2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 9: Periodicals (Newsletters & Magazines)

re:port – Quarterly Community Newsletter – Print
**Summary:**

*re:port* is a colorful, eight-page, magazine-format community newsletter designed, written and produced three times a year by the Port of Long Beach Communications and Community Relations Division. It is delivered via U.S. Mail to every Long Beach household and is consistently the most-referenced Port news source among community members. The publication includes original articles, graphics and photographs. In order to capture more readers and convey important messages, in 2016, story-telling infographics accompanied cover enterprise features in order to “say more in less time” and communicate more successfully with more citizens.
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, the nation’s second-busiest container seaport and a trailblazer in innovative goods movement, safety and environmental stewardship. With annual trade valued at $180 billion, the Port supports more than a million U.S. jobs. Long Beach is “big ship ready,” welcoming the Pacific fleet’s largest vessels and serving 175 shipping lines with connections to 217 international seaports. The Port is on track for a green future, pursuing the most aggressive capital improvements program in the nation and creating the world’s most modern, efficient and sustainable seaport.

Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 Southern California jobs supported by port operations. The Port is part of the City of Long Beach and operated under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port.

One of their primary goals, a goal shared by Port executive management and staff, is to provide an open channel of communications between the Port and its various constituencies – especially members of the Long Beach community. The Port focuses on building and maintaining strong relationships with citizens who benefit from the Port as an economic engine, but also are affected by the environmental impacts of Port operations. The support of the community is critical to the long-term successful growth of the Port and the City.

Many languages are spoken in Long Beach, “The International City,” a richly diverse city of colorful neighborhoods, adding a communications challenge. re:port, is a vital communications tool to deliver the Port’s key messages directly to that vital and varied target audience – the local community.

Communication Challenges and Opportunities

The Port of Long Beach staff engaging with the community at an event.
Complementing the Overall Mission

To fulfill its primary goal to provide open channels of communications between the Port and its various constituencies, the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets. This campaign includes advertising in traditional and web-based media, publicity campaigns, plus extensive community and industry outreach. One tool that has proven most effective is providing periodic newsletters for the maritime industry (tie lines), Port employees (Dock Talk) and the community (report, distributed via U.S. Mail to every household, and YourPORT, distributed electronically to subscribers).
Planning and Programming Components

The goal of the report publication is to open a dialogue with as many Long Beach residents as possible to help them better understand how the Port operates, what opportunities it provides for Long Beach citizens, how the Port is working to improve the environment and mitigate Port-related pollution, and why, as the primary economic engine for the city, the Port is important to them, thus encouraging their input and vital support for business growth.

The nearly 500,000 residents of the City of Long Beach – the 7th-most populous city in the state of California – and neighboring Signal Hill are the primary target market for the publication.

To accomplish the stated goal for report, the Communications team has set the following objectives:

- Provide pertinent and appealing Port of Long Beach content, including original articles, photography, graphics, etc.;
- Make the newsletter visually appealing with clean, colorful design and photography;
- Feature storytelling graphics that say more in less time;
- Distribute three or four times each year with Spring, Summer, Fall, and Winter editions;
- Add content that encourages interaction including Port links and references for additional information;
- Track as effectively as possible.

MEGASHIP!
The CMA CGM Benjamin Franklin, the biggest container ship to ever visit North America, called at the Port of Long Beach for the first time in February 2016. The massive vessel is the vanguard of the “big ship era” that is transforming goods movement. Just how big are these megaships?
**New Option for High Schoolers**

Port sponsors Global Logistics Academy at Cabrillo

As in the Long Beach Unified School District’s “Schools of Global Business” programs, students are offered a rigorous college-prep high school program that is right for them. As they select their high school and learning pathway for the 2017-18 school year, local regional partners and the Port have created the Global Logistics Academy at Cabrillo High School, providing students with a rigorous career pathway in the global logistics and international trade.

The new pathway, which will provide students with an introduction to global logistics, “is designed to attract students who are interested in careers that involve world trade,” said Michael Gold, Director of Communications and Community Relations for the Port. “The academy will be part of a broader effort to provide high school students with opportunities to explore the possibilities.”

The Port has partnered with the Long Beach City College and other educational institutions to develop the Global Logistics Academy. The program will offer students a four-year learning pathway for the Port’s logistics and international trade industry. It will include instruction about the world of global logistics and international trade, as well as educational outreach efforts, which will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

The port has formed partnerships with leading businesses to also partner with the school district to provide job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. Like all LBUSD high school programs, the Global Logistics Academy will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. The four-year pathway will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

**Port of Long Beach - Classification 9: Periodicals (Newsletters & Magazines)**

**New Option for High Schoolers**

Port sponsors Global Logistics Academy at Cabrillo

As in the Long Beach Unified School District’s “Schools of Global Business” programs, students are offered a rigorous college-prep high school program that is right for them. As they select their high school and learning pathway for the 2017-18 school year, local regional partners and the Port have created the Global Logistics Academy at Cabrillo High School, providing students with a rigorous career pathway in the global logistics and international trade.

The new pathway, which will provide students with an introduction to global logistics, “is designed to attract students who are interested in careers that involve world trade,” said Michael Gold, Director of Communications and Community Relations for the Port. “The academy will be part of a broader effort to provide high school students with opportunities to explore the possibilities.”

The Port has partnered with the Long Beach City College and other educational institutions to develop the Global Logistics Academy. The program will offer students a four-year learning pathway for the Port’s logistics and international trade industry. It will include instruction about the world of global logistics and international trade, as well as educational outreach efforts, which will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

The Port has formed partnerships with leading businesses to also partner with the school district to provide job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. Like all LBUSD high school programs, the Global Logistics Academy will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. The four-year pathway will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

**Port of Long Beach - Classification 9: Periodicals (Newsletters & Magazines)**

**New Option for High Schoolers**

Port sponsors Global Logistics Academy at Cabrillo

As in the Long Beach Unified School District’s “Schools of Global Business” programs, students are offered a rigorous college-prep high school program that is right for them. As they select their high school and learning pathway for the 2017-18 school year, local regional partners and the Port have created the Global Logistics Academy at Cabrillo High School, providing students with a rigorous career pathway in the global logistics and international trade.

The new pathway, which will provide students with an introduction to global logistics, “is designed to attract students who are interested in careers that involve world trade,” said Michael Gold, Director of Communications and Community Relations for the Port. “The academy will be part of a broader effort to provide high school students with opportunities to explore the possibilities.”

The Port has partnered with the Long Beach City College and other educational institutions to develop the Global Logistics Academy. The program will offer students a four-year learning pathway for the Port’s logistics and international trade industry. It will include instruction about the world of global logistics and international trade, as well as educational outreach efforts, which will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

The Port has formed partnerships with leading businesses to also partner with the school district to provide job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. Like all LBUSD high school programs, the Global Logistics Academy will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. The four-year pathway will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

**Port of Long Beach - Classification 9: Periodicals (Newsletters & Magazines)**

**New Option for High Schoolers**

Port sponsors Global Logistics Academy at Cabrillo

As in the Long Beach Unified School District’s “Schools of Global Business” programs, students are offered a rigorous college-prep high school program that is right for them. As they select their high school and learning pathway for the 2017-18 school year, local regional partners and the Port have created the Global Logistics Academy at Cabrillo High School, providing students with a rigorous career pathway in the global logistics and international trade.

The new pathway, which will provide students with an introduction to global logistics, “is designed to attract students who are interested in careers that involve world trade,” said Michael Gold, Director of Communications and Community Relations for the Port. “The academy will be part of a broader effort to provide high school students with opportunities to explore the possibilities.”

The Port has partnered with the Long Beach City College and other educational institutions to develop the Global Logistics Academy. The program will offer students a four-year learning pathway for the Port’s logistics and international trade industry. It will include instruction about the world of global logistics and international trade, as well as educational outreach efforts, which will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.

The Port has formed partnerships with leading businesses to also partner with the school district to provide job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. Like all LBUSD high school programs, the Global Logistics Academy will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates. The four-year pathway will also introduce students who had been around the Port their whole lives and are starting to get interested in the possibilities.
Stories:
• "Port Supports Community Groups – Sponsorships help promote trade, improve Long Beach" – with image of child enjoying snow day event and “How to apply” box
• "Top 10 Reasons to Take a Port Harbor Tour" – with an image of the harbor and a "How to sign up" box
• "Rolling Out the Red Carpet for Energy Ideas – Technology partners sought for the Port of the Future" – with a photo of a dock and a "For more information" link
• "Neighbors Putting Down Roots – Tree grant helps City create leafier streets" – with an image of community members planting a tree
• "High School Students Explore Port Business – Interns spend summers with Harbor Department" – with image of the intern class of 2015 and information about applying for an internship and links for more information

Winter Issue 2016

Cover Enterprise Story and Center Spread:
• "7 Million TEUs, a Year of Growth" – with spectacular overhead image of new cranes loading a giant ship and a center spread storytelling graphic titled "Inside the Box" that allows readers to relate to kinds of containerized cargo that come to the Port of Long Beach and onto store shelves.

The three 2016 issues of re:port submitted for consideration demonstrate how the Communications and Community Relations Division effectively transmits these messages to its community audience with the following content:
Spring Issue 2016

Enterprise Story and Center Spread:
• Cover: “Down Deep, Divers See What’s Up” – with above/below water image
  Spread: “Divers Go Deep to Keep Cargo Moving – Specialized Port team takes on underwater challenges” – with image of diver at work underwater and inset box detailing diver training, the dive boat and the gear they use.
Stories:
• “Construction to start on Port’s New HQ – Harbor Department part of future Civic Center” – with image of construction underway and an “At a glance” box with details and link
  • “MEGASHIP!” – with an image of a huge container ship arriving at Long Beach and a fun storytelling graphic detailing the ship’s massive size and capacity – 90 million pairs of shoes
  • “Building a Bridge with Innovation – New span takes shape in the harbor” – with image of bridge construction and “At a glance” box with link to website, apps to follow construction online and on social media
  • “Shipping Lines Like to Wave the Green Flag – Vessel operators rewarded for slowing down for cleaner air” – with aerial image of the port and link for more information

To encourage the study of those student engineers will receive specialized training in the type of engineering that will enable them to hit the ground running when they graduate, CSULB’s College of Engineering is first in the nation to launch a new laboratory that focuses on teaching the principles of marine construction. The new laboratory will be part of the exciting new Long Beach Civic Center project and the Port of Long Beach is the lead developer for the project, overseeing the construction.

Construction to start on Port’s New HQ

The Port’s new headquarters developer Plenary Edgemoor Civic Partners has greenlighted the $533 million Civic Center project encompassing a new development along Ocean Boulevard, the new Port headquarters, and the Port’s permanent headquarters overlooking Long Beach Airport. The Port’s permanent headquarters overlooking the harbor. The Port’s new headquarters will be part of the exciting new Long Beach Civic Center project, which includes a new Main Library, environmental design program.

Student engineers will receive specialized training in the type of engineering that focuses on teaching the principles of marine construction. The new laboratory will be part of the exciting new Long Beach Civic Center project and the Port of Long Beach is the lead developer for the project, overseeing the construction.

CSULB engineering school

The Port grants $250,000 to CSULB engineering school

California State University, Long Beach recently awarded Port grants $250,000 to CSULB’s College of Engineering. The one-time grant undergirds the Port’s environmental sustainability efforts this decade to modernize port facilities, including terminals, roads, bridges and railroads.

Many Port engineers are graduates of Los Angeles. The one-time grant will be spread over three years and will be spent on equipment for the new lab, CSULB’s Marine Construction Laboratory.

The Port grants $250,000 to Cal State Long Beach's College of Engineering

The project, overseen by the City with Port, was a civic project that was awarded a greenlight from the City Council, Board of Harbor Commissioners and Control Center are interim headquarters is at 4801 Airport Plaza Drive, Long Beach, CA 90815.

The Port’s new headquarters will be part of the exciting new Long Beach Civic Center project, which includes a new Main Library, environmental design program.

CSULB engineering school

The Port grants $250,000 to CSULB engineering school

California State University, Long Beach recently awarded Port grants $250,000 to CSULB’s College of Engineering. The one-time grant undergirds the Port’s environmental sustainability efforts this decade to modernize port facilities, including terminals, roads, bridges and railroads.

Many Port engineers are graduates of Los Angeles. The one-time grant will be spread over three years and will be spent on equipment for the new lab, CSULB’s Marine Construction Laboratory.

The Port grants $250,000 to Cal State Long Beach's College of Engineering

The project, overseen by the City with Port, was a civic project that was awarded a greenlight from the City Council, Board of Harbor Commissioners and Control Center are interim headquarters is at 4801 Airport Plaza Drive, Long Beach, CA 90815.

The Port’s new headquarters will be part of the exciting new Long Beach Civic Center project, which includes a new Main Library, environmental design program.
Summer Issue 2016

Enterprise Story and Center Spread:
- Cover: “New Fireboat Protects Harbor”
  Center Spread: “New ‘Protector’ On the Waterfront” — with a storytelling infographic detailing the new state-of-the-art fireboat

Stories:
- “PHOTOGALLERY to Open at MOLAA — Take time this October to view special exhibition” — with image of workshop students taking photographs and “At a glance” box with information about the exhibition and links
- “Ports Seek New Tech to Clean Air” — with image of a zero-emissions truck and “At a glance” box with link for more information
- “Cranes Rise over Port — Vital links in supply chain get a boost” — with image of new, taller crane
- “New Option for High Schoolers — Port sponsors Global Logistics Academy at Cabrillo” — with image of students wearing hard hats at the port and “At a glance” box with link to academy website
- “Pact Sets Local Hiring Goals for Port Construction” — with image of crew at work and “At a glance” box links to information about opportunities in construction trades

Summer Issue 2016

Enterprise Story and Center Spread:
- Cover: “New Fireboat Protects Harbor”
  Center Spread: “New ‘Protector’ On the Waterfront” — with a storytelling infographic detailing the new state-of-the-art fireboat

Stories:
- “PHOTOGALLERY to Open at MOLAA — Take time this October to view special exhibition” — with image of workshop students taking photographs and “At a glance” box with information about the exhibition and links
- “Ports Seek New Tech to Clean Air” — with image of a zero-emissions truck and “At a glance” box with link for more information
- “Cranes Rise over Port — Vital links in supply chain get a boost” — with image of new, taller crane
- “New Option for High Schoolers — Port sponsors Global Logistics Academy at Cabrillo” — with image of students wearing hard hats at the port and “At a glance” box with link to academy website
- “Pact Sets Local Hiring Goals for Port Construction” — with image of crew at work and “At a glance” box links to information about opportunities in construction trades

Summer Issue 2016

Enterprise Story and Center Spread:
- Cover: “New Fireboat Protects Harbor”
  Center Spread: “New ‘Protector’ On the Waterfront” — with a storytelling infographic detailing the new state-of-the-art fireboat

Stories:
- “PHOTOGALLERY to Open at MOLAA — Take time this October to view special exhibition” — with image of workshop students taking photographs and “At a glance” box with information about the exhibition and links
- “Ports Seek New Tech to Clean Air” — with image of a zero-emissions truck and “At a glance” box with link for more information
- “Cranes Rise over Port — Vital links in supply chain get a boost” — with image of new, taller crane
- “New Option for High Schoolers — Port sponsors Global Logistics Academy at Cabrillo” — with image of students wearing hard hats at the port and “At a glance” box with link to academy website
- “Pact Sets Local Hiring Goals for Port Construction” — with image of crew at work and “At a glance” box links to information about opportunities in construction trades

Summer Issue 2016

Enterprise Story and Center Spread:
- Cover: “New Fireboat Protects Harbor”
  Center Spread: “New ‘Protector’ On the Waterfront” — with a storytelling infographic detailing the new state-of-the-art fireboat

Stories:
- “PHOTOGALLERY to Open at MOLAA — Take time this October to view special exhibition” — with image of workshop students taking photographs and “At a glance” box with information about the exhibition and links
- “Ports Seek New Tech to Clean Air” — with image of a zero-emissions truck and “At a glance” box with link for more information
- “Cranes Rise over Port — Vital links in supply chain get a boost” — with image of new, taller crane
- “New Option for High Schoolers — Port sponsors Global Logistics Academy at Cabrillo” — with image of students wearing hard hats at the port and “At a glance” box with link to academy website
- “Pact Sets Local Hiring Goals for Port Construction” — with image of crew at work and “At a glance” box links to information about opportunities in construction trades
To measure overall community awareness for Port outreach, a reliable evaluation tool is a research study last released in mid-2015, conducted for the Port by Encinitas-based True North Research, updating data collected annually since 2007 (with breaks in 2010 and 2016) titled Public Communications & Perceptions.

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

- About 50 percent of the participants knew enough about the Port to have an opinion, and the majority of those opinions were quite favorable (5.25 favorable to 1 unfavorable). Positive comments were mostly about the Port’s positive contributions to Long Beach, and negative comments were concerned about jobs, labor issues and pollution.
- Beginning with the 2012 survey, the Port’s re:port newsletter has consistently been the top-mentioned information source when voters were asked where they encountered news stories, public service announcements or advertisements relating to the Port of Long Beach.
- In a 2016 survey of passengers aboard Port of Long Beach Harbor Tours, 25 percent of the 165 respondents said they heard about the Harbor Tours in the re:port newsletter. Friend or family member ranked second, also at 25 percent, followed by the Port website at 16 percent.

“The Port of Long Beach sponsors or staffs more than 100 community events and activities each year, and at each event we ask residents who visit our booth a number of questions, including ‘how do you find out about what is happening at the Port?’ Very frequently, they say they learn about the Port from the re:port newsletter that is delivered to their home. It’s really a great marketing tool for the Port.”

- Mario Ernesto Gonzalez, MPA, Manager of Community Relations for the Port of Long Beach

“I really enjoy the graphics that have been added to the newsletter. It’s fun how they envisioned a ship 20 stories tall and longer than four football fields coming to the Port of Long Beach with the potential cargo capacity to hold 90 million pairs of shoes. What girl wouldn’t like that analogy?”

- Lovetta Kramer, Kramer Communications, Long Beach
Recap

Quick Facts:
• The *re:port* community newsletter is delivered quarterly via the U.S. Postal Service to all 209,000 households in Long Beach and neighboring Signal Hill.
• Surveys (formal and informal) show that *re:port* is the Port’s most-referenced community news source.
• Incorporating entertaining, storytelling graphics in the publication has made it easier for readers to learn more about the Port.

Links:
• Winter Issue 2016
• Spring Issue 2016
• Summer Issue 2016
• Archive
• Subscribe
  [www.polb.com/subscribe](http://www.polb.com/subscribe)

Follow the Port of Long Beach: