

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 _____
- 2 Advertisements – Series _____
- 3 Annual Reports _____
- 4 AudioOnly Presentations _____
- 5 Directories/Handbooks _____
- 6 Miscellaneous XX _____
- 7 Overall Campaign _____
- 8. Periodicals _____
- 9. Promotional/Advocacy Material _____
- 10. Social/WebBased Media _____
- 11. Special Events _____
- 12. Videos _____
- 13. VisualOnly Presentations _____
- 14. Websites _____

XX CATEGORY 1 CATEGORY 2

Entry Title 2010 Port of Los Angeles Mariners Guide

Port Name Port of Los Angeles

Port Address 425 S. Palos Verdes Street, San Pedro, CA 90731

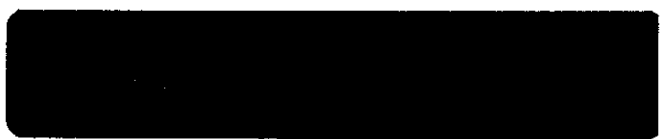
Contact Name/Title Theresa Adams Lopez

Telephone 310-732-3507 Email Address tadams-lopez@portla.org

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

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)



Communications Challenge/Opportunity

This handy booklet provides vital information for persons who pilot or operate ships and small boats in and around the Port of Los Angeles. It is a helpful, easy-to-use guide to provide a safer navigational experience. Included in the *Mariners Guide* is such useful information as annual tide tables, construction information which impacts water conditions and safety, US Coast Guard requirements, and a directory of maritime support services with current contact information. It also contains technical information for merchant mariners and more basic information for small boaters and water enthusiasts. The content is compiled with heavy input from the Port Pilots and Port Police.

Since this publication is designed primarily for use on the bridges of large ships, it has been requested by the Port Pilots that printed, pocket-sized versions be available for quick access to information. The booklets are, in fact, most often kept near the helm where they are the most accessible in extreme shipboard incidents, when the quick use of computers or other electronic devices may be precluded. However, for use while not underway on a vessel, the material is also made available on the Port of Los Angeles website.

Planning and Programming

The goal is the production of an accurate, easy-to-use, complete guide of rules, regulations, contact information and tide tables for professional or amateur mariners. The selection and prioritization of contents are dictated by the Chief Pilot staff at the Port, consistent with the San Pedro Bay Harbor Safety Committee.

Actions Taken & Outputs

A total of 8,000 copies are produced, half of which are distributed to shipboard personnel by the Port Pilots. The balance is distributed by Port Police patrol officers or Communications staff at community events and maritime conferences.

The booklet is not designed for its promotional value. Instead, it is designed for ease of use and maximum technical and non-technical information that might be needed by mariners. For this reason, the design is not flashy, resulting in minimal cost and its "no frills," two-color appearance. Budget for this publication is \$4,000.

Since content is dictated by the Chief Pilot and staff, the role of Communications staff is primarily for design, ensuring clarity and ease of understanding, editing, etc. Total production time is approximately two weeks after verification of content by the Pilots. This publication has a target delivery date of early December of each year.

Outcome and Evaluation

This is a highly useful guide for the maritime community. It is published annually in the fourth quarter of the year, and the Port's Communications office receives an average of four calls per week during the late summer and early fall months to ask when the new one will be available. Upon publication, the office mails and personally distributes at the rate of 30-35 per week (based on requests).

In addition, Port Pilots report that the *Mariners Guide* is requested by all inbound captains and crews, and copies remain on the bridge of all vessels transiting the Port. Personal distribution by the Pilots also provides the potential for direct input regarding format, content and usefulness – all of which have been overwhelmingly positive. Approximately 7,500 of the supply are distributed in the first three months after publication.

Because of its useful, non-technical content such as the tide tables, this publication is also one of the most sought-after publications at community events at which the Port has an information booth. In addition, the website version of the *Mariners Guide* receives just over 1,000 hits annually.