



Consumerizing Port Communications

Arley M. Baker

American Association of Port Authorities

2008 Convention / Anchorage, Alaska

September 25, 2008



The Landscape Factor



Miami



San Diego



Vancouver BC



Oakland

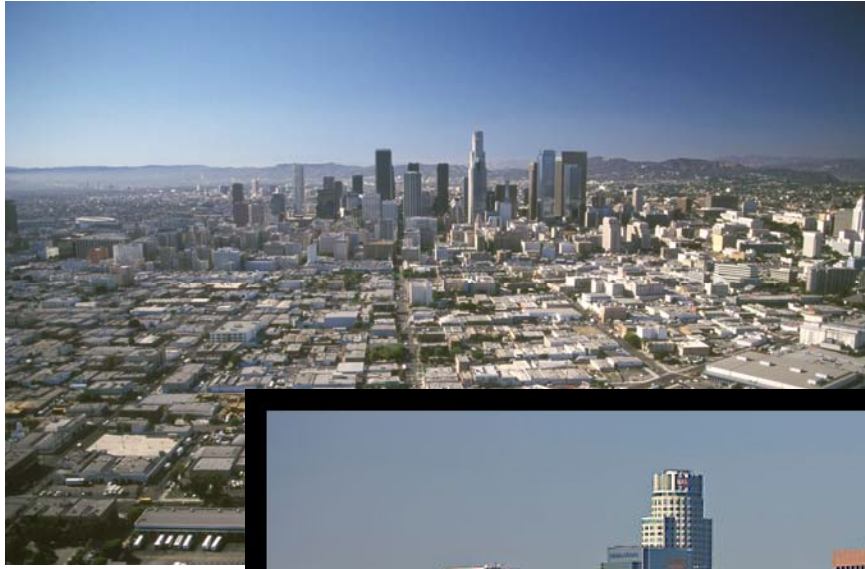


San Francisco



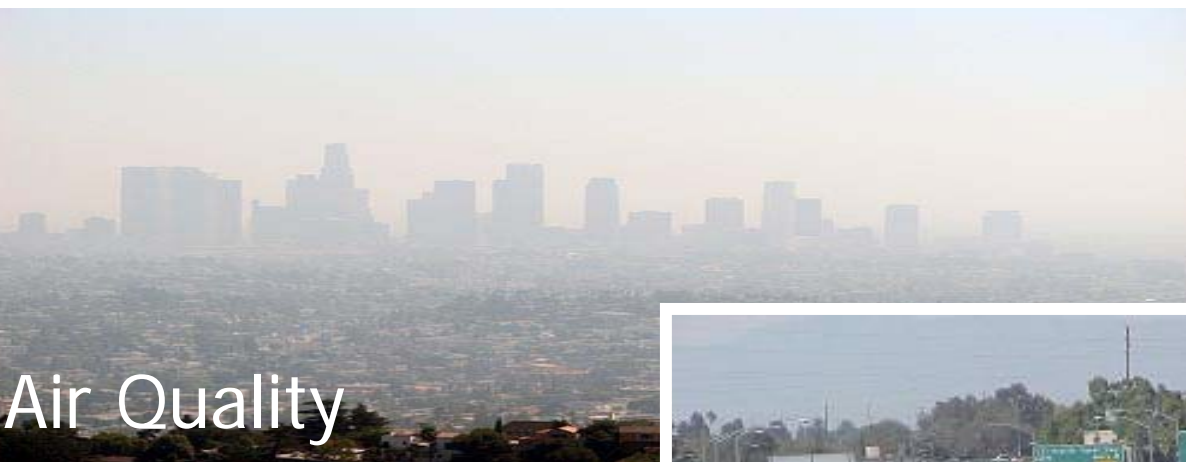
New York

Los Angeles





What Angelenos Think About...



Air Quality



Education



Our Daily Commute

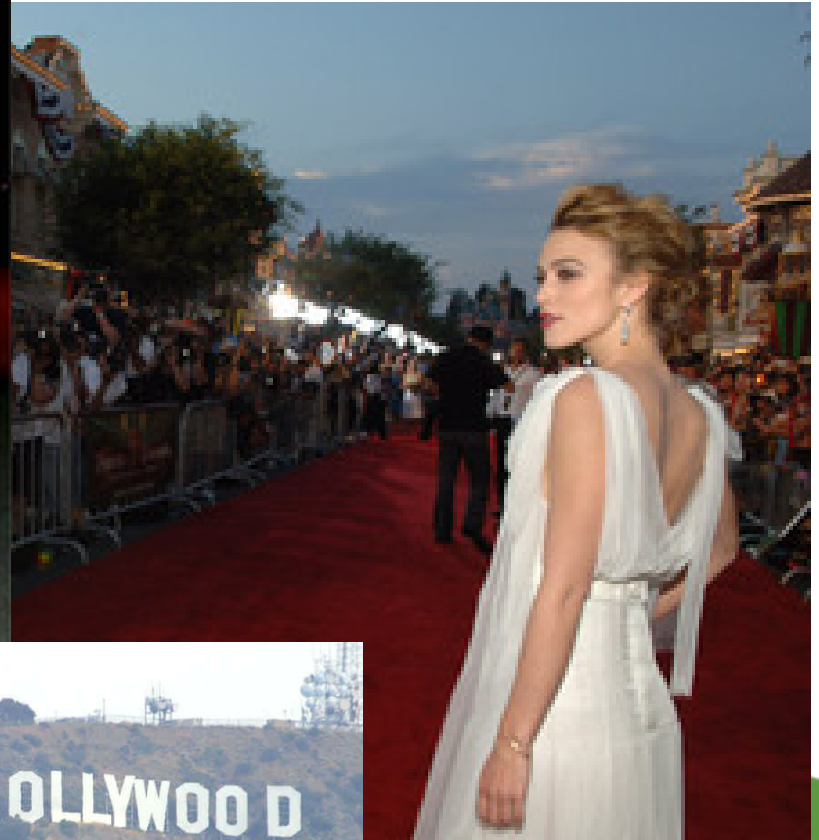
Los Angeles



Los Angeles



Los Angeles



2007 Centennial

- Create events that connect our Port to...
 - The community
 - Regional history
 - Business trends
 - Environmental Responsibility
 - Customers
- Document Our History
- Re-energize Existing Outreach Platforms



Centennial Rail Festival





RAIL FESTIVAL

Saturday, April 21, 2007

10 a.m. - 4 p.m.

- Corner of 6th St. & Harbor Blvd. in San Pedro
- Free parking at 22nd & Miner St.
- Take a free ride on the historic Waterfront Red Car Line to the Rail Festival!

Featuring the San Bernardino Railroad Historical Society's 3751 steam-powered locomotive, the engine that pulled the first passenger train out of Union Station in Los Angeles in 1933, plus the latest in clean technology locomotives.

Go to the Port of Los Angeles website at www.portoflosangeles.org or call (800) 831-PORT for more information.



Centennial Rail Festival

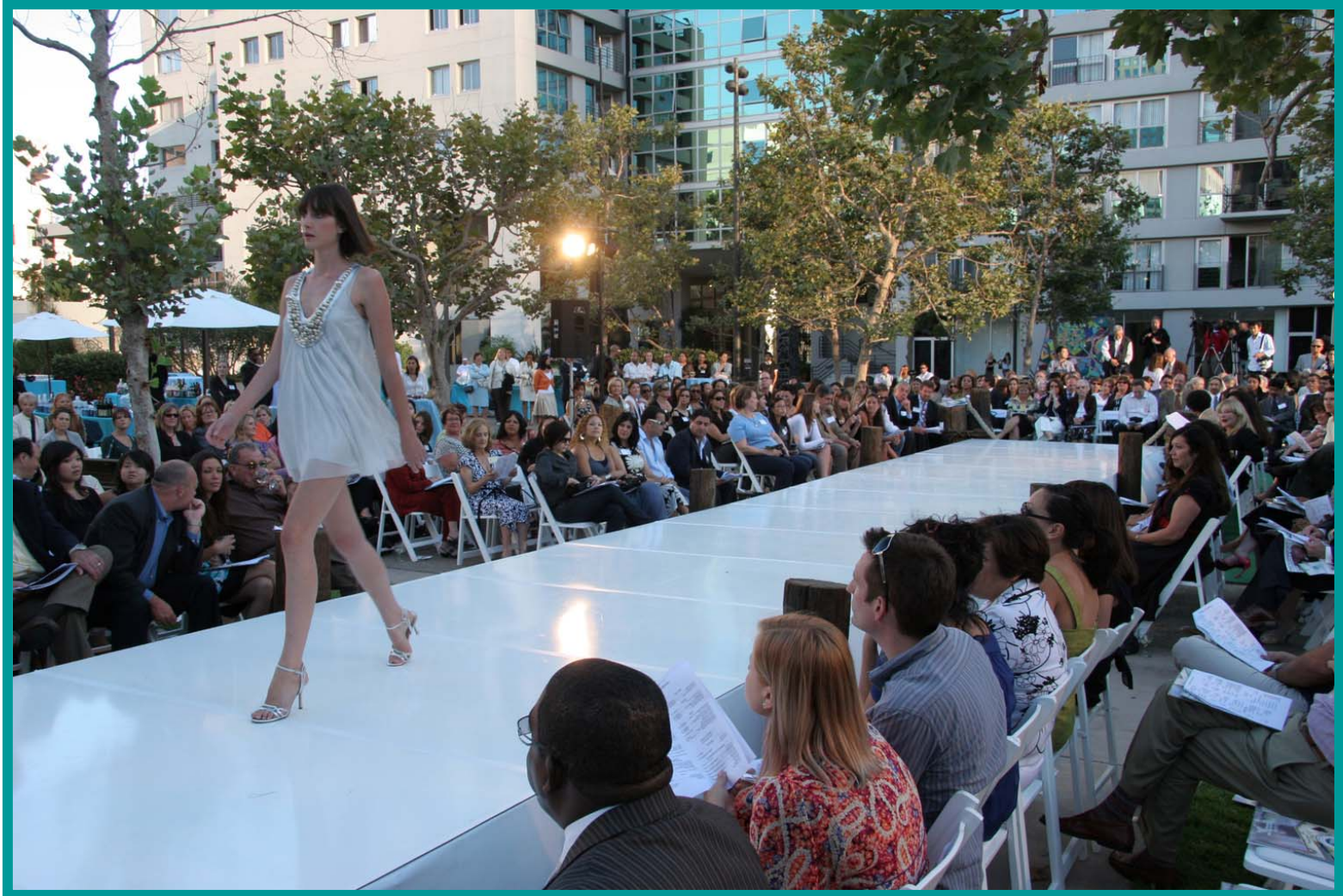
PORT of LOS ANGELES

AN ILLUSTRATED HISTORY
FROM 1850 TO 1945

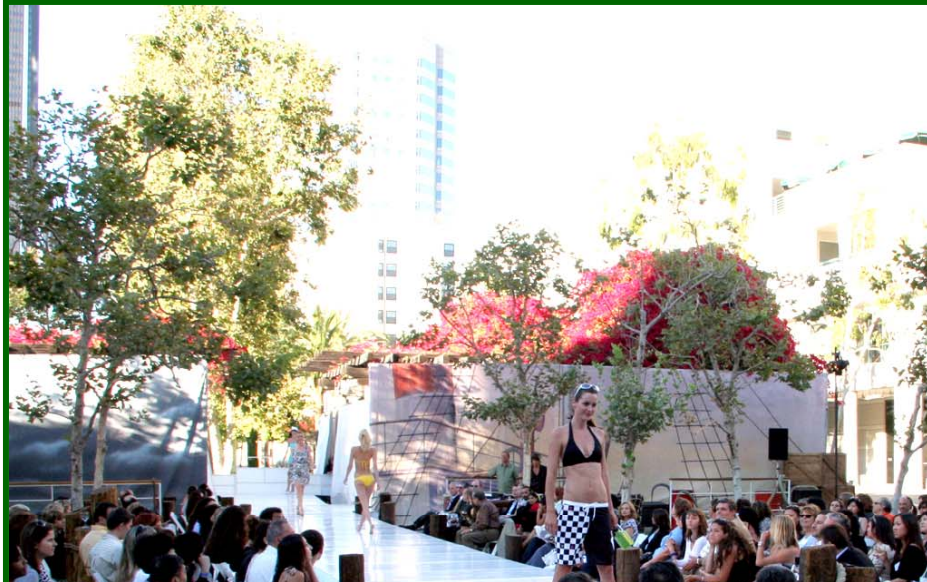
ERNEST MARQUEZ
VERONIQUE DE TURENNE
FOREWORD BY GERALDINE KNATZ, Ph.D.



"L.A. By Design"



"L.A. By Design"





100th Birthday Celebration





100th Birthday Celebration

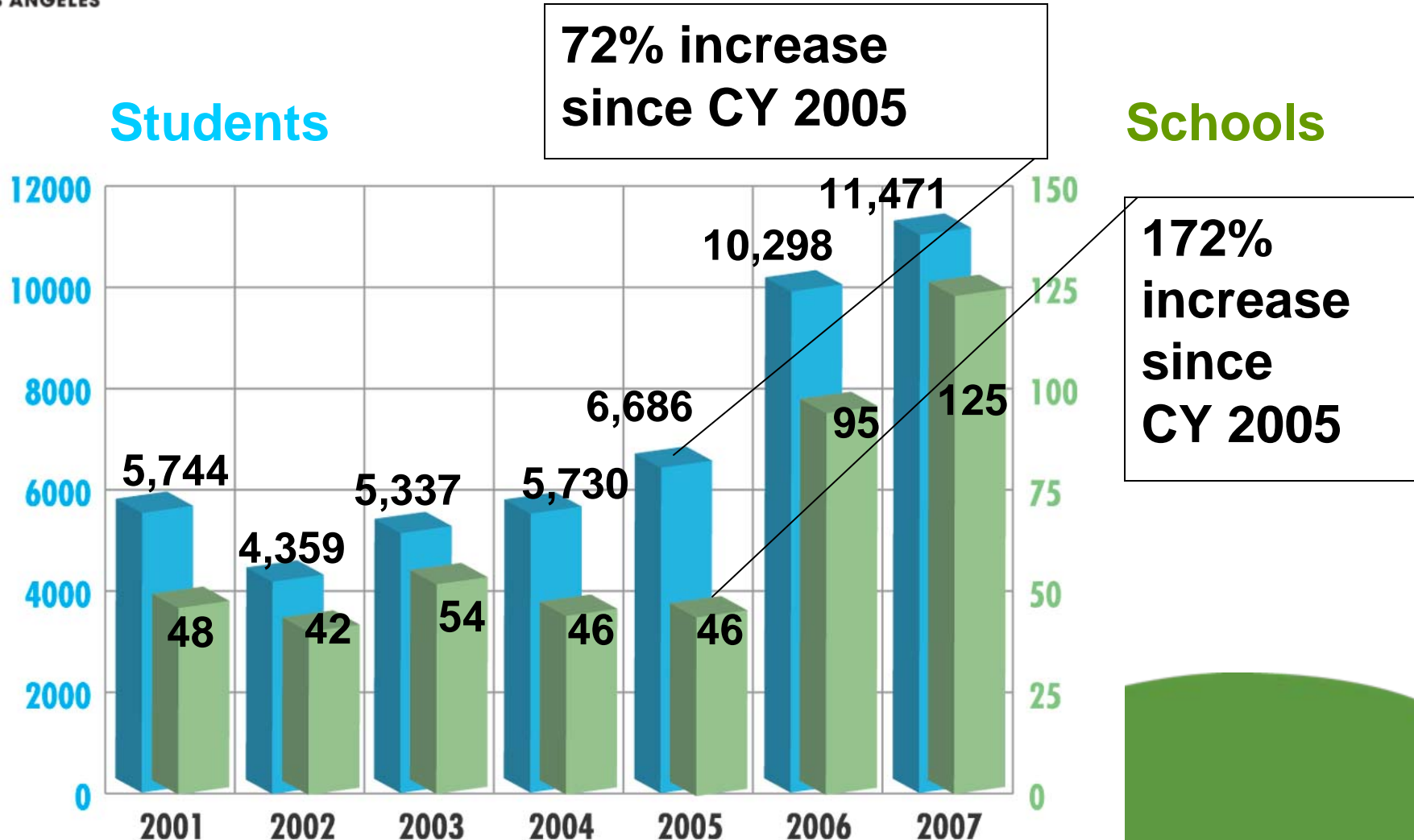


Education & Outreach



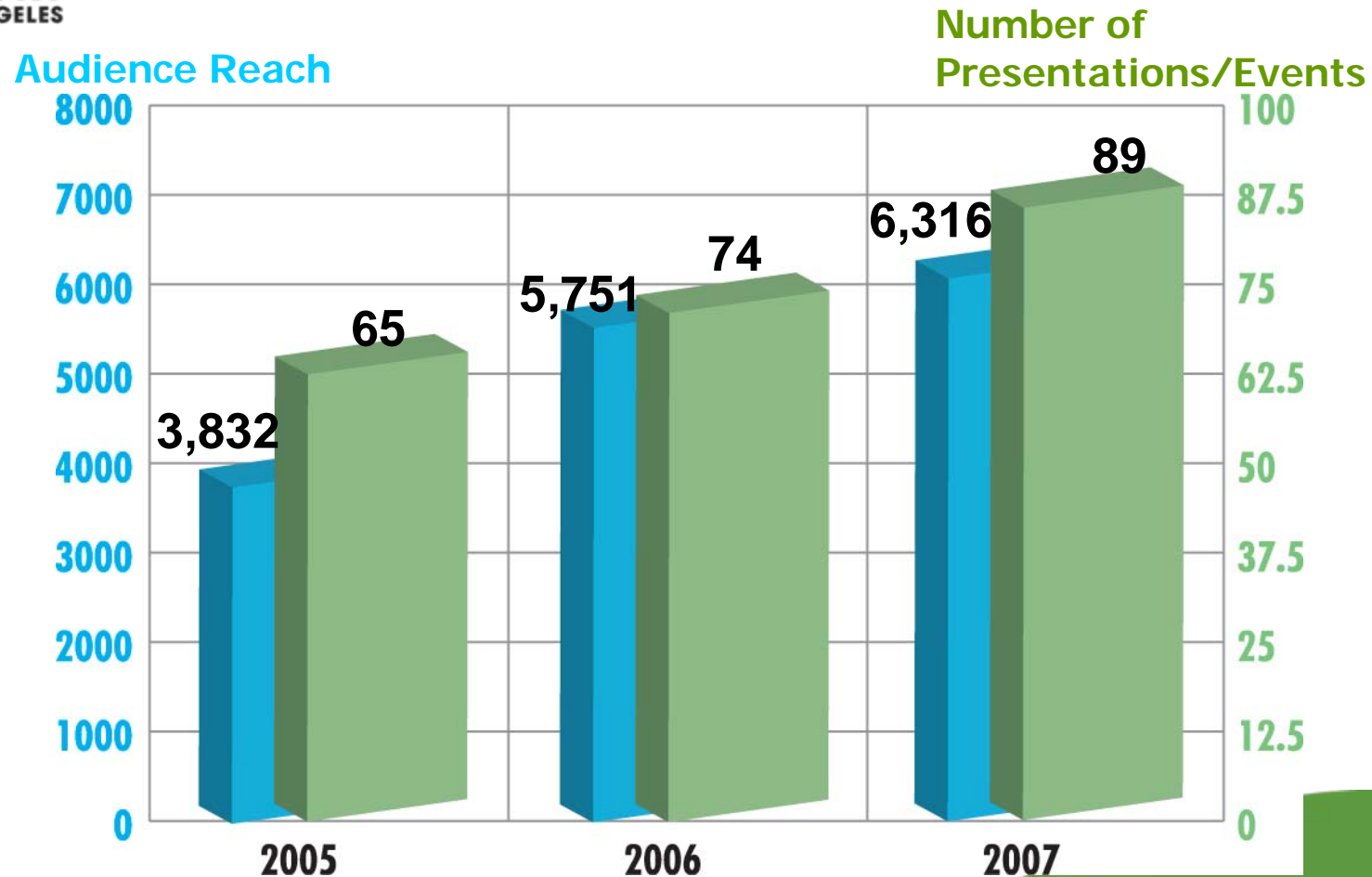


School Boat Tour Program





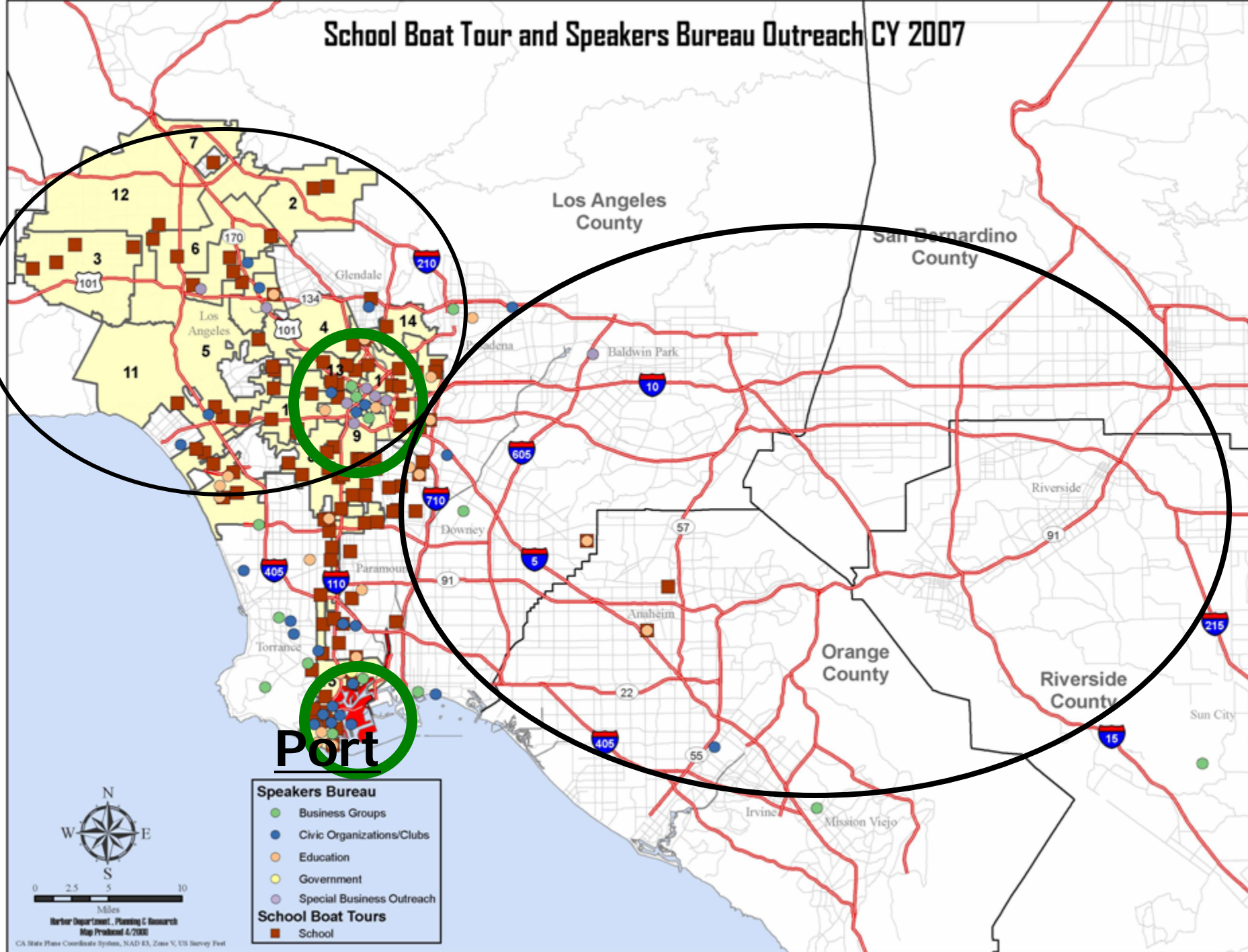
Employee Speakers Bureau



**37% increase
in number of engagements
since CY 2005**

**65% increase
in audience reach
since CY 2005**

School Boat Tour and Speakers Bureau Outreach CY 2007





Introducing... *"The TransPORter"*





The TransPORTer



The TransPORTer





Creativity & Execution 100% Organic!





SO, WHAT HAPPENS WHEN HOLLYWOOD MEETS THE PORT OF LOS ANGELES?...

