

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 XX _____
- 5 Directories/Handbooks _____
- 6 Miscellaneous _____
- 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 Steppin' Back in Time Historical Audio Tour

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)



Steppin' Back in Time Historical Audio Tour, Port of Los Angeles

Communications Challenge/Opportunity

In 1977, the Port of Los Angeles coordinated narrated historical bus tours in honor of its Centennial Celebration. In 2008, folks started inquiring about as early as March to see if the tours were being conducted again. Due to popular public inquiry and museum staff willingness the tours were again conducted. In 2009, budget cuts and the recession caused our division to reevaluate the cost associated with high-end events and the decision was made to discontinue the narrated historical bus tour.

Our challenge: How can we meet the public demand for this popular historical tour at a cost that is sustainable by the Port of Los Angeles? Secondly, take advantage of the recession by capturing the interest of an emerging "stay-cation" audience – those staying close to home during the vacation season but looking for areas within driving distance to explore. Our answer: The Steppin' Back in Time Historical Tour meets the digital age!

The Steppin Back in Time Audio Tour connects six cherished historical sites in San Pedro and Wilmington: the Banning Residence Museum; Drum Barracks Civil War Museum; Fort MacArthur Military Museum; Korean Bell and Friendship Pavilion; the Los Angeles Maritime Museum and the Point Fermin Lighthouse.

Planning and Programming

Primary audience includes our repeat visitors from past tours and current visitors of the historical venues.

Secondary audience includes the emerging day-travelers, stay-cationers, locals, community college and university students

Objectives

- 1) Incorporate brand recognition with the Port of Los Angeles logo and Steppin Back in Time icon.
- 2) Update the Steppin Back in Time icon with new color but same graphic design for CD labels.
- 3) Make the historical audio tour accessible to anyone at anytime via the website by Sept 1, 2009.
- 4) The tour and route should be a layman's version of the Centennial tour with a friendly, conversational tone, music, fun facts and little known area highlights.
- 5) The tour must be easy to navigate by someone not familiar with the area with turn-by turn directions, and must parallel the site map.
- 6) Although this tour was originally hosted it must be marketed as a self-guided audio tour
- 7) To produce and /or reproduce at reasonable cost not to exceed \$1000.
- 8) The master copy must be accessibility to revised and updated, if needed.
- 9) To keep visitors returning by offering new tours, to hopefully expand to all 30 sites. Vol 2 to be introduced by June 2010.

Actions Taken & Outputs

Implementation

The original narrative script was condensed into an abridgement format by removing the oral history video portion of the tour and concentrating strictly on a narrative overview of the historical highlights and facts about the Harbor area's rich past. To assist the day-traveler, turn-by-turn driving instructions were incorporated into the script along with melodic period music from the 1900's to add a little ambience to the drive.

Staffing and timing

The audio cast was produced and recorded in-house with the assistance of our Graphics Communications AV Technician. A member of the Community Relations team drove the route as the AV technician read the script to make adjustments accordingly. The route was driven a week later with the AV tech filming to route, identifying landmarks etc. Yes, it was really a mom and pop operation but I think there is some pride in that. Once the kinks were worked out the recording was made using the script and the film footage. The recording is approximately 30 minutes but the actual tour length is up to the visitor to enjoy at their own pace.

The public can download the audio file to a multimedia player or recordable CD from the Port of Los Angeles website located at www.portoflosangeles.org. It takes about 45 MB and approximately 5 minutes to download with a high speed internet connection. Dial up connections may take a little longer.

Strategies

Media: Getting the word out was easy. We used many of the same media outlets used for the original tour. Press releases to reach local print media sections targeted included community, travel/calendar sections of the local papers. Press release was sent to the local colleges and university school papers – hoping to reach the student population. An article was also placed in the *What's New, Crew?*, our employee newsletter, which is distributed to approximately 1,000, employees and using the Main Channel, our community newsletter with approximately 72, 000 mailing addresses.

Alternative Publicity: Copies of the audio CD along with the Steppin Back in Time historical map and a copy of the press release were delivered as a means of introducing new version. Recipients included:

- All six of the historical venues gift shops highlighted on the tour route. We will replenish them free of charge upon request.
- City of Los Angeles recreation and park supervisors in the harbor area
- Local Councilwoman and each of her district offices.
- San Pedro and Wilmington Chamber of Commerce

Outcome and Evaluation

To date, we have had 750 web hits on the Stepping Back Tour. Speakers Bureau requests for historical presentations have risen dramatically.

Four of the six venues have requested additional copies of the CD for the gift shops and they are selling at a pace of about 20 per month.