

## 6. MISCELLANEOUS

Entries that do not fall within the other classifications will be judged in the Miscellaneous classification. *You must complete the questions on this page for each entry and include a printed rendition of the submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1  CATEGORY 2

Type of Entry (e.g., billboard, sky-writing, blog): **Pictorial Book**

Entry Title: **Port of Los Angeles – An Illustrated History 1850 to 1945**

Port Name: **Port of Los Angeles**

- 1) Was this entry produced in-house?  by an agency?  or a combination?
- 2) To what audience(s) was this entry targeted? **General public, especially targeted at students and people interested in City and Port of Los Angeles and Southern California maritime history.**
- 3) What was the goal or objective of producing this entry and what were the key message(s) this entry intended to communicate to its target audience(s)? **Published as part of the Port of Los Angeles' Centennial Celebration, the book commemorates the history of the Port as well as the development of Los Angeles from a pueblo to a major metropolis. The book's 275 vintage images, most never before published, display a port succeeding beyond the dreams of the visionary men who were the first Board of Harbor Commissioners and the City leaders who led the fight for the establishment of the Port in San Pedro and Wilmington. The book captures the Port of Los Angeles of a century ago, then follows its development through industrial advancements, the culture of the many ethnic communities who populated the area, the personalities of historical figures, and the eras of military installations. The book provides a proud history of the Port of Los Angeles from its founding with the establishment of the Board of Harbor Commissioners to the outbreak of WWII. It is the celebration of a Port which developed from a primitive mudflat and trading center for furs and hides, to a premier international trading hub.**
- 4) How many printed copies or data disks (e.g., CDs) were distributed, if any? If produced for the Web, how did you assess "visits"? **In the initial printing, a total of 3,000 copies were printed for Port use, with another 1,000 for retail sale.**

**Award of Excellence**



American Association  
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## 2008 COMMUNICATIONS AWARDS PROGRAM

- 5) How did you evaluate the success of this entry and what were the results? *(Be specific.)* **Initially, the text was distributed to all Port employees, selected customers, elected officials, local schools, regional libraries, local historical resources and museums, and participants in the Port's Oral History project. The response from employees was enthusiastic and more than 2/3 of the employees participated in a book signing event. Retail demand was also strong and preceded the availability of the book at local bookstores, according to polls of those retail outlets. The publisher has reported that an additional printing will be required to fulfill all orders. In addition, the book will be used as one of the primary texts for maritime history for the Port of Los Angeles High School, and it is among featured new releases at the LA Times Festival of Books in late April.**
- 6) If your Miscellaneous submission is in a language other than English, please briefly describe the major points of this entry in English.