

AAPA COMMUNICATIONS AWARDS

2013 COMMUNICATIONS AWARDS PROGRAM

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 | _____ | 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 Tie Lines Newsletter (Electronic)
 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, tim-

OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Periodicals



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Periodicals (Newsletters and Magazines)

Title: tie lines

Port of Long Beach tie lines

Communications Challenges and Opportunities

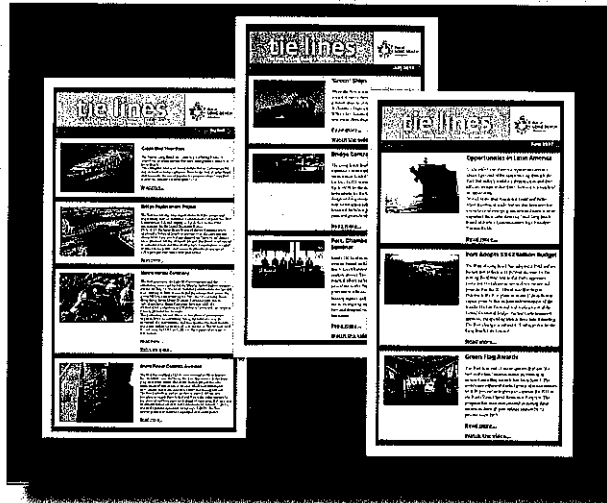
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port welcomes 5,000 ships a year from 217 seaports around the world and handles trade valued at \$155 billion annually. The trade that flows through the Port helps support hundreds of thousands of jobs in Southern California and more than a million jobs nationwide.

Informing Port stakeholders is an opportunity and a challenge. As traditional publications, such as both trade and consumer newspapers and magazines gradually lose reach and breadth, they are becoming less reliable as vehicles to reach audiences eager for Port news.

Planning and Programming Components

To fill the ever-expanding media gap, the Port of Long Beach publishes tie lines, a newsletter published monthly by the Port's media relations staff and aimed at Port customers and the maritime industry.

The goal of the publication is to keep the Port's business audience informed about issues and news that impact Port operations



while also delivering key messages directly to this influential audience, which includes terminal operators, ocean carriers, railroads, trucking companies, logistics firms, business organizations, elected officials, regulatory agencies, trade publications, unions and more. Anyone who is interested in Port news, including members of the general public may go online to read the publication or subscribe to have it delivered

via email to their own computer mailbox.

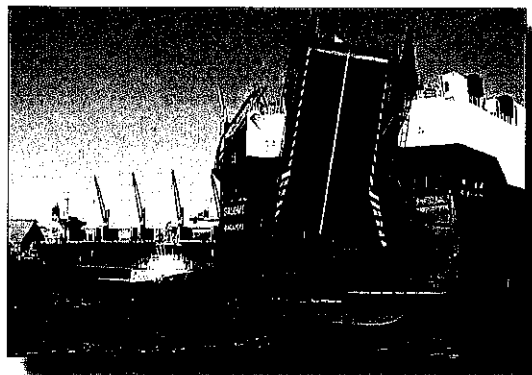
tie lines is also designed to be a useful fact-filled reporting tool for the news media.

Actions Taken and Communication Outputs Used

tie lines is an electronic, subscription-based newsletter published monthly by the Port of Long Beach media relations staff in the Communications and Community Relations Department. They also select the monthly content which includes original reporting as well as a summary of Port and maritime industry-

related news. It is designed in-house by the Communications Department's graphics staff.

Stories for tie lines are assigned to a contract writer who also does original-source reporting. All the content is edited and laid out in-house and published using an email marketing tool. Issues are also published and archived on the Port's website at www.polb.com/tielines.





Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Periodicals (Newsletters and Magazines)

Title: tie lines

June

- Opportunities in Latin America
- Port Adopts \$942 Million Budget
- Green Flag Awards
- Wise Re-elected Harbor Commission President
- Streamlined Board Meetings
- Executive Search
- Cargo Volumes Dip in May
- Best Seaport in North America
- Pulse of the Port (link to new video programming)



July

- "Green" Ships
- Bridge Contract Awarded
- Port, Chamber Host Export Seminar
- Big Ship and Rail Incentives
- Cargo Volumes Up
- Labor Agreements Approved
- Port Security Grants

The cost of outside reporting and writing services is about \$1,500 per issue. Photos are usually repurposed from news releases or chosen from the Port's vast archives.

Every issue features one lead story with original reporting and content. The examples submitted with the entry (May, June and July 2012) include a story on "green ship incentives" to ocean carriers that send their greenest vessels to Long Beach (May issue), trade opportunities in Latin America (June issue), and then, the first carrier to claim those incentive promised in May (July issue).

The e-newsletter is designed to be a quick read, allowing readers to explore more content, including videos, at their own pace. Readers can click "Read more ..." links or "Watch the video ..." links with each of the articles.

The tie lines newsletters submitted for consideration include the following headlines:

May

- Green Ship Incentives
- Bridge Replacement Project
- Middle Harbor Ceremony
- Shore Power Contract Awarded
- April Cargo Volumes Down
- Pulse of the Port (link to new video programming)
- Seafood Fest



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Periodicals (Newsletters and Magazines)

Title: tie lines

- Pulse of the Port (featuring video coverage of the Dive Team story)
- Information Management Director Honored

Each edition concludes with an "In Other News ..." section with brief news updates and announcements.

Any member of the public interested in receiving tie lines (as well as other Port publications) can subscribe via the Port's website at www.polb.com/subscribe.

Evaluation Methods and Communications Outcomes

The Port utilizes a vendor service to distribute and evaluate its email marketing campaigns, which allows the Port to track overall subscriber numbers and how those subscribers are using the newsletter. At the close of 2012, tie lines had close to 1,300 subscribers with a rate of about 20 percent of the subscribers opening the emails. The actual readership, however, is likely to be higher because some recipients may be casual readers who do not open every monthly issue. The unsubscribe rate is close to zero percent.