

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(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 <u> X </u> |
| 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 _____ |

CATEGORY 1 CATEGORY 2

Entry Title Re:Port Newsletter

Port Name: Port of Long Beach

Port Address 925 Harbor Plaza, Long Beach CA 90802

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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*)
- **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 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*)
- **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: Periodicals (Newsletters & Magazines)

Title: Re:port Community Newsletter (print)

Port of Long Beach Re:port Community Newsletter

Communications Challenges and Opportunities

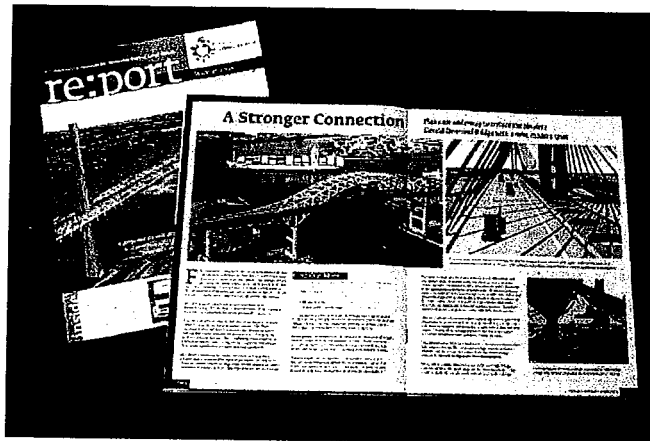
The Port of Long Beach is celebrating its Centennial in 2011. For most of its history, the Port has focused on the business of international trade and goods movement. This approach nurtured the Port's transformation from a small collection of docks at the mouth of the Los Angeles River into one of the world's leading full-service seaports, a vital transportation hub for more than \$150 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 30,000 jobs in the City of Long Beach -- one of every eight jobs -- 300,000 in Southern California, and a total of 1.5 million jobs nationally.

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

The Port's economic success through the past decades has brought with it substantial environmental challenges. Ships at sea and in port, trucks on our freeways, trains and cargo-handling equipment on the docks are the primary methods of delivering goods to consumers through seaports. Combined, they contribute about 10 percent of the air pollutants in the greater Los Angeles region.

Often, media and public attention focus 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 while



continuing to be an economic engine benefiting the local economy. The Port also must make the public aware of the efforts being made to revamp and modernize the Port's infrastructure to remain competitive and to continually update security in this 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.

Planning and Programming Components

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 and disaster, both natural and man-made.

To reach as wide a local 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 seventh largest city, and neighboring Signal Hill.

Actions Taken and Communication Outputs

The three 2010 issues of Re:port submitted for AAPA consideration demonstrate how the Communications Division effectively transmits these mes-



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sages to its community audience. The Winter 2010 issue showcased a pivotal \$950-million Port project to replace the deteriorating Gerald Desmond Bridge, reported significant air quality improvement from the Port's Clean Trucks Program, showcased the Port's Security Dive Team and announced the dates for Let's Talk Port, a series of popular community forums. The Summer issue focused on how the Port is contributing to shaping a vibrant Long Beach community, and the Fall issue announced the Port's annual community open house, Green Port Fest, and infrastructure construction projects that are creating much-needed jobs. The themes of economic and environmental responsibility are evident throughout each issue.

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.

In each issue, readers are frequently encouraged to go to the Port's interactive website (polb.com) for more details, other new information, to read archived issues of Re:port or leave feedback.

Re:port is written, edited and 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 maintains a colorful, casual and approachable style and takes about 200 hours of staff time per issue to produce. The printing cost is \$30,000 per issue for 209,000 copies, a 14-cent per-unit cost, and photography averages \$2,000.

Evaluation Methods and Communications Outcomes

The Port was able to document readership levels and community response to Re:port through a 2011 scientific study conducted by Encinitas-based True North Research. The new study updates data collected by True North in a similar 2009 study and reveals even better recognition and readership levels.

More than 58 percent of Long Beach respondents indicated that they recalled receiving the Port's Re:port newsletter in the past 12 months, up 18 percent over the 2009 study. Readership levels have also improved: Of those receiving the newsletter, 82 percent "always" (47 percent) or "sometimes" (35 percent) read it.

More than three-quarters (77 percent) of the respondents indicated that they recalled hearing, reading or seeing news or other information about the Port in the past 12 months, up from two-thirds of the respondents in 2009. Of those who had heard some news of the Port, 20 percent (up from 15 percent in 2009) said it was the Re:port newsletter that supplied the information. Only the Long Beach Press-Telegram (32 percent) and television news (23 percent) were cited as sources where people were more likely to encounter information about the Port. Re:port was well ahead of the Los Angeles Times (8 percent) Downtown and Grunion Gazettes (a local weekly newspaper group at 8 percent), radio news (3 percent), the Internet (which had climbed to 15 percent), and friends and family (6 percent).