

# 2010 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |                             |               |                                  |       |
|-----------------------------|---------------|----------------------------------|-------|
| 1. Advertisements – Single  | _____         | 8. Periodicals                   | _____ |
| 2. Advertisements – Series  | _____ X _____ | 9. Promotional/Advocacy Material | _____ |
| 3. Annual Reports           | _____         | 10. Social/Web-Based Media       | _____ |
| 4. Audio-Only Presentations | _____         | 11. Special Events               | _____ |
| 5. Directories/Handbooks    | _____         | 12. Videos                       | _____ |
| 6. Miscellaneous            | _____         | 13. Visual-Only Presentations    | _____ |
| 7. Overall Campaign         | _____         | 14. Websites                     | _____ |

CATEGORY 1

CATEGORY 2

Entry Title Clean Trucks Program Advertising Campaign

Port Name Port of Long Beach

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Long Beach

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (*assess all major internal and external factors*)
  - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
  - Goals (*summarize desired outcome or end result*)
  - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
  - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
  - Strategies (*identify media choices, etc., that require tactics to complete*)
  - Tactics (*specify actions used to carry out strategies*)
  - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
  - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
  - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

NOTE: For a detailed presentation on strategic communications "Ingredients for Success," go to [http://aapa.files.cms-plus.com/SeminarPresentations/2009Seminars/2009PublicRelations/Skeltis\\_Kim.pdf](http://aapa.files.cms-plus.com/SeminarPresentations/2009Seminars/2009PublicRelations/Skeltis_Kim.pdf)



Port of  
**LONG BEACH**  
The Green Port

# AAPA Communications Awards 2010

Category: Advertisements - Series  
**Clean Trucks Program Advertising Campaign**

## I'm delivering cleaner air. And a load of tube socks.



Port of  
**LONG BEACH**  
The Green Port

Our Clean Trucks Program means cleaner air



### Background

**T**he Port of Long Beach's Clean Trucks Program is an unprecedented environmental initiative aimed at reducing air pollution at one of the busiest seaport complexes in the world. The program progressively bans older trucks from Port terminals. Since its inception in October of 2008, the program has helped reduce pollution from diesel trucks by about 80 percent. The Clean Trucks Program is a signature component of the Port of Long Beach's larger Green Port Policy, and the Clean Air Action Plan, a joint program between the ports of Long Beach and Los Angeles. (The Clean Trucks Program began as a joint program under the CAAP, until Long Beach and L.A. split over differences in how the program should be structured).

Despite the Long Beach program's undeniable success in reducing air pollution, the Port of Long Beach came under fire by local and national environmental groups, including the Natural Resources Defense Council, and labor groups, primarily the International Brotherhood of Teamsters. Long Beach was targeted by these groups because its Board of Harbor Commissioners declined to follow a plan advocated by the Port of Los Angeles that would require all truckers to become employees of larger firms. Environmentally, Long Beach's program was identical to the L.A. program. But because it did not include the "employee-only mandate," it became the subject of an aggressive, ongoing campaign by these

groups designed to pressure Long Beach to adopt the L.A. model. (Long Beach's program allows both independent drivers and employee drivers).

The Teamster/NRDC campaign became considerably more heated in late 2009 after the Port settled a lawsuit brought on by the American Trucking Associations. The ATA had challenged the Clean Trucks Program and a similar initiative in neighboring Port of Los Angeles, saying certain requirements were too onerous and in violation of federal law. The ATA took particular issue with the Port of Los Angeles' attempt to ban independent owner operator truck drivers who have traditionally served both ports. The lawsuit between the ATA and Port of Los Angeles is currently being tried in Federal Court.

The Port of Long Beach settled with the ATA reaching a compromise that safeguarded the initial environmental goals of the Clean Trucks Program. However, the Teamsters and NRDC, among other groups, criticized the legal settlement as a concession to industry that, in their words, compromised the environmental goals of the program. Yet those same groups had earlier hailed the Clean Trucks Program for having achieved clean air goals beyond expectations. They now maintained the program did not go far enough to ensure environmental gains in the future.

## Communications Challenges

Shortly following announcement of the Port's pending legal settlement of the ATA lawsuit, the Teamsters, the NRDC and other local groups began a very public campaign criticizing the Port's decision. The groups and their supporters picketed in front of the Port's administration building and attended a meeting of the Port's governing body, the Board of Harbor Commissioners, to deliver their message. The event included protesters lying down in "body bags" to symbolize the deaths they said would come as a result of the Port's settlement with the ATA.

Although the Port already has an ongoing communication campaign to educate and update its various audiences about the Clean Trucks Program that included media relations, social media and direct mailers, it was necessary to create a targeted campaign to counter the Teamsters and the NRDC's message.

The Teamsters and NRDC's campaign had the potential to undermine the considerable community goodwill that the Port already had built around the Clean Trucks Program. The criticism of the legal settlement sought to take focus away from the tangible environmental accomplishments of the program by introducing other factors the critics claimed would undermine the program in the future.

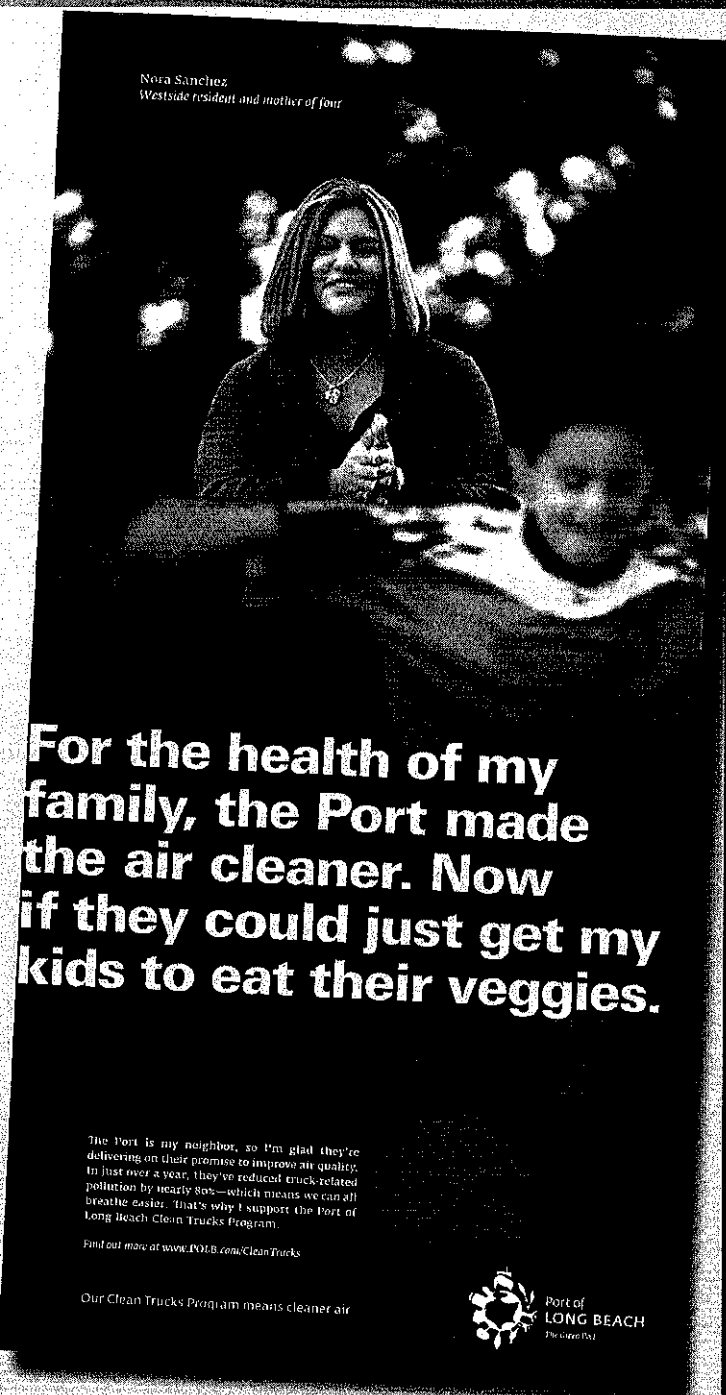
The Port, with the help of its advertising agency Radar Works, created an advertising campaign that brought the focus back on the Clean Trucks Program's goal of cleaning the air quickly, and its undeniably successful results in achieving that goal.

## Planning and Programming

The advertising campaign needed to tout the success already achieved by the program; by January 1, 2010, the Clean Trucks Program had reduced truck-related pollution by nearly 80 percent, two years ahead of schedule.

The targeted accepted belief was: "I've heard of Clean Trucks and know there's some controversy. What is it, exactly, and what is the goal?"

The message back was: "Clean Trucks is a successful program that is improving air quality and the




Nora Sanchez  
Westside resident and mother of four

**For the health of my family, the Port made the air cleaner. Now if they could just get my kids to eat their veggies.**

The Port is my neighbor, so I'm glad they're delivering on their promise to improve air quality. In just over a year, they've reduced truck-related pollution by nearly 80%—which means we can all breathe easier. That's why I support the Port of Long Beach Clean Trucks Program.

Find out more at [www.POLB.com/CleanTrucks](http://www.POLB.com/CleanTrucks)

Our Clean Trucks Program means cleaner air.



Port of  
**LONG BEACH**  
The Green Port

health of the region. The Port of Long Beach is really working hard to deliver on its promise to reduce pollution and health risks."

The central proposition of the advertising campaign was: "The Port's commitment to the Clean Trucks Program means a better quality of life for all of Long Beach."

The service features and benefits that supported the proposition were: Improved air quality—80 percent reduction in truck-related pollution, two years ahead of schedule; safer roads—newer trucks mean fewer road hazards and delays; healthier working environments—for those working in and around the Port.



This idea was distilled into a simple tagline that carried through the campaign: "Our Clean Trucks Program means cleaner air."

The campaign's call to action was "lean more" about the campaign by visiting the Clean Trucks Program's webpage at [www.POLB.com/cleantrucks](http://www.POLB.com/cleantrucks).

The campaign stayed faithful to the Port's brand personality; friendly and approachable, yet serious and passionate about making sure the community thrives.

The campaign featured real people talking about the real-world effects of the Clean Trucks Program – how their working and living environments are being improved, now and for future generations.

The target audience was Long Beach residents, 18 and older, with political involvement or interest in the issue.

## Execution and communication outputs

The advertising campaign consisted of print, bus signs, billboards, online and television spots running from late December 2009 through Spring 2010.

The creative executions featured a Long Beach-area mother, a Long Beach firefighter, an independent truck driver, a dock worker, a healthcare worker and others. The common thread was that any of those featured in the ads could be members of the audience as well.

Print vehicles included a mix the main daily newspaper in the city, some business trade publications and local weeklies; the Long Beach Press Telegram, Long Beach Business Journal, the Los Angeles Business Journal, Crunion Gazette and Downtown/Uptown.

Online ads also ran on the website of the print publications; [www.presselegram.com](http://www.presselegram.com), [www.gazettes.com](http://www.gazettes.com). The Port also purchased Google Ads for targeted sites.

Television spots ran on local cable networks and billboards were purchased on two strategic sites in the city, including a major local freeway that serves as the main corridor into and out of the Port.

George Lujan  
President, International Longshore  
and Warehouse Union Local 10

**With truck air pollution down 80%, unloading 2 tons of electric tooth brushes just got a little easier.**

We don't mind getting our hands dirty moving your goods across the docks. But we like our air clean. The Port has worked hard to clean truck exhaust—and they're getting it done two years ahead of schedule. That's why our union supports the Port of Long Beach Clean Trucks Program.

Find out more at [www.POLB.com/CleanTrucks](http://www.POLB.com/CleanTrucks)

Our Clean Trucks Program means cleaner air

Port of LONG BEACH  
The Ocean Port

Overall, the potential exposure through the various media was estimated at more than 94 million unique views.

## Evaluation and Outcome

The advertising campaign is still ongoing and the Port plans to poll audiences when it conducts its annual community survey in the summer. The Port will measure general outcomes as well as communications outcomes related to the advertising campaign. However, anecdotally Port staff has already received some indication that the message is having an effect on the intended audiences. Nora Sanchez, a Long Beach mother, and Mike Duree, a firefighter, are featured in the advertising campaign. They have reported being recognized several times in the community and receiving positive feedback from the public.