

AAPA COMMUNICATIONS AWARDS

2013 COMMUNICATIONS AWARDS PROGRAM

5636

INDIVIDUAL SUBMISSION 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 | <input checked="" type="checkbox"/> | 9. Periodicals | _____ |
| 3. Advertisements – Series | <input checked="" type="checkbox"/> | 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 Community Campaign
Port Name Port of Long Beach
Port Address 925 Harbor Plaza, Long Beach, CA 90802
Contact Name/Title Art Wong, Acting Director of Communications and Community Relations
Telephone 562 283 7702 Email Address wong@polb.com

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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.



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The Green Port

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Category: Advertisements Series

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Port of Long Beach Community Campaign

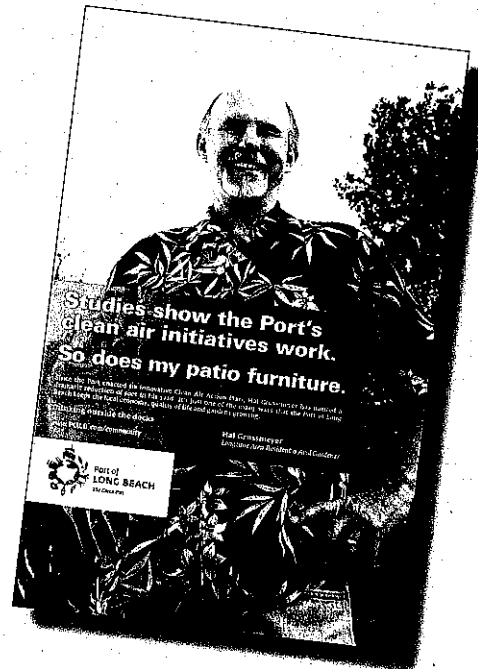
Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States and a major economic engine for the city and the region, the Port handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs.

The Port supports one in every eight jobs in Long Beach, or more than 30,000. The Port is the Harbor Department of the City of Long Beach, and therefore a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the city council, serves as the governing body of the Port. One of the primary goals of the Board – and of Port management and staff – is to provide open channels of communication between the Port and the citizens of Long Beach.

The Port was founded in 1911, and through the years it has had a tremendous impact on the economic growth for the region, but that growth came at an environmental cost. To address the negative impacts of its operations, in 2005 the Port adopted its landmark Green Port Policy. Since then, the Port has decreased overall diesel pollution by more than 75 percent, including a more than 90 percent drop in pollution from trucks. The goal is to eventually reach zero emissions.

In the meantime, the Port has awarded more than \$15 million in mitigation and green house gas reduction grants to businesses and organizations in many neighboring communities to counter some of the environmental impact of its operations. Many millions more will be granted with this ongoing program to reduce the negative impact of Port operations on surrounding communities.



The Port is also a civic leader and makes many in-kind and financial contributions to local educational institutions. In order to help ensure future Port growth and leadership, the Port provides curriculum, internships and program sponsorships at all levels and more than \$60,000 a year in direct scholarships to students.

The Port of Long Beach Community Campaign was launched to highlight the Port's many contributions to the local community. It celebrates "thinking outside the docks" and brings focus to the Port's investments in clean air and education.

Planning and Programming Components

The Goals of the Community Campaign were to:

- Build awareness about the success of the Port's environmental programs;
- Build awareness of Port investments in education;



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- Build overall positive awareness of the Port of Long Beach;
- Show the positive impact the Port has on individuals from all walks of life;
- Build positive response to Port outreach programs with first-person testimonials;
- Demonstrate the many ways in which the Port improves life in Long Beach.

The reach for the campaign was 24.2 million total impressions, and the overall cost for the campaign, including placement, installation and creative fees, was \$218,303.



Actions Taken and Communication Outputs Used

These ads were created by the Port's advertising agency, Radarworks, with direction from the Communications and Community Relations Division.

The media buy was selected based on best audience penetration and cost effectiveness and included daily and other periodic newspapers, local news websites, outdoor billboards and transit advertising on buses. Selected ads also appeared on the front page of the Port of Long Beach website (www.polb.com).

People depicted in the campaign were real members of the Long Beach community with direct or indirect ties to the Port and trade. They included a truck driver, president of a hospital foundation, teacher, construction worker and other everyday citizens.

The ads were designed with concise copy and the Port's trademark brilliant color palette and logo. All of the online ads included links to the Port's website.

Following are the campaign messages and the individuals who delivered them:

Building a better Port.
Building a better future.
Arturo Alvarez, Jr., Construction Worker

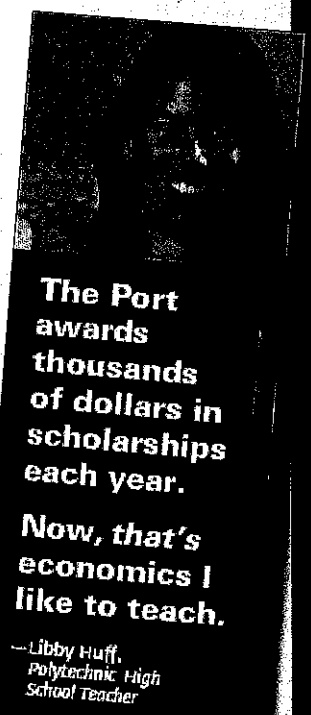
The Port funds innovative projects like our Breathe Easy Mobile Clinics.
All aboard for a healthier community.
Drew A. Cagner, President, St. Mary Medical Center Foundation

Studies show that the air is 75% cleaner since 2005. There should be a study to show how happy that makes us.
Hal Grussmeyer and friends - Long Beach neighbors

I'm delivering 75% cleaner air. That's what I call precious cargo.
Jorge Garcia, Truck Driver

The Port awards thousands of dollars in scholarships each year. Now, that's economics I like to teach.
Libby Huff, Teacher, Polytechnic High School

Port scholarships = More prospects for my students. I like that math.
Libby Huff, Teacher, Polytechnic High School





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Evaluation Methods and Communications Outcomes

The individuals who took part as spokespeople in the campaign were very supportive, and several reported positive comments by friends, students and neighbors who recognized them in the advertising. It was fun to pull up alongside a bus, or be stopped in traffic behind one, and see a friend - or to see someone familiar on a giant billboard or while reading the morning paper.

The Port's positive messages were received from friends.

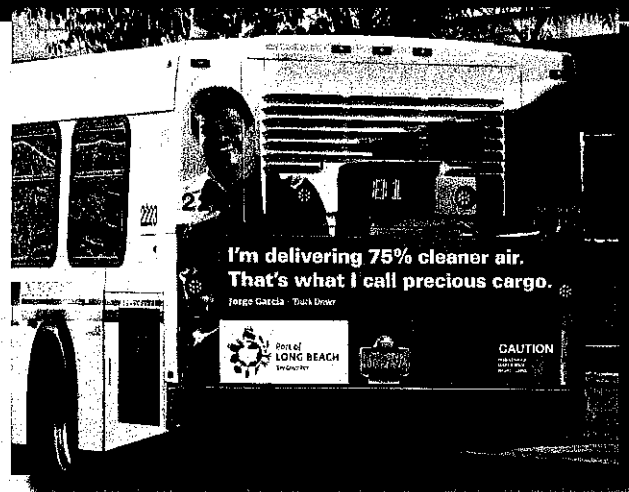
Also, the messages delivered in this ad series were reinforced with ongoing and event-based publicity in the local media.

Total impressions for the campaign were 24.1 million impressions, and were broken down as follows:

- 1,334,465 impressions from \$39,019 in print ads,
- 2,858,945 impressions from \$46,655 in online ads,
- 7,318,800 impressions from \$46,000 in bus ads,
- 11,191,692 impressions from \$27,462 in billboard ads,
- 1,153,767 impressions from \$50,111 in cable TV ads,
- and 420,000 impressions from \$9,056 in sponsorships ads.

Another evaluation tool is a 2012 study conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010), titled Public Communications & Perceptions Survey Research Report.

The survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.



- 97 percent were aware of the Port.
- 68 percent of respondents indicated that they were satisfied with the Port's efforts to communicate with residents through newsletters, television, the Internet and other means, with 31 percent indicating that they were very satisfied.
- 74 percent indicated that they recalled hearing, reading or seeing news stories, public service announcements or advertising relating to the Port.
- 34 percent said that they rely on the Internet as their primary source of Port news.

The large majority of respondents shared very favorable opinions of the quality of life in Long Beach in 2012, with 20 percent responding excellent, 56 percent good, and 20 percent fair.

When asked to rank six top quality of life issues in Long Beach by order of importance, the results were:

- 90 percent - improving the economy;
- 89 percent - good-paying local jobs;
- 89 percent - improving education;
- 89 percent - making sure local ports are safe and secure;
- 81 percent - protecting the environment;
- 55 percent - reducing traffic congestion.