



2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification: Videos

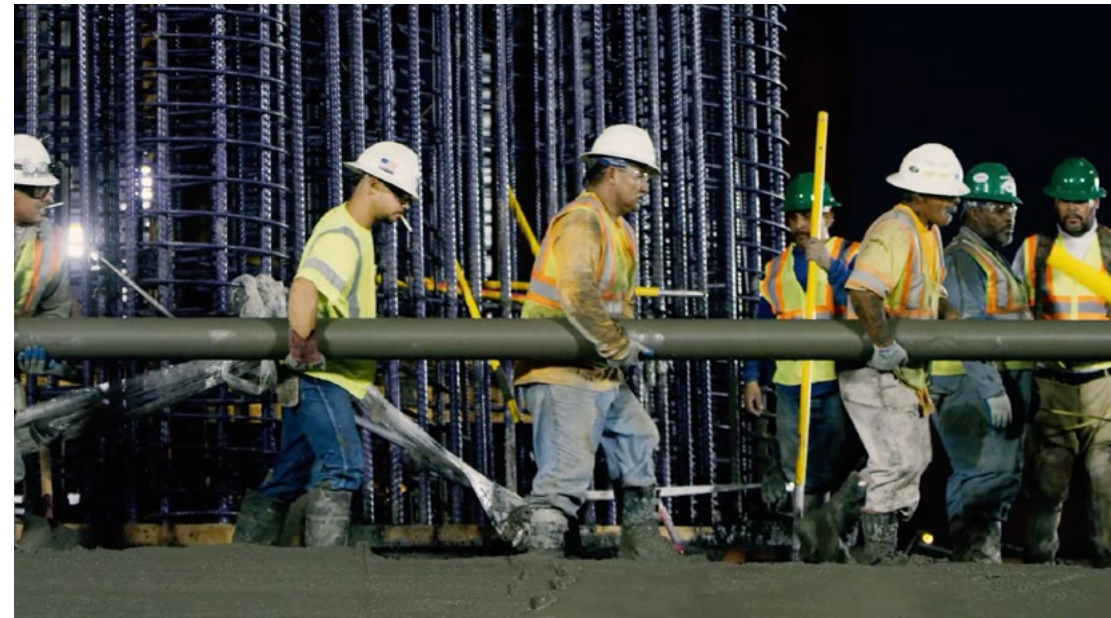
2020 State of the Port – Video Salute to Port Workers



Working for Long Beach

Summary:

The Port of Long Beach's status as a major economic engine for the region and an international standard bearer for excellent service as well as sustainable movement of cargo make the Port's annual State of the Port a "must attend" event for the regional maritime and business community, as all face the same challenges of trade wars, competition and other developing issues. The State of the Port, produced by the Port's Communications and Community Relations Division, highlights the past year's accomplishments and milestones and sets the tone for the Port for the year ahead to address those challenges. The theme of this year's keynote address by Port Executive Director Mario Cordero was "The Year of Collaboration" – celebrating the relationships between the Port and its many industry partners, including workers. To kick off his State of the Port address, the Communications team was charged with producing a video salute to the men and women throughout the Port operation who go to work each day, intent on doing their part to ensure the ongoing success of the Port of Long Beach. In the final video, images of employees at work juxtaposed with stunning visuals of the Port were greatly enhanced by being set to American composer Aaron Copland's musical masterpiece "Fanfare for the Common Man."



Workers at the Port of Long Beach



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Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth

of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes.

After a record year of cargo volumes in 2018, the Port of Long Beach faced a number of challenges in 2019. The trade dispute with China caused volumes to decrease 5.7%, but Long Beach was able to report its second-best year on record, moving 7.6 million twenty-foot equivalent container units in 2019.

Although the outlook on the trade situation with China was seen as optimistic at that time, other challenges remained, such as new technologies,

competition with the neighboring Port of Los Angeles, and the continued incremental loss of market share of both ports to other facilities around the country as customers explored new trade routes. Also, word had begun to circulate internationally about a particularly nasty virus. Few could have anticipated the impact the COVID-19 pandemic would have during the coming months on international trade, or commerce in general.

Close collaboration with the Port’s many industry partners was seen as key to overcoming these challenges, whether anticipated or unexpected, in 2020 and beyond.

To illustrate this theme of collaboration and as a “thank you” to the men and women who make the Port’s success possible, the Communications team’s challenge was to produce a video to salute those workers and also to kick off the State of the Port address with stunning imagery and memorable music. Executive Director Mario Cordero, himself an accomplished musician, chose Aaron Copland’s “Fanfare for the Common Man” as the inspirational theme for the video and the images were edited to match the drama of the music.

2 Complementing the Overall Mission

The State of the Port is tailored to focus on sharing the Port's efforts to meet the goals of its Strategic Plan, and the speeches at the 2020 event focused on how the Port is meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Plan, updated and released in April 2019:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;

- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

Producing a video to highlight workers and tenants around the Port of Long Beach, which also includes stunning images of the Port in operation, aligns with all of the goals of the Plan, showing off infrastructure and customer service as well as the many good-paying jobs available at the Port. Beautiful images of the Port and surrounding communities also serve as a subtle reminder of the Port's commitment to sustainability and reduction of environmental impacts.

3 Planning and Programming Components

Goal

- The goal for the Salute to Port Workers video was to provide an exciting kickoff for Executive Director Mario Cordero's State of the Port address, while incorporating the "Year of Collaboration" theme and thanking Port workers, tenants and industry partners for their commitment to the Port's ongoing success.

Objectives

- Include images of men and women at work at various Port locations;
- Include panoramic harbor views to illustrate the Port's capital projects, downtown location, commitment to the environment, and Port operations in full swing;
- Utilize emerging photo techniques to capture the dramatic Port action at sea level and high above the harbor with aerial views;
- Add an inspirational music track that would set the tone throughout the address;

- Enter the new video into the archive for use in future Port presentations;
- Produce a three-minute video on time and within the budget of \$5,000;
- Track the effectiveness of the video among State of the Port attendees.

Target Audiences

- Port of Long Beach workforce;
- Elected and appointed officials;
- Current and potential Port customers, tenants and vendors;
- Companies that service the Port;
- Government agencies;
- Environmental watchdogs and other Port stakeholders;
- Safety and security agencies;
- Long Beach residents and community organizations;
- Educators, students and future employees;
- Members of the news media.

4 Actions Taken and Communication Outputs Used

Overview

The 2020 State of the Port event was held on Wednesday, January 22, from 11 a.m. to 1:30 p.m. in the Grand Ballroom of the Long Beach Convention Center, located in downtown Long Beach near the city's business center and the Port. Approximately 750 guests attended, filling the venue to capacity. Another 340 watched the event via live webcast.

Video – 2020 State of the Port Webcast

<https://vimeo.com/386783616>

Executive Director Mario Cordero's State of the Port address speech begins at 30:00.

The Salute to Port Workers video can be seen in the main presentation at 33:51 and also at

<https://vimeo.com/421293105>

Production/Budget

Video Content – For presentation as part of the State of the Port event, it was especially important that as wide a range of workers, Port terminal operators and other tenants be featured in the video to reinforce the 2020 State of the Port theme, "The Year of Collaboration." Aerial, drone and other video was shot throughout 2019 in preparation for the State of the Port event to include images of:

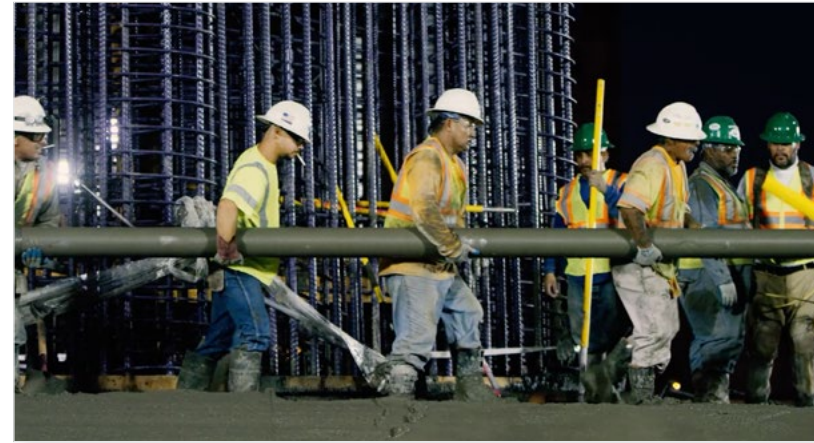
- Men and women at work at various Port locations;
- Port tenants, longshore workers and other partners operating terminals, yard equipment, ships, tugs and trains;
- Panoramic views showing the Port "at work," the Port's downtown Long Beach location, and evidence of the Port's success protecting

the environment displayed in clear water and blue skies.

Sound Track – The stirring and familiar music of Aaron Copland, called "The Dean of American Composers," was selected to accompany the Salute to Port Workers Video, airing at the beginning of the Executive Director's address, setting the inspirational tone for the presentation. Maintaining the theme, Copland's music also accompanied a Bridge Video later in the address and was broadcast as background music as attendees exited at the conclusion of the event. Most appropriately, Copland's "Fanfare for the Common Man" was selected to accompany the Salute to Workers Video, and the "Simple Gifts" theme from Copland's *Appalachian Spring* was selected for the Bridge Video.

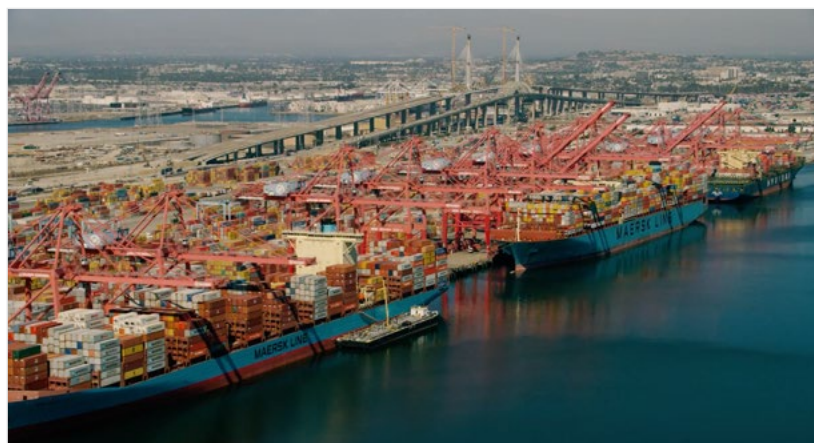
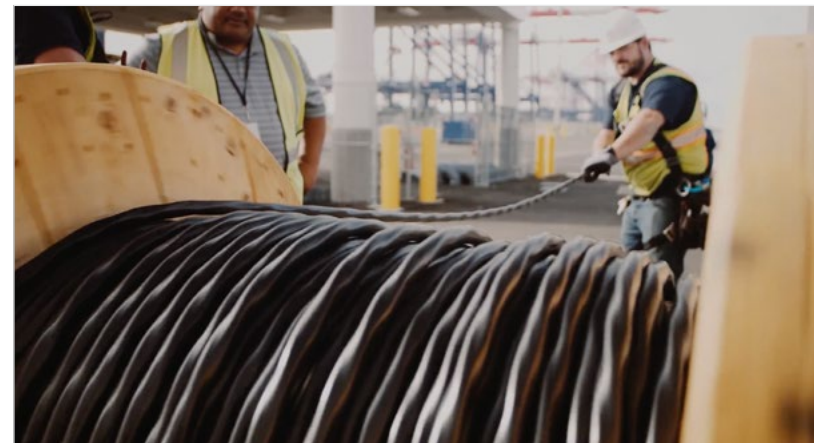
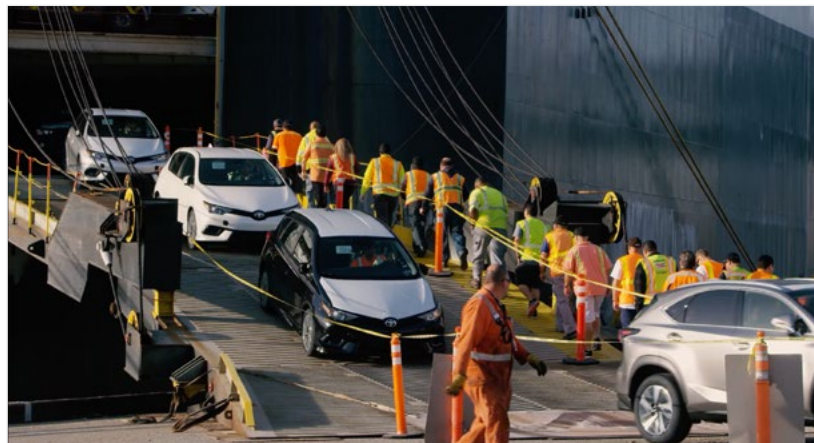
Videography – Longtime Port video contractor Media 360 produced the three-minute video in collaboration with the Port's Manager of Creative Design, utilizing sea level and aerial drone footage they had collected throughout 2019. The imagery was edited to fit the music.

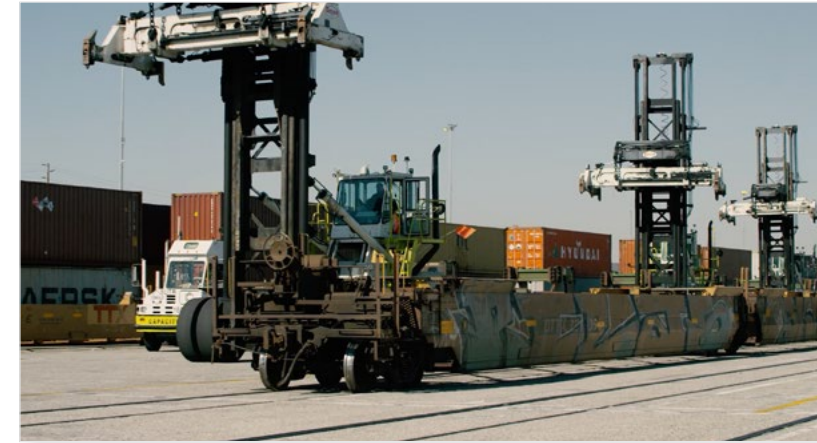
Budget – Total out-of-pocket cost for the Bridge Video was \$5,000, including video and production charges. Port Communications staff time for coordinating with the contractor is not included.



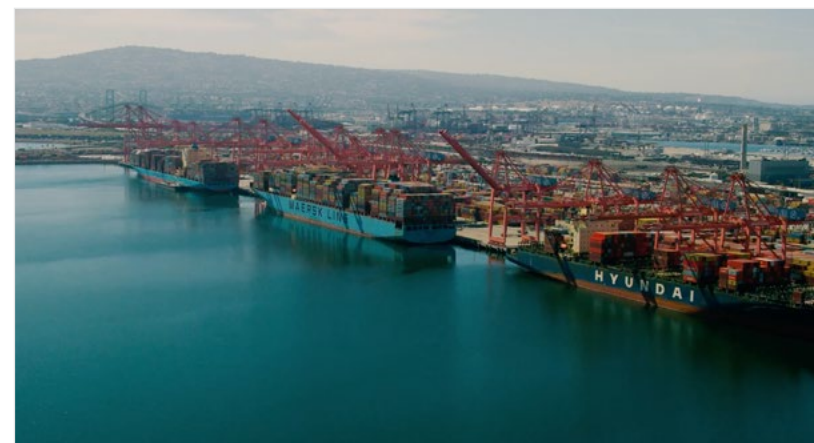
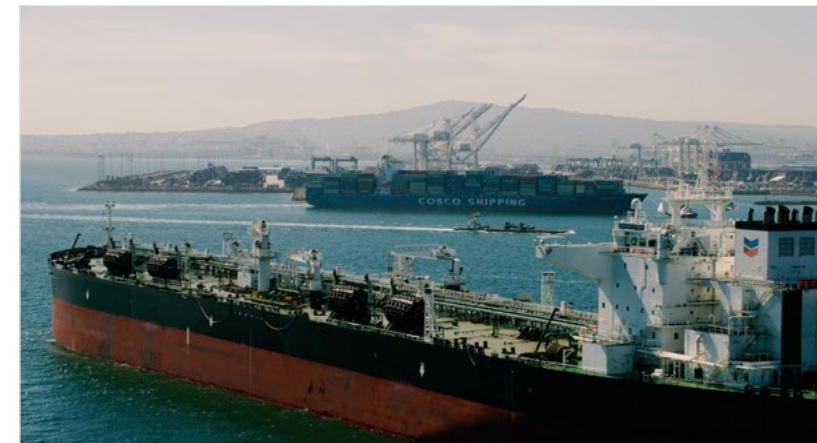
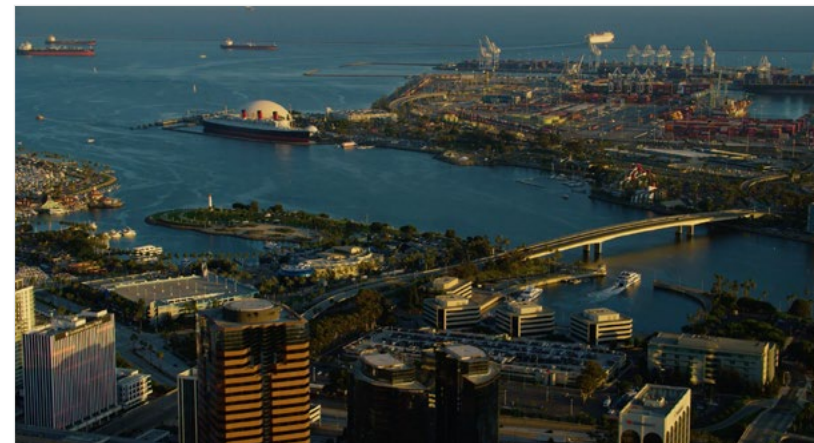
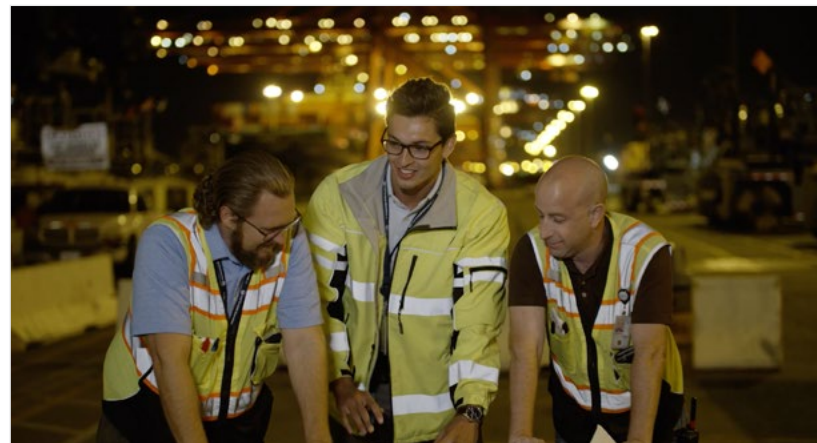
State of the Port –
Salute to Port Workers
Video Clips

<https://vimeo.com/421293105>





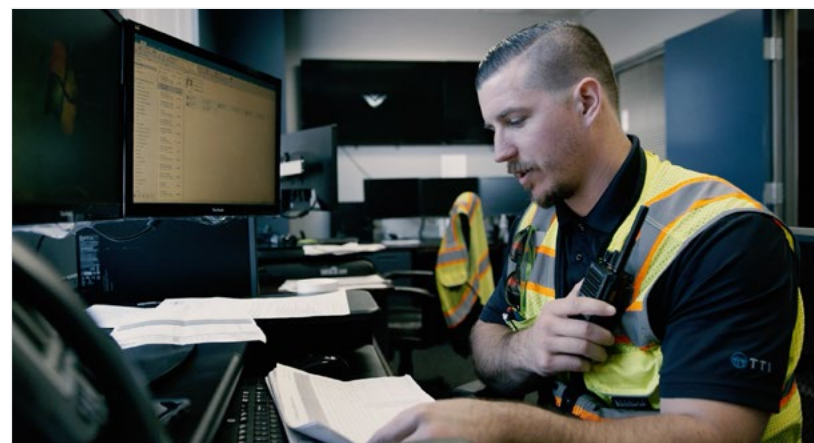
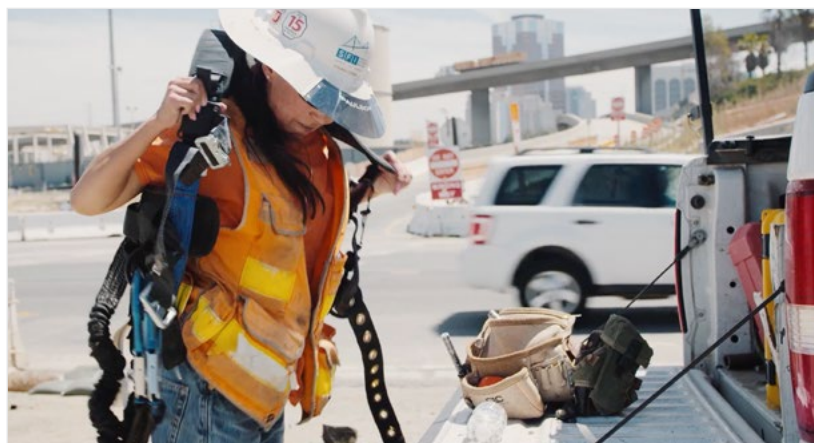
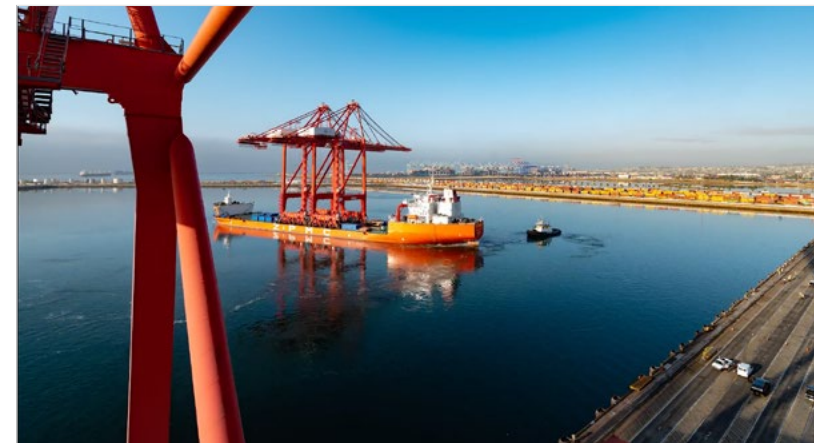
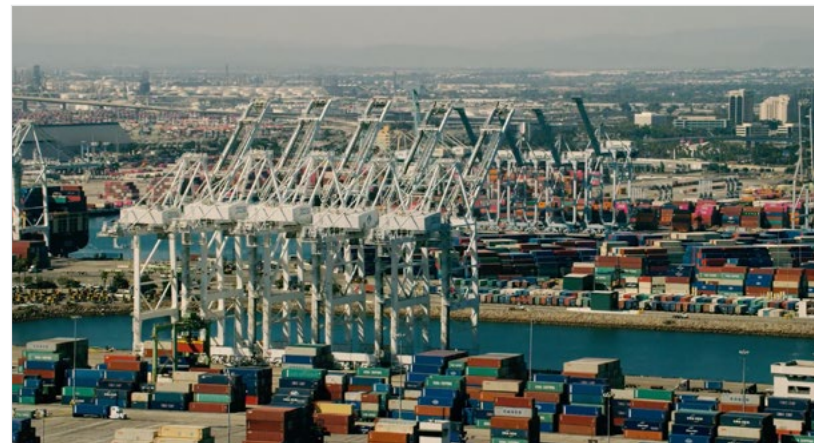
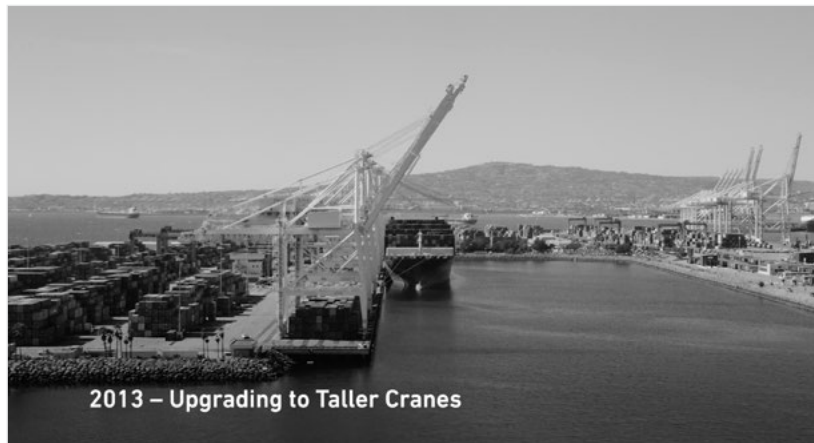
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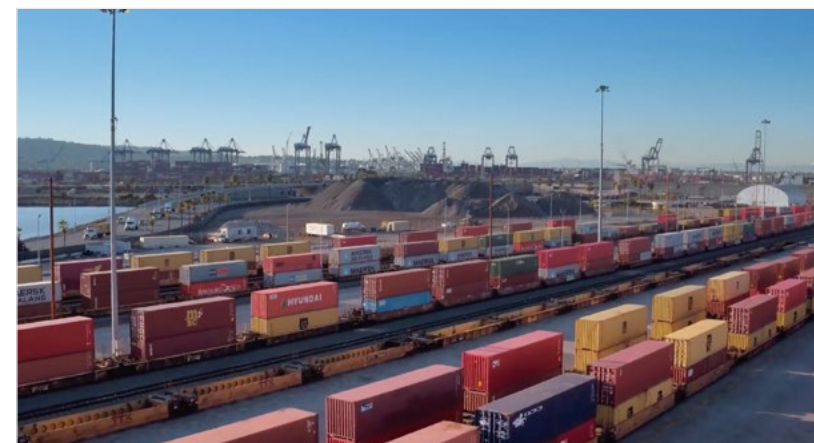
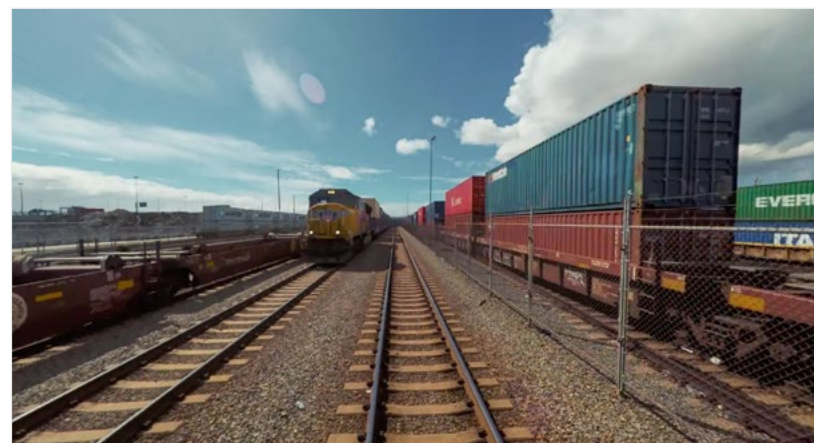
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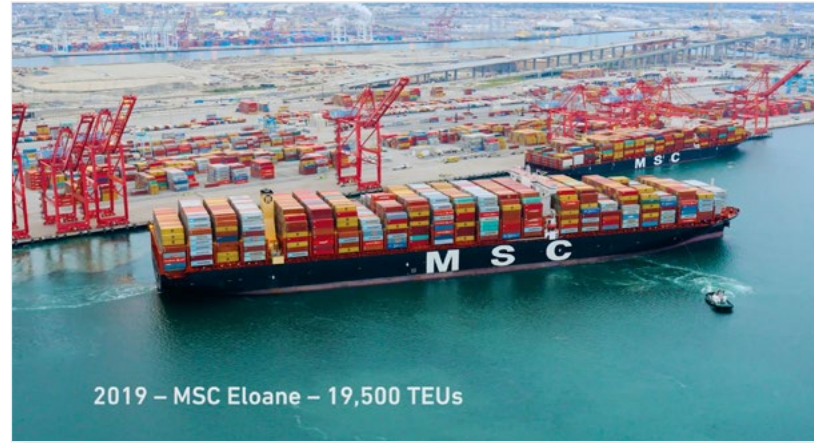


2011 – Middle Harbor Project Begins Construction



2016 – Expanding Rail Infrastructure





2019 – MSC Eloane – 19,500 TEUs



2020 – Matson Lurline – Tier 3 Engine and LNG-Capable

State of the Port –
Salute to Port Workers
Video Clips

<https://vimeo.com/421293105>



5 Communications Outcomes and Evaluation Methods

All objectives for the Salute to Port Workers Video were accomplished, and the video was delivered in a timely manner and on budget. Members of all the target audiences were in attendance at the event, remotely viewing the live webcast or viewing the archived video at a later date.

Event Statistics

- 750 attended the live event, 50 more than the 2019 event.
- 340 watched the live webcast, a few more than 305 in 2019.
- 587 viewed the archived 2020 webcast through mid-May, compared to 623 for the same period in 2019.

Survey Results

An 11-question email survey (Survey Monkey) was distributed the day following the event to those who indicated by RSVP that they would attend. Of the 750 attendees, 184 responded to the survey. The survey focused on the event as a whole, but one question focused on presentations and videos. Asked to "Rate Presentation Slides and Videos," 97% indicated "Excellent" or "Good." Twenty-nine respondents added comments, including:

- Inspiring videos.
- Music and slides were tastefully done.
- The background music was amazing.

- Good sound which is sometimes difficult.
- Loved it!
- Aaron Copland music and video were cool.
- I loved the music and the video it was tied to. Very cool.
- Fantastic. My personal favorite.
- These were well done, well placed and well timed.
- Very exciting.
- Wonderful music.
- I like the professionalism of the event, but the presentation was a little long.
- Lots of great video footage, but videos could have been a little shorter.
- Loved that there were lots of videos.
- Great production quality.
- Very informative, Good quality of picture and sound.
- Nice to see other non-containerized cargo included in the presentation.

"We have so much to be proud of here in the City of Long Beach and at the Port. It was fascinating watching that video of all the Port activity – and the wide variety of workers necessary to make the place go. I was proud to have this chance to thank each of them for their contributions to the Port's ongoing success through this video salute. This project deserved to be set to that inspiring music by Aaron Copland, one of my favorite composers."

– Mario Cordero, Executive Director, Port of Long Beach

"I have a great Communications team at the Port of Long Beach and long-time contractors that we know we can rely on. Jen Choi, our very talented Manager of Creative Design, outdid herself overseeing this video, sure to include all the important elements we discussed, and, as always, Media 360 put it all together beautifully, perfectly combining video and music."

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

"I love that music! I always learn so much at this annual Port review and future cast, but that Aaron Copland soundtrack put me in a good mood that lasted all day. Inspiring. So is our incredible Port of Long Beach. From what I gathered at the 2020 State of the Port, we appear to have some challenges ahead for the industry, but I'm convinced our Port, in collaboration with their partners and stakeholders, will continue to do just fine providing the powerful economic engine my small business and many other Long Beach entities rely on."

– Lovetta Kramer, Kramer Communications – Contract Writer, Port of Long Beach

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