



**2011 COMMUNICATIONS AWARDS PROGRAM**

**INDIVIDUAL SUBMISSIONS ENTRY FORM**

**5462**

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____ <b>X</b>             |

CATEGORY 1       CATEGORY 2

Entry Title Centennial Web Site & Centennial Forum

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 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*)

**AWARD OF EXCELLENCE**



Port of  
**LONG BEACH**  
The Green Port

## 2011 AAPA Communications Awards

Category: Websites

Title: Centennial Website and the Centennial Forum

### Port of Long Beach Centennial Website & Centennial Forum

#### Communications Challenges and Opportunities

The Port of Long Beach is celebrating its Centennial in 2011.

In 100 years the Port has grown from a single municipal dock 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 \$150 billion a year in goods.

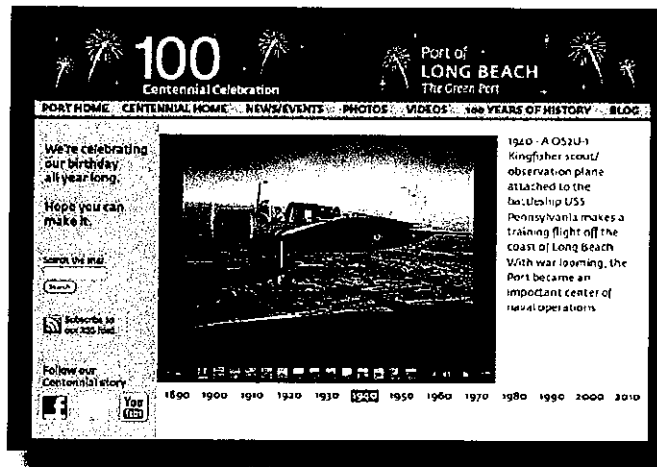
Today, Long Beach is a premier U.S. gateway for trans-pacific trade and a recognized leader in the goods movement industry worldwide. The Port is a major economic engine for the area, supporting 30,000 jobs in Long Beach, 300,000 jobs in Southern California and nearly 1.5 million trade-related jobs across the nation. It is also a recognized leader in environmental stewardship.

Upon the milestone of its 100th anniversary, the Port's challenge was to engage the community and invite the public to celebrate with the Port. The Centennial Website and Centennial Forum were launched in late December to mark a century of progress for the Port, provide historical information, and invite the community to join in the celebration by sharing their memories.

#### Planning and Programming Components

The Centennial Website at [www.polb.com/100years](http://www.polb.com/100years) features remembrances of the Port's storied past, a photographic timeline, and a weblog at [www.polb.com/blog](http://www.polb.com/blog), called the Port of Long Beach Centennial Forum, for community

members to comment on Port content and also submit their own Port photographs, videos and stories.



Although the Centennial Website and Forum are primarily targeted at the local community of 500,000, millions from the international trade community are also invited to log on and participate.

Visitors to the website will see that as international trade has flourished, the Port of Long Beach has flourished as well, transforming itself into a recognized world leader in service, innovative state-of-

the-art infrastructure, environmental programs, safety and security and proactive community outreach.

Since the Port of Long Beach has been a centerpiece for the community for 100 years, many residents have personal stories to share about the Port. The Forum provides that opportunity - and very interesting reading!

#### Actions Taken and Communication Outputs

Started in October and launched in late December 2010, the Centennial Website and Forum were developed completely in-house by the Port's Communications and Community Relations Division, who relied on the Port's rich archive for much of the photography and text. No additional contractors or expenses were used. The new website will continue to grow throughout the Centennial year with updates from staff and personal recollections of the Port from those who visit the



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site and the blog. So far, the Forum has posted stories and remembrances about the seal tank at the old Pierpoint Landing fishing pier, the early days of the Reef Restaurant near the Port Administration Building, Elvis Presley and Danny Thomas visiting the Port for the 1964 handover ceremony for FDR's presidential yacht, the women who have served on the Long Beach Harbor Commission, a 1982 Port wedding and more.

The website is prominently featured in all of the Port's Centennial advertising and a publicity campaign in the local media encouraged the public to learn more about their Port neighbor at [www.polb.com/100years](http://www.polb.com/100years), which also connects readers to the blog.

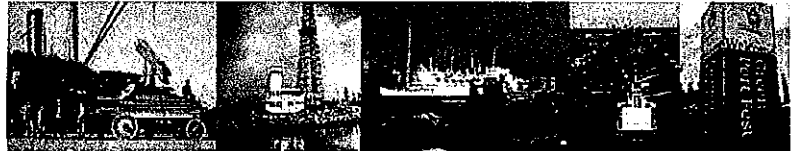
The Centennial Website and Forum are also accessible via the Port's primary website at [www.polb.com](http://www.polb.com).

## Evaluation Methods and Communications Outcomes

Visitors to the Port of Long beach Centennial Website and Forum are enjoying and evaluating the site and showing their enthusiasm through their online participation. Site content will continue to evolve throughout the year, based on that visitor participation. The Port has received several reader stories so far, and expects more as the year progresses.

Visits to the Centennial Website and Forum have grown steadily as indicated in the chart to the right, and are expected to continue to grow throughout the 2011 Centennial year. Following a round of community advertisements in late February and early March, visitation to the site in March grew considerably, reflecting a growing awareness of the site among residents.

## PORT OF LONG BEACH CENTENNIAL FORUM



SHARE YOUR STORIES



We want to hear from you! For our 100th anniversary, the Port of Long Beach will share oral histories, photos, little-known facts and other glimpses into the past. Visit the Centennial website at [www.polb.com/100years](http://www.polb.com/100years).

We welcome you to share your comments here on the blog.

You can also go to our Share Your Memories page if you have a photo or story you'd like to share with us.

WEDNESDAY, MARCH 30, 2011

### Video of Elvis at the Port

The kind folks at the USS Potomac museum in Oakland sent us a link today to the website of an Elvis fan named Keith Flynn - Keith has a piece of video of Elvis and Danny Thomas at the Port of Long Beach in 1964 for the handover ceremony for the presidential yacht. The pair discuss the Beatles a bit, too.



Maybe someone eagle-eyed will recognize where the Potomac is docked in this clip...

Watch the video

Keith Flynn's Elvis site

See our original post on Elvis at the Port

POSTED BY PORTOFLB AT 3:38 PM 1 COMMENT

LABELS: FAMOUS PEOPLE, VIDEOS

REACTIONS:  interesting (0)  right on (0)  way off (0)

Page Views	Centennial Site	Blog	Total
January	1,879	539	2,418
February	5,038	828	5,866
March	23,216	1,015	24,231
April-4/11	6,339	382	6,721
<b>Total to date (4/11/11)</b>	<b>36,472</b>	<b>2,764</b>	<b>39,236</b>