the October is Arts Month exhibit of PHOTO Program images. Past locations have included the Long Beach Museum of Latin American Art and the Long Beach Museum of Art. For 2018, the focus was on the north end of the city in the Bixby Knolls neighborhood, in the city's 8th Council District.

Opening Reception Friday, Oct. 5, 6-8 p.m. (Refreshments provided)

Judges announced the winners of the sixth annual Port of Long Beach PHOTO Program competition at an opening reception at the Bixby Knolls Expo Arts Center during the neighborhood's monthly First Fridays event.

Participants:

- MC Mario Gonzalez, Port Manager of Community Relations
- Hon. Al Austin, Long Beach City Council Member for District 8 and Bixby Knolls
- Blair Cohn, Executive Director, Bixby Knolls Business Improvement Association
- Griselda Suarez & Tasha W. Hunter, Arts Council Executive Director & Board President

Winners:

- First – Susan Slade of Long Beach – "Triumphant" (a color-soaked photo with a unique perspective of a cargo ship departing the Port)
- Second – Maren Cole of San Pedro

– "To Other Ports" (a sharp image of the sterns of two ships heading out to sea.

- Third – Eric Rodriguez of Long Beach – "Admiring the View" (a graphic close-up of the stern of a ship, complete with a crew member watching the Port disappear from view)

Collateral materials for the exhibit included an invitation that was distributed to both Port and Arts Council lists, and a display poster and exhibit postcard that were distributed (in person) to 25 businesses surrounding the Expo Center. A full page-ad was placed in the Long Beach Business Journal announcing the exhibit.

400 people attended the Gallery Opening on Oct. 5.

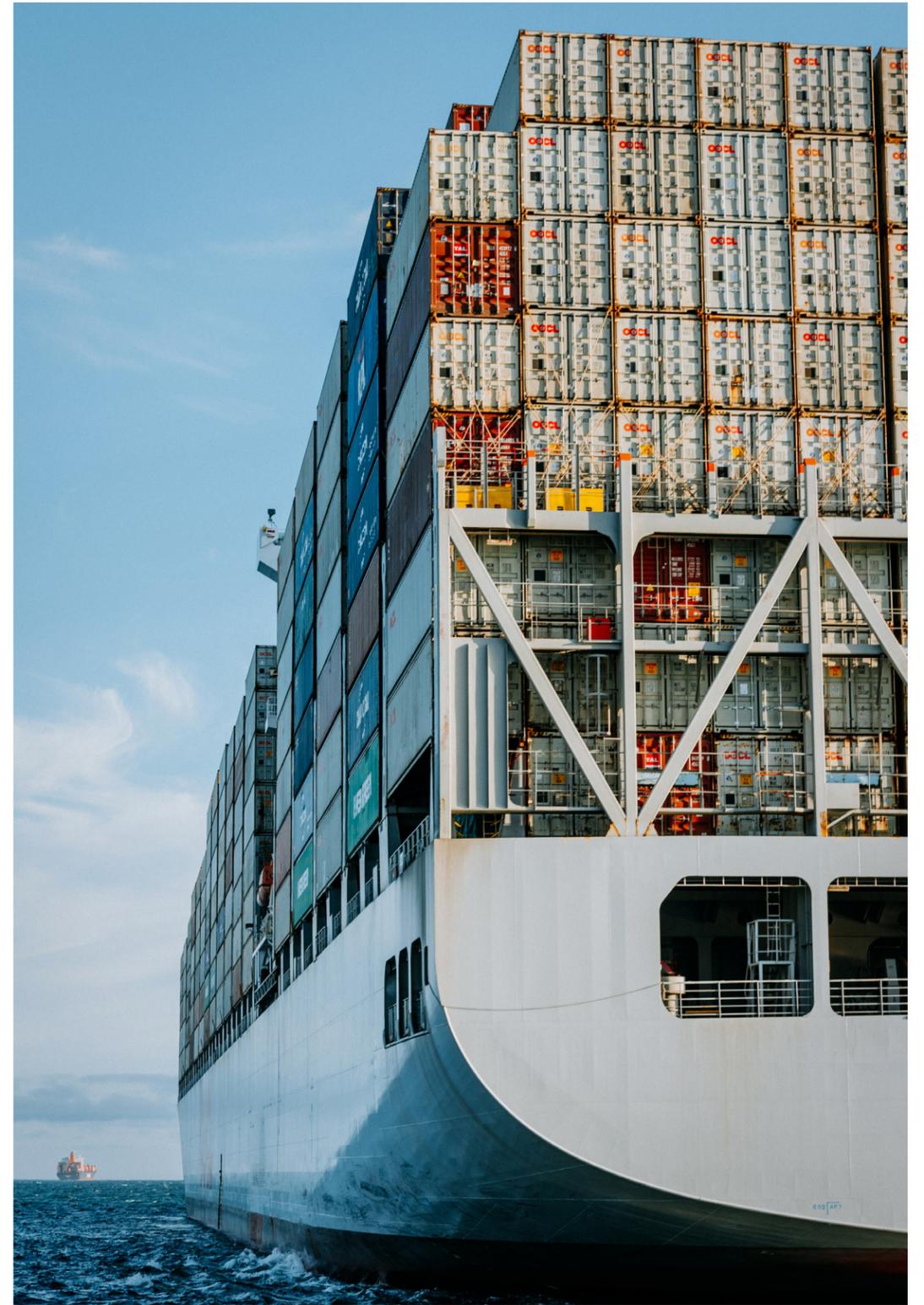
Gallery Exhibit Oct. 5-28, 2018

The reception kicked off the PHOTO Program exhibit of Port images, which included at least one submission from each 2018 participant. Also displayed were images of the new bridge under construction at the Port, provided by

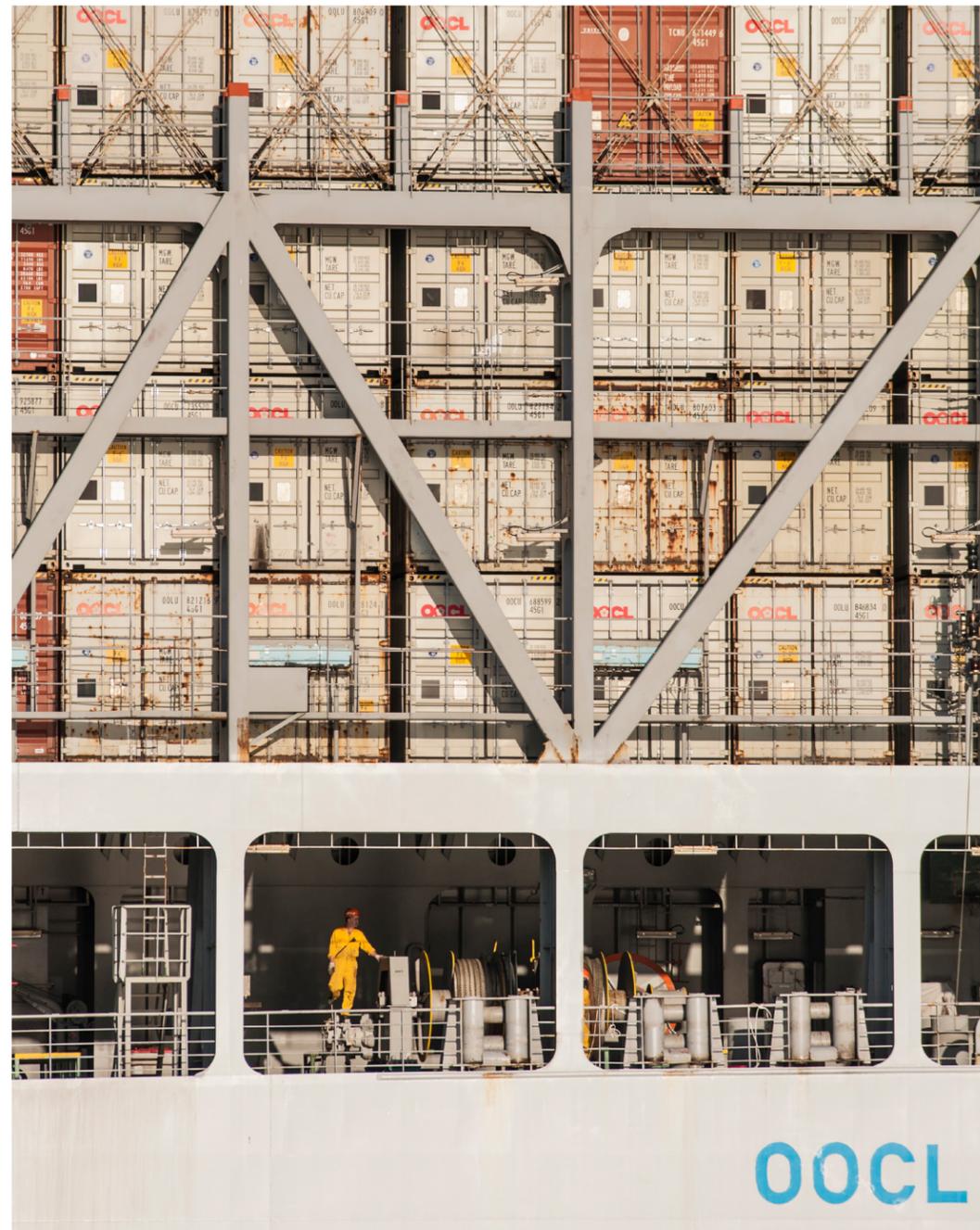


Left:
First Place – Susan Slade of Long Beach – “Triumphant” (a color-soaked photo with a unique perspective of a cargo ship departing the Port)

Right:
Second Place – Maren Cole of San Pedro – “To Other Ports” (a sharp image of the sterns of two ships heading out to sea.)



Third Place – Eric Rodriguez of Long Beach – “Admiring the View” (a graphic close-up of the stern of a ship, complete with a crew member watching the Port disappear from view)



former PHOTO Program winners. The gallery was free to the public from noon to 5 p.m. Wednesdays through Saturdays. More than 2,000 people visited the Gallery Exhibit through Oct. 28.

**Ongoing
PHOTO Gallery Pop-up – NEW
FOR 2018-19**

In order to increase exposure for the 2018 PHOTO Program images, work with the Arts Council began immediately after the Expo Center exhibition on a new series utilizing the images called “PHOTO Gallery Pop-ups.” The concept was to integrate the Port photos into existing, popular events around the community, taking advantage of their high traffic as a way to benefit the participants and the Port.

March 29-May 17, 2019

The first PHOTO Gallery Pop-up was held at the Aquarium of the Pacific from March 29 to May 17. The Pop-up opening was scheduled as part of the Aquarium’s adults-only Night Dive event on March 29. The same evening, the Arts Council for Long Beach’s Open Conversations series kicked off at

the Aquarium with the Arts Council and Port of Long Beach talking about maritime photography. Following the presentation, attendees were introduced to the PHOTO Program and directed to the Pop-up exhibit.

Presenters:

Port photographer Tim Rue, introduced by Port Community Relations Arts Council photographer, Eddie Davila, introduced by Arts Council Staff.

2,000 people attended Night Dive and the PHOTO Pop-up exhibit. 60 people attended the lecture.

May 25, 2019

The second PHOTO Gallery Pop-up was held during Fourth Fridays on Fourth Street, similar to the Bixby Knolls First Fridays event. 2018 PHOTO Program images were displayed at various locations along a stretch of Fourth Street, known by locals as “Retro Row.” The 2019 PHOTO Program was also announced at this event.

Additional PHOTO Gallery Pop-ups are being scheduled.

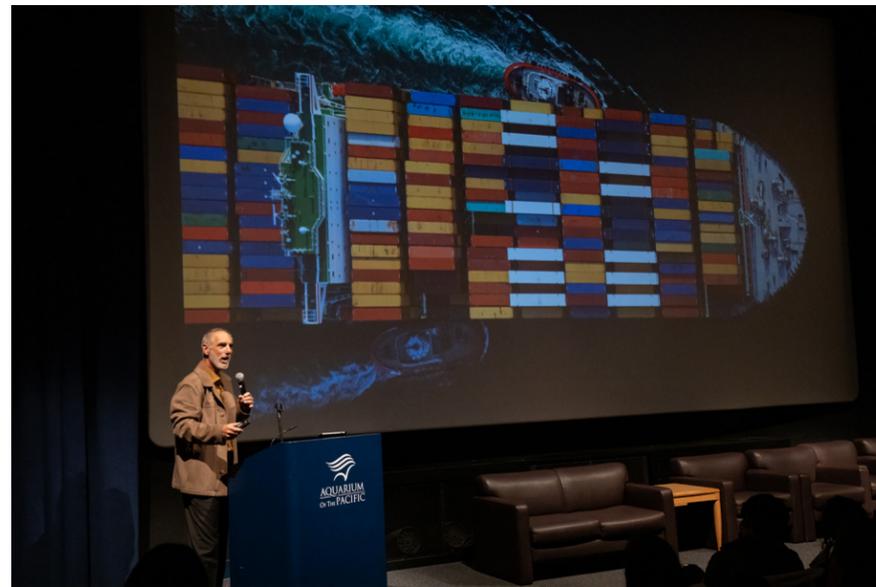


PHOTO Program exhibit at the Aquarium of the Pacific's Night Dive Event

Future

In past years, PHOTO Program images were available for view only at the awards presentation and gallery exhibit during Long Beach Arts Month in October. Now many uses are being planned, including:

- The new Port of Long Beach headquarters. The Port is scheduled this summer to return to the waterfront to a new administration building as part of the new Long Beach Civic Center. PHOTO Program images will be displayed as the public art component of the new facility. The building's lobby is under consideration as a site for the 2019 October Gallery Exhibit.
- Exhibits or décor at other community locations
- Port gifts and promotional items such as note cards or calendars

(Note: Photographs submitted by PHOTO Program participants become property of the Port of Long Beach and part of the Community Relations photo archive. Photographers always receive full credit for their work.)

Marketing

Both the Port of Long Beach and the Arts Council for Long Beach promoted the PHOTO Program on their websites, in electronic newsletters and on social media.

The Port of Long Beach Social Media:

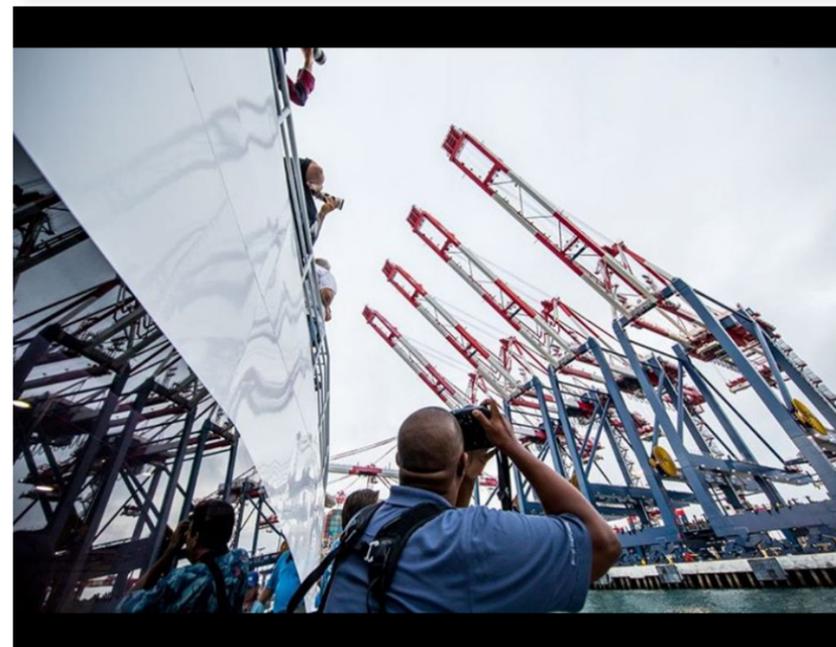
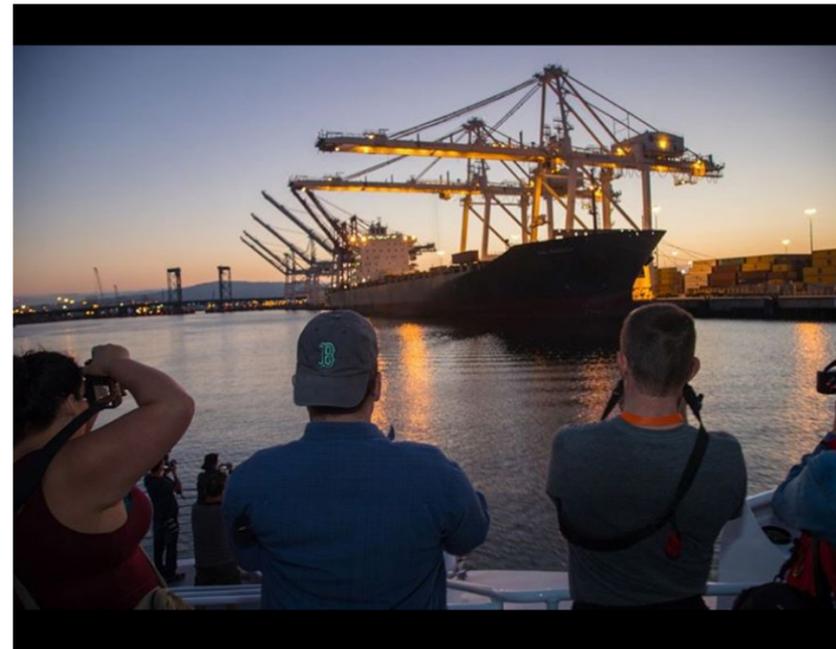
Campaigns were created for both the 2018 PHOTO Program (all phases) and the PHOTO Gallery Pop-up Program utilizing Facebook, Twitter and Instagram.

29 Facebook posts
Reach: 33,114
Total impressions: 47,801

37 Tweets
Impressions: 33,634
Engagements: 470

16 Instagram posts
Likes: 3,216
Comments: 32

Public vote for "fan favorite"
1,549 visits and 996 votes



Social media posts to promote the PHOTO Program

Port of Long Beach @portoflongbeach · 5 Oct 2018
Our 6th annual PHOTOPROGRAM Gallery is about to begin!

Tonight we announce the 2018 winners, who will take home first, second and third place?

2 1 3

Port of Long Beach October 5, 2018 ·

Congratulations to the winners of the 2018 POLB PHOTOPROGRAM!
 1st Place: Susan Slade - Triumphant
 2nd Place: Maren Cole - To Other Ports
 3rd Place: Eric Rodriguez - Admiring the View

You can see these photos and all the 2018 entries on display at the Expo Arts Center until Oct. 28. The gallery will be open from 12:30 – 5 p.m. Wednesday through Saturday.

Vote for your favorite photo in our fan favorite online gallery. One photographer will be crowned the fan favorite! You can win a prize too just by voting: <http://photovote18.hscampaigns.com/>

1,619 People Reached **415** Engagements **Boost Post**

47 9 Comments 15 Shares

Like Comment Share

Port of Long Beach October 12, 2018 ·

As construction continues on the **Gerald Desmond Bridge Replacement Project**, capturing the progress in photos is important. This year we invited the 15 winners from the last five years of the PHOTOPROGRAM on a special photo tour on and around the bridge construction site. The images they produced are spectacular – take a look.

The gallery at the Expo Arts Center in Bixby Knolls will be available for viewing through Oct. 28, in conjunction with October is Arts Month. The gallery will be open from 12:30 – 5 p.m. Wednesday through Saturday. For more details visit: www.polb.com/phtoprogram

1,980 People Reached **274** Engagements **Boost Post**

33 2 Comments 5 Shares

Like Comment Share

Social media posts to promote the PHOTO Program

Port of Long Beach @portoflongbeach · 5 Oct 2018
This year we invited the 15 winners from the previous 5 PHOTOPROGRAMS for a special photo tour of the @newgdbridge construction site.

1 1 2

Employee vote via Dock Talk internal newsletter
162 visits and 67 votes

Publications:

- YourPort
Port community e-newsletter, sent to about 5,100 email addresses.
October 2018 issue:
https://www.dropbox.com/s/q2wgxif56wxkaug/PHOTOprogram7_14_18.pptx?dl=0
- Long Beach Business Journal
Full-page, full color, promoting Gallery Exhibit at the Expo Center in October.
22,000 circulation

**The Arts Council for Long Beach
ArtsLB.org**

Regular visibility on Home page and News page

Online Newsletter – 4,000 subscribers
Monthly feature May-September,
Weekly feature during October

Social Media (Facebook, Twitter, Instagram) – 13,260 combined followers. At least one monthly post

Other – Promote PHOTO Program and distribute information at other Arts Council events.

Social media posts to promote the PHOTO Program

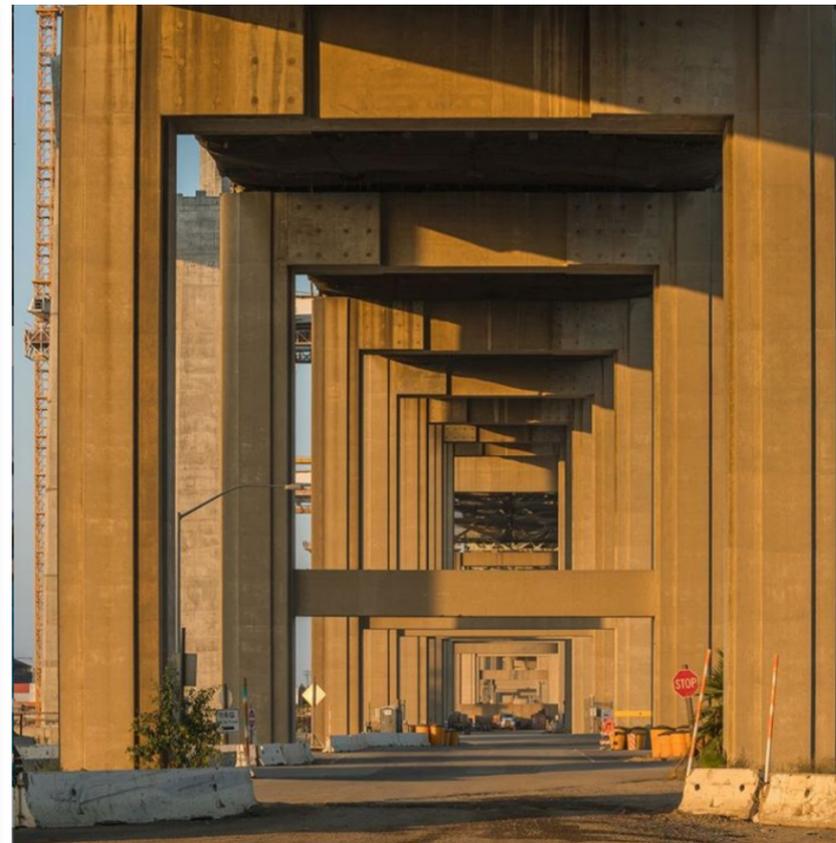




Port of Long Beach @portoflongbeach · Mar 29
 Tonight is the 1st night of our PHOTO Program Pop-up Gallery at the @aquariumpacific in partnership with @artslb. The gallery will be on display at the Aquarium until May 17. polb.com/photoprogram



1 4



portoflongbeach

...

portoflongbeach Join #POLB and the @AquariumPacific for Night Dive on Friday, March 29, at 7:30. This 18+ event will feature sea creatures, live music and art including the 2018 PHOTO Gallery as a pop-up exhibit. For more information visit the Aquarium's Facebook event page. 📷 Photo: 2018 PHOTO Program Bridge Photo Tour.

3w

minagirl7 So i have a question, this... art gallery the port has there, is this for any photos taken in the port or do they have to be specific pictures? I have some i would love to share, but not sure what the port is looking for? Or for that matter who can



Liked by sunseekertours and 174 others

MARCH 26

Add a comment...

Post

Social media posts to promote the PHOTO Program

5 Communications Outcomes and Evaluation Methods

The Port of Long Beach PHOTO Program met 2018 goals by adding valuable educational elements and doubling exposure to Program images with additional exhibition time, benefitting both participants and the Port.

The 2018 PHOTO Program came in under its budget of \$20,000, at \$19,500, including the Arts Council partnership, catering for the Forum, Tour and Gallery components, boat rental, collateral materials and advertising.

A post-survey of 2018 PHOTO Program participants, conducted via SurveyMonkey, showed the following results:

- Understanding of the Port of Long Beach before participating compared to after jumped from 50 percent Excellent and Good, to 100 percent.
- 90 percent rated the Welcome Forum Excellent or Good.
- 100 percent rated the Mixer and Tour Excellent or Good.
- Most participants in the Editing 101 Workshop who responded felt this program needed improvement,

specifically for those who are not computer literate.

- 100 percent of respondents rated their overall PHOTO Program experience as Excellent or Good.
- 100 percent would recommend the program to friends or family.

Comments from 2018 participants:
"This was an amazing experience. As a beginner, I learned a lot and appreciated the time that was taken to teach and help out."

"The POLB reps were all amazing, very warm and welcoming. It seems like a well-run business with great leadership..."

"Taking the photos was my favorite part! I also enjoyed the presentations by the pro photographers. I appreciated that this free program was for adults! Our society is so kid-focused, and there are so many programs offered for children. It was nice to have something for grown-ups."

"My favorite part was the shoot, not realizing the [variety of] photos that could be shot."

"My favorite part was the tour at the Port. An amazing experience. And I loved seeing all the photos in the gallery."

"Thank you for such a fantastic experience. Your crew/staff are great."

Other comments:

"Community outreach is such an important part of our communications job at the Port of Long Beach. We make a big effort to share the Port story with all segments of the Long Beach community, and the PHOTO Program is probably one of the most unique, fun – and successful."

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

"We are so proud to partner with the Port in putting together the Port of Long Beach PHOTO Program. The City of Long Beach has a very active and diverse arts community, and this excellent program provides something extra for those who speak with their cameras, not words or a paintbrush. And now the photographers are getting more exposure than ever before, with more exhibit time."

*- Griselda Suarez, Executive Director,
Arts Council for Long Beach*

"The participants in the PHOTO Program through the years have produced some extraordinary images of our Port. Each of them has a unique perspective that produces great photography. We are so pleased to be celebrating their excellent work by using their pictures to decorate our new headquarters. The entire community will be able to enjoy their work."

*- Jen Choi, Port of Long Beach,
Manager of Creative Arts and Design*

To measure overall community awareness for Port outreach programs, 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 Port communications:

- 62 percent indicated they rely on the internet for most of their information about the city, comprised of 29 percent social media and 33 percent websites other than social media.
- The majority of social media users preferred Facebook (52 percent) whereas 17 percent cited Instagram and 9 percent Twitter.

Respondents indicated that the most effective way to communicate with them was Port-sponsored community events (84 percent), followed by

newsletters/direct mail to the home (81 percent) and social media like Twitter, Facebook and Instagram (78 percent).

Recap

Quick facts:

- The annual Port of Long Beach PHOTO Program was improved for 2018, providing more learning opportunities and additional exposure of Program photography, benefitting both the participants and the Port.
- Besides the annual PHOTO Program gallery exhibit in October, new PHOTO Gallery Pop-ups are being planned year-round.
- 69 photographers participated in the 2018 Program, now in its sixth year.
- 5,000 people have seen the 2018 photo exhibit in person, and many more online.
- Many new uses are being considered for the winning photographs, including decorating the new Port of Long Beach Headquarters at the new downtown Civic Center as a public art component.

Links:

Welcome Forum PowerPoint:

https://www.dropbox.com/s/q2wgxif56wxkaug/PHOTOprogram7_14_18.pptx?dl=0

Video from 2017 Program:

<https://www.youtube.com/watch?v=Rzje696JoR4&feature=youtu.be>

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