

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | | |
|-----------------------------|-------|----------------------------------|---------|
| 1. Advertisements – Single | _____ | 8. Periodicals | _____ X |
| 2. Advertisements – Series | _____ | 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 Re:Port Community Newsletter

Port Name Port of Long Beach

Port Address 955 Harbor Plaza, Long Beach CA 90802

Contact Name/Title Heather Morris Director of Communications and Community Relations

Telephone 562.590.4122 Email Address morris@polb.com

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



Port of
LONG BEACH
The Green Port

AAPA Communications Awards 2010

Category: Periodicals
Re:Port

Re:Port Community Newsletter

For most of its nearly 100-year history, the Port of Long Beach has focused on the business of international trade and goods movement. This approach nurtured the Port's transformation from a small collection of docks at the mouth of the Los Angeles River into one of the world's leading full-service seaports, a vital transportation hub for more than \$120 billion a year in goods.

The Port is proud to be a major gateway for trade between the United States and Asia, with operations that support one out of every eight jobs in the City of Long Beach, one of every 22 jobs in Southern California, and a total of 1.4 million jobs nationally.

However, in recent years the Port has taken on an additional, critical mission, to be an industry leader in environmental stewardship and community engagement.

The Port's economic success has brought with it substantial environmental challenges. Ships, trucks, trains and cargo-handling equipment – the primary methods of delivering goods to consumers through seaports – together contribute about 10 percent of the air pollutants in the greater Los Angeles region. This goods movement also generates additional truck traffic.

Often, media and public attention focuses on the negative side of Port operations without acknowledging the economic benefits of trade or the Port's significant efforts to lessen its impact on the environment. The Port's challenge is to help the public understand the Port's commitment to fostering environmentally sustainable operations that continue to significantly benefit the local economy. The Port also must make the public aware of the efforts being made to revamp and modernize the Port's security in the post 9/11 era.

Re:Port, an eight-page newsletter published quarterly by the Port of Long Beach Communications staff, is a vital communications tool to deliver the Port's key messages directly to one of its most important target audiences, the local community.



The overall goal of the Re:Port publication is to help Long Beach residents better understand how the Port operates, and why the Port is important to them. The newsletter helps show how the Port has become an environmental leader while maintaining its role as a major gateway for seaborne trade and a leading generator of jobs. It points out that we are working diligently with our security partners to protect the Port and the community from danger.

The 2009 and 2008 issues of Re:Port (submitted for AAPA Communications Awards consideration) demonstrate how the Communications Division effectively communicates these messages to its community audience. The Winter 2009 issue showcased shore-side power, a major environmental initiative that cuts pollution from visiting ships. The Spring issue focused on security, with the opening of a new Command and Control Center to help protect the Port from threats. In the Summer issue, the focus was on new construction projects and the jobs they are generating for local construction and contracting firms. In all issues, the themes of economic and environmental responsibility were carried throughout.



Among other news and information, Re:Port delivers updates to the community on the progress of the Green Port Policy, which serves as a framework for environmentally friendly Port operations. One of the policy's five guiding principles calls for the Port to "engage and educate the community about Port operations and environmental programs." This Green Port Policy guiding principle was also adopted as part of the Port's 2006 - 2016 Strategic Plan.

Implementation and Budget

Re:Port is written, edited, designed in-house by the Port's Communications Division and distributed by the U.S. Postal Service. Because the articles feature everything from environmental efforts to security programs, the Communications and Community Relations Division works closely with other Port divisions to obtain the necessary background information. The Port of Long Beach uses outside consultants for photography.

Re:Port takes about 200 hours of staff time per issue to produce. The printing cost is \$30,000 for 209,000 copies; a 14 cent per-unit cost. A run of 209,000 copies is printed every three months.

Results and Evaluation

One of the key goals of the Port is to reach as wide an audience as possible with Re:Port. The publication is mailed to 209,000 homes, reaching the majority of the 500,000 residents of Long Beach, California's fifth largest city and Signal Hill.

The Port was able to document readership levels and community response to Re:Port through a scientific study conducted by Encinitas-based True North

Research in Summer 2009. The study showed a high level of recognition and readership. More than 40 percent of Long Beach respondents indicated that they recalled receiving the Port's Re:Port newsletter in the last 12 months. And of those receiving the newsletter, nearly 80 percent said they "always" (44 percent) or "sometimes" (34 percent) read it.

Two-thirds of the respondents indicated that they recalled hearing, reading or seeing news or other information about the Port in the past 12 months. Of those who had heard some news of the Port, more than 15 percent said it was the Re:Port newsletter that supplied the information. Only the *Long Beach Press-Telegram* and television news were cited as sources where people were more likely to encounter information about the Port.

The Re:Port newsletter was neck and neck in this category with the *Los Angeles Times* and direct mail as the respondents' main source of information about the Port. The newsletter was well ahead of responses such as the *Downtown and Grunion Gazettes* (a local weekly newspaper group), radio news, the city's newsletter, the Internet in general, and friends and family.