



2022 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

Classification #11: Special Events

2022 State of the Port – ‘The Year of Transformation’

2022 State of the Port – 'The Year of Transformation'

Summary

The Port of Long Beach's status as a major economic engine for the region and an international standard bearer for excellent service as well as sustainable movement of cargo make the Port's annual State of the Port a "must attend" event for the regional maritime and business community, as all face the same challenges of trade wars, war between nations, the COVID-19 pandemic, competition and other developing issues. Producing the 2021 State of the Port as a video presentation due to COVID-19 precautions provided an excellent roadmap for the 2022 presentation, which incorporated lessons learned from the 2021 production and responded to the viewer responses it invoked. The State of the Port event, produced by the Port's Communications and Community Relations Division, highlights the past year's accomplishments and milestones and sets the tone for the Port for the year ahead to address those challenges, especially recovering from the lingering effects of the COVID-19 pandemic and making systemic changes to avoid future Port congestion. Following from 2021's "The Year of Recovery" address, Port Executive Director Mario Cordero chose "The Year of Transformation" as the 2022 theme; other featured speakers included Long Beach Mayor Dr. Robert Garcia, Long Beach Harbor Commission President Steven Neal and local union officials. The Port's creative team incorporated stunning video, music, photography and design – in addition to compelling speechwriting – to reinforce key presentation points and maximize the impact of the event. The program video garnered more than 1,700 views, post media coverage was extensive, and the project was completed on time and dramatically below the cost of the traditional, in-person event.



The Port of Long Beach

1

Communication Challenges and Opportunities

Background

The Port of Long Beach is one of the world's premier seaports, a gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port serves 175 shipping lines with connections to 217 seaports around the world, handles trade valued at \$200 billion annually and supports 2.6 million trade-related jobs across the nation. That includes more than 575,000 jobs in Southern California and one in five jobs in Long Beach. Through day-to-day efforts by labor and terminal operators, the Port is processing record amounts of cargo, with 9.38 million twenty-foot equivalent units (TEUs) in 2021 – the busiest year in its history – and 2022 is trending toward raising the mark yet again. Goods moving through the Port of Long Beach reach every U.S. congressional district.

The Port is governed by the Long Beach Board of Harbor Commissioners, and managed by the staff of the Long Beach Harbor Department. Mario Cordero, a former harbor commissioner, then Chairman of the Federal Maritime Commission under President Barack Obama, has served as Executive Director of the Port of Long Beach since 2017, leading a team of 500. The Port operates as a landlord, develops shipping terminals and leases them to its tenants. The Commission guides the Port's ongoing capital improvement program, currently a plan to invest \$2.6 billion over the next 10 years to upgrade Port facilities, protect the environment, increase revenue and enhance competitiveness. Projects include roadway, waterway, wharf and rail improvements to speed cargo flow and reduce traffic. The Port generates revenue through leases and cargo operations. The Port's budget for the 2022 fiscal year is \$622.4 million, and no taxpayer revenue is used to pay for Port operations and salaries.

The Port of Long Beach is proud of its top-notch customer service, state-of-the-art infrastructure and operational excellence. In 2019, 2020 and 2021 industry leaders named it "The Best West Coast Seaport in North America." Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 72 gantry cranes. Nearly 40 percent of seaborne cargo imports to the United States pass through the San Pedro Bay ports of Long Beach and Los Angeles. The complex handles more containers per ship call than any other port complex in the world.

The Project

Under normal circumstances, The Port of Long Beach's annual State of the Port, traditionally held in late January or early February, is a "must attend" event for the regional maritime and business community, as all face the same challenges resulting from

the lingering pandemic, trade wars, countries at war, competition and other developing issues.

It was hoped that, with the pace of COVID vaccinations increasing and the number of infections on the wane, that it would be possible to hold the 2022 State of the Port in person – the Port had held several in-person, outdoor events during 2021. But due to the indoor nature of State of the Port, rising COVID rates from the Omicron variant and continuing a policy of extreme caution, it was decided in January 2022 to once again produce the State of the Port as a pre-recorded video. This decision for the 2022 event was encouraged by the fact that the 2021 State of the Port (an AAPA Lighthouse Award of Excellence recipient), also in video format, had a wider viewing potential, and was watched and well received by a dramatically larger audience than earlier in-person events. Attendees have always looked forward to the

networking opportunities of the live event, but they also appreciated the convenience and economy aspects of the virtual event.

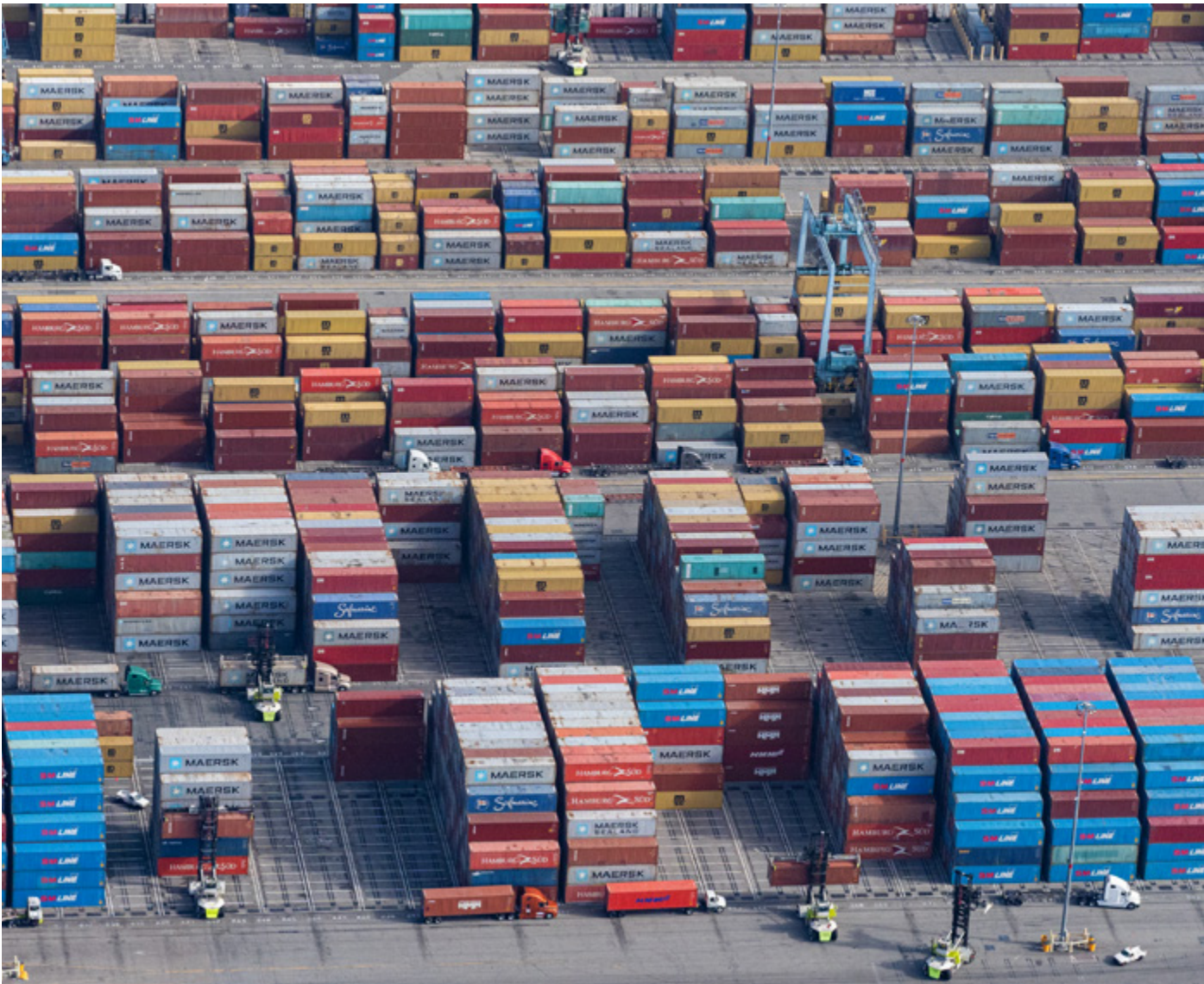
Well before the final format had been decided, work had commenced on the script. The theme chosen by Port Executive Director Mario Cordero, following on from 2021's theme of "The Year of Recovery," was "The Year of Transformation."

Challenges faced by the Port of Long Beach since the 2021 State of the Port that needed to be incorporated into this year's presentation included:

- The unprecedented surge in cargo that began in mid-2020, leading to record volumes in 2020 and 2021 but also major backups in the supply chain;
- Needed investments in port infrastructure;
- Involvement from government leaders on a local, state and national level to help address the supply chain crisis;
- Recovering from the current supply chain congestion, while

transforming the operational model of the port complex to prevent future cargo growth from causing congestion;

- Increased local emissions caused by an influx of container vessels anchoring offshore, waiting for berths;
- Training new generations of workers in the logistics industry;
- Maintaining the Port's commitment to environmental sustainability during a crisis;
- Working to meet the Port's pledge of zero-emissions cargo operations by 2030, with zero-emissions trucking operations by 2035;
- Continuing uninterrupted operations throughout the Port despite worker shortages during the COVID-19 pandemic;
- The safety of front-line Port workers during the pandemic; and
- Supporting and maintaining close ties with the local community and other local stakeholders during the pandemic.



Surges in cargo and congestion that plagued the supply chain were major themes of the 2022 State of the Port.

2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal of providing open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

During the COVID-19 pandemic it has been critical to keep core audiences and the general public informed about the Port's crucial sector of the economy.

This campaign includes advertising and publicity in traditional and web-based media, social media, plus extensive educational outreach, community sponsorships, industry conferences and outreach to customers, Port

stakeholders and the local community at events such as the annual State of the Port address. Due to COVID-19 restrictions, in-person activities needed to be reimaged to achieve the same results, but in a virtual format.

The State of the Port is tailored to focus on sharing the Port's efforts to meet the goals of its Strategic Plan, and the speeches at the 2022 event focused on how the Port is meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Strategic Plan, updated and released in April 2019:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;

- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

At the 2022 State of the Port, identifying problems and solutions related to the pandemic was aimed at reassuring all Port stakeholders that these Strategic

Plan objectives are unchanged and that business at the Port of Long Beach continues to operate and can even thrive during a crisis.

The 2022 address, titled "The Year of Transformation," also focused on Port- and industry-wide changes that must be put in place to avoid similar, future challenges to business success.

In addition, the event is designed to be a bellwether for the Communications and Community Relations Division to follow in speeches, appearances and events during the remainder of the year.

3

Planning and Programming Components

Goals/Objectives

- Recognize the efforts of the Port's workforce in achieving a record year and keeping cargo moving, despite the COVID pandemic and an unprecedented cargo surge;
- Highlight the flexibility and innovation of the Port of Long Beach to our business audiences, detailing the measures the Port has taken to address the supply chain crisis;
- Acknowledge the role played by the federal government in addressing the crisis, allocating funds for port infrastructure and establishing a task force to bring stakeholders together to solve problems;
- Thank state, local, and labor officials for their efforts in the same areas;
- Label 2022 as "The Year of Transformation," where the Port of Long Beach looks at ways to transform the status quo of operations to new models including 24/7 operations and increased data visibility in order to prepare for future cargo growth and supply chain surges;
- Reaffirm the Port's commitment to its Green Port Policy and its pledge to achieve zero-emissions cargo operations by 2030, with trucking added by 2035;
- Remind audiences of the achievements of the Port in capital improvements, such as the new bridge that opened in 2020 and Long Beach Container Terminal, which was completed in 2021, and showcase new capital improvements planned for on-dock rail;
- Highlight the Port's support of community programs, especially in education, with programs aimed at preparing students for rewarding careers in the logistics industry;
- Reach a large viewership, especially the Port's core business audience, despite the fact that an annual "must attend" event would have to be conducted entirely online;



Completion of the Port's \$1.5 billion Long Beach Container Terminal redevelopment project in late 2021 was a major milestone marked in the 2022 State of the Port address.

- Craft a video that would appeal to the Port's various target audiences, including the officials who would normally be present to network with audience members at an in-person event;
- Incorporate stunning video of the Port, music, photography and design – in addition to speakers' appearances and compelling speech-writing – to reinforce key presentation points and maximize the impact of the video;
- Maximize the use of web-based and social media to both promote and distribute the event;
- Structure the State of the Port video so Executive Director Mario Cordero appeared earlier in the video than in the 2021 presentation, making sure that viewers who watched only the first few minutes received key messages from the director;
- Use YouTube's "YouTube Premiere" feature, which features a countdown to a "live" broadcast of the video (during which viewers may rewind but not fast forward) to make the launch more of an event. Once the broadcast is complete, the video is available for all viewers to see normally;
- Produce the 2022 State of the Port within a budget of \$75,000, an slight increase over 2021 but considerably less than the \$175,000 budgeted for the last in-person event in 2020.
- Evaluate the success of the event based on social media responses, analytics and traditional media coverage.

Target Audiences

- Elected and appointed officials
- Current and potential Port clients
- Companies that service the Port
- Government agencies
- Environmental watchdogs and other Port stakeholders
- Safety and security agencies
- Long Beach residents and community organizations
- Educators, students and future employees
- Members of the news media



Video and photos are used during the State of the Port to acknowledge as many of the Port's tenants and stakeholder segments as possible.

4 Actions Taken and Communication Outputs Used

Overview

Each year, the State of the Port event is closely watched by civic leaders and maritime industry leaders regionally, across the nation and worldwide. The Port of Long Beach's status as a major economic engine for the region and nation, its reputation for operational excellence and as a leader in sustainable development make the event a "must attend" for the regional maritime and business community. A simultaneous webcast has always been available for those who cannot attend in person, and a stored video is available for future or repeat viewing on YouTube and the Port's website.

State of the Port highlights the past year's accomplishments and milestones and sets the tone for the Port for the year ahead. It is also traditionally a launch pad for Port announcements, this year including:

- Marking a record year of cargo movement, despite a pandemic and an unprecedented cargo surge and congestion;
- Celebrating the completion of Long Beach Container Terminal, one of

the most advanced and greenest terminals in the world, after a decade of construction;

- Welcoming the federal and state government taking a new, more active role in supporting ports, including the establishment of a federal task force to help deal with the supply chain crisis and earmarking billions of dollars for port infrastructure improvements;
- Acknowledging the dedication of front-line workers who kept cargo moving during the pandemic;
- Looking forward to 2022 as The Year of Transformation, when the Port of Long Beach will work to drive wide-reaching operational changes aimed at accommodating ever-increasing cargo growth and preventing crises such as the one that gripped the industry beginning in mid-2020.

Having produced the 2021 State of the Port as a video presentation provided an excellent roadmap for the 2022 presentation, incorporating lessons learned from the 2021 production and responding to the viewer responses it invoked.



Despite the challenges of the continuing COVID-19 pandemic and surges in cargo, the Port of Long Beach continued to operate efficiently, moving 9.38 million TEUs of cargo in 2021, a record.

Scheduling and Format

It was originally hoped that the 2022 State of the Port would once again be an in-person, live event, given the easing COVID situation and that the Port had been able to produce several successful, smaller-scale outdoor events in 2021. However, due to the indoor nature of State of the Port and out of an abundance of caution, it was decided in January 2022 to once again proceed with a video event. The completed video was released at 9 a.m. Pacific Time on Feb. 9, 2022. In a change from 2021, the video was posted as a YouTube Premiere (available on both YouTube and the Port's website). A YouTube Premiere makes launching a video more of an "event," beginning at a scheduled time for all viewers, as would a live TV broadcast. Viewers of the initial broadcast could rewind but not fast-forward past the latest point in the "live" broadcast. Immediately following the conclusion of the premiere, the video became able for normal YouTube viewing (and continues to be available on YouTube and the Port's website).

In 2021, the video was structured more like a traditional in-person event, with the mayor of Long Beach and the president of the Long Beach Board of Harbor Commissioners kicking off the proceedings and Executive Director Mario Cordero not appearing until more than four-and-a-half minutes into the video. Analytics showed that a significant portion of viewers tuned out before he appeared. Since Cordero's message to the Port's business audience is the core of the presentation, it was decided for 2022 to move Cordero's appearance much closer to the beginning of the video, and allow him to introduce the mayor and Harbor Commission president further into the program.

Speakers were on location in or near the Port, allowing the sights and sounds of Port operations to be captured in the background, but not to a level that was distracting.

As with the 2021 video, significant musical accompaniment – in this

case George Gershwin's *Rhapsody in Blue* – was utilized for dramatic effect. Port Executive Director Mario Cordero, himself an accomplished musician, described the selection as a transformational moment in American music, setting the stage for the "Year of Transformation" theme of the event.

Video and Presentations

State of the Port 2022 – Speakers and Running Order
<https://www.polb.com/stateoftheport> and <https://youtu.be/rypcH8gGrY4>

0:00 – Animation and video

introduction – *Rhapsody in Blue*

Animation features a night time "jazz" theme to fit with the classic Gershwin piece. The graphic features a supply chain clock that is revealed with a 24/7 dial in the middle, representing 24/7 port operations messaging. Followed by visual highlights of the past year.

1:42 – Mario Cordero, Executive Director, Port of Long Beach

The State of the Port address:

- Welcome
- *Rhapsody in Blue* as transformational piece of music; 2022 is Port's "Year of Transformation"
- Moment of silence for those lost to COVID
- Past media headlines on previous supply chain crises
- Changes in our economy: E-commerce, 24/7 buying model
- 2021 – A record cargo year, 9.38 million TEUs (twenty-foot equivalent units) moved
- Thank you to Port of Los Angeles
- How the Port addressed the supply chain crisis
 - Expanded terminal hours
 - Short-Term Overflow Resource yard (container storage)
 - Free waterfront COVID vaccinations for ships' crews
 - Slow steam program for ships leaving Asia to reduce at-anchor crowding and local emissions

- Addressing truck driver shortages with one-stop shop registration
- Opening Port Media Studio to increase communications with stakeholders
- Highlighting role of federal government – \$17 billion for ports and waterways, visits to Washington, D.C., visits from high-level federal and state officials, establishment of federal supply chain task force
- Short message from U.S. Sen. Alex Padilla
- Soundbite from U.S. Transportation Secretary Pete Buttigieg

10:35 – Dr. Robert Garcia, Mayor, City of Long Beach

Thank you to dockworkers, truckers, railroad workers, engineers and other Port workers for keeping cargo moving; thank you to Harbor Commissioners and Port leadership for work during supply chain crisis and pandemic.

11:43 – Steven Neal, President, Long Beach Board of Harbor Commissioners

Introduction of Board of Harbor Commissioners, explanation of Commission’s role; recognition of local workers in moving cargo and Port initiatives to address supply chain crisis. Workplace development and outreach: introduction of new training center for Port workers and details on Port’s newest partnership with the Long Beach Unified School District, the ACE Academy at Jordan High School in North Long Beach, aimed at teaching students about construction and engineering.

16:09 – Mario Cordero, Executive Director, Port of Long Beach

State of the Port address continues:

- Completion in August 2021 of \$1.5 billion Long Beach Container Terminal, advanced and zero-emissions operations
- Continued transformation at the Port
 - More gantry cranes
 - Chassis pools
 - Truck appointment systems
- Security and safety – completion of Fireboat Station 15, construction beginning on Fireboat Station 20

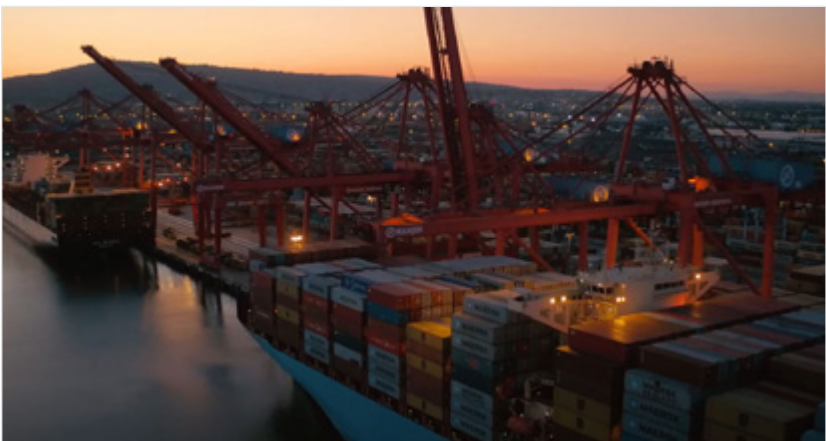
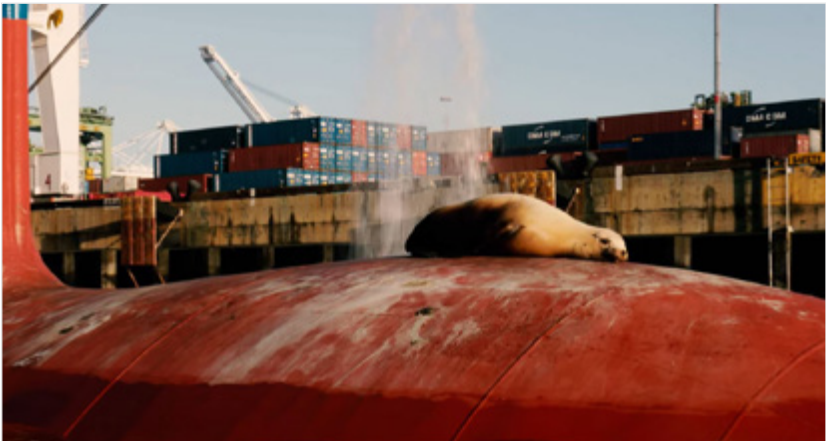
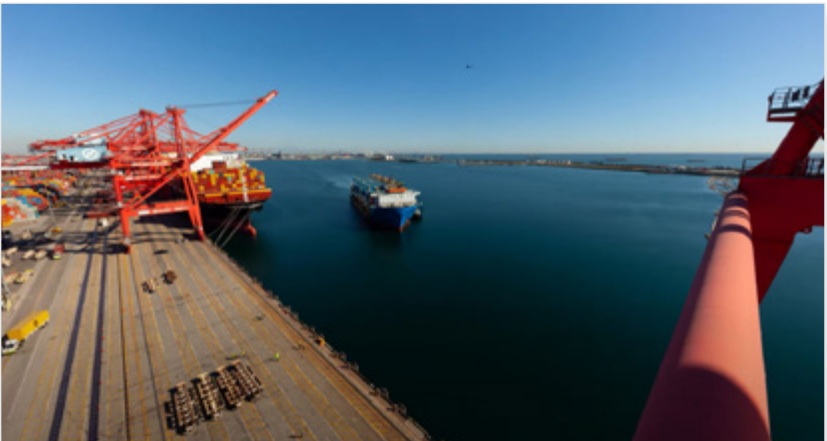
- Space technology at the Port – SpaceX and ABL Space Systems
- Investments in rail infrastructure – Pier B On-Dock Rail Support Facility
 - \$52.3 million MARAD grant to help build facility
 - Construction begins in 2023
- Workforce Development Center
 - Partner with Port of Los Angeles and ILWU
 - \$110 million grant from state; thanks to Gov. Newsom
 - Comments from Ramon Ponce de Leon, President, ILWU Local 13 and Joe Gasperov, President, ILWU Local 63
- Environmental commitment continues
 - Reduced emissions; meeting 2023 emissions targets early
 - Electric rubber-tire and hybrid gantry cranes at Pier J
 - SSA testing battery-electric top handlers at Pier J
 - SSA using renewable diesel fuel at Pier A, C, J
 - Hybrid cranes at Pier A, T

- Electric yard tractors at Pier C
- Zero-emissions equipment at LBCT; second battery exchange building under construction
- Ultra-low emissions locomotive at Pier G
- Collection of Clean Truck Fund rate to begin in April to modernize drayage truck fleet
- Green Fleet Policy to purchase environmentally friendly Port vehicles
- Biosurvey shows thriving ecosystem in harbor waters
- Looking ahead
 - Slow gains in cargo volume forecast through fall
 - “Supply Chain Information Highway” data visibility tool soft launch
 - Partnership with Utah Inland Port Authority
 - Fundamental changes needed in supply chain, including 24/7 operations
 - Needed transformation for Port and logistics industry
- Acknowledgements and thank you



State of the Port 2022 –
Year of Transformation
Video Clips

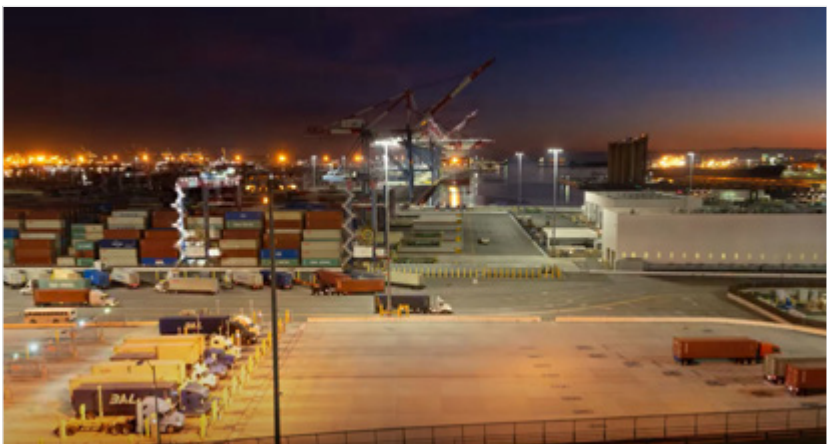
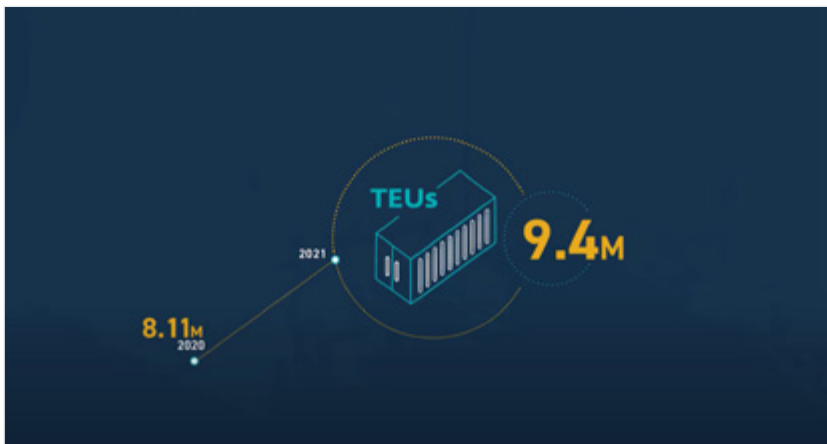
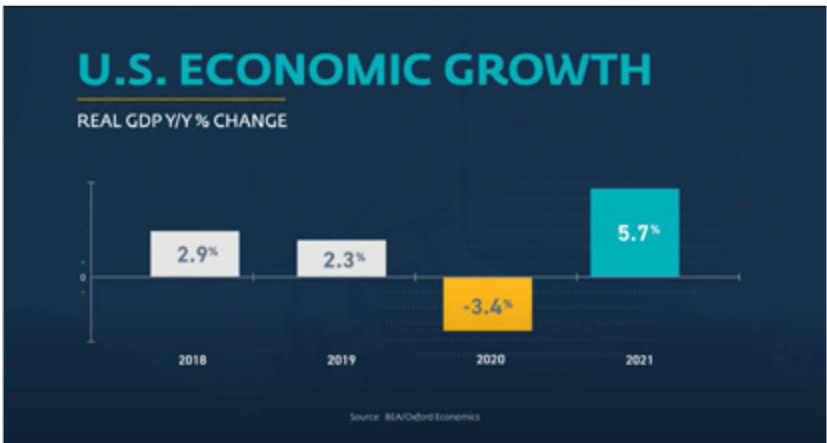
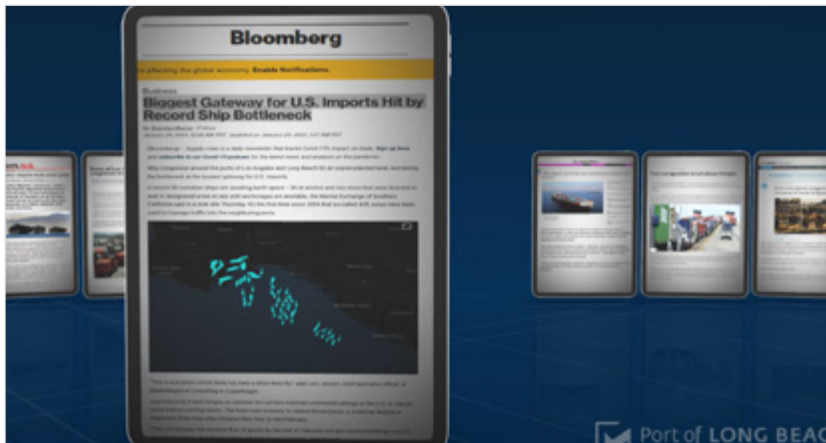
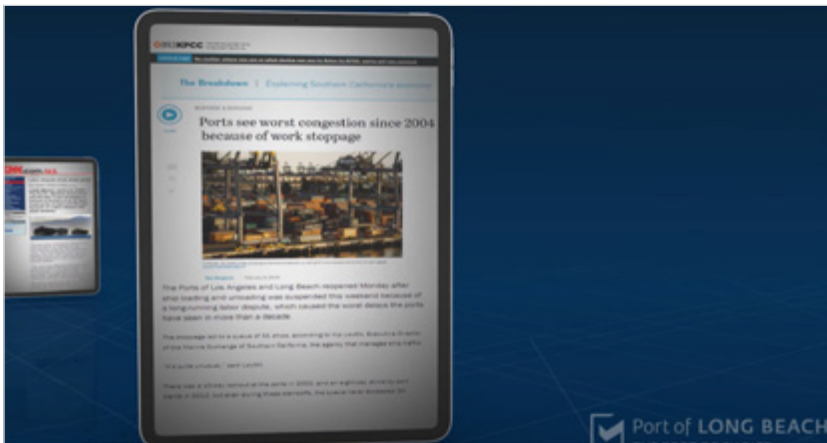
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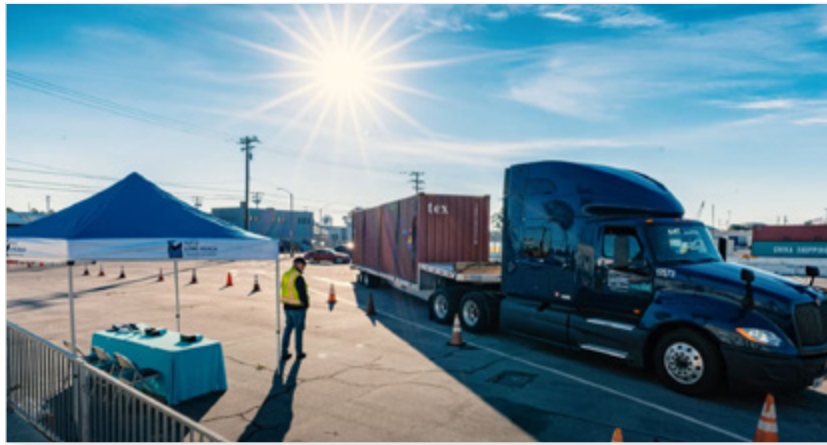
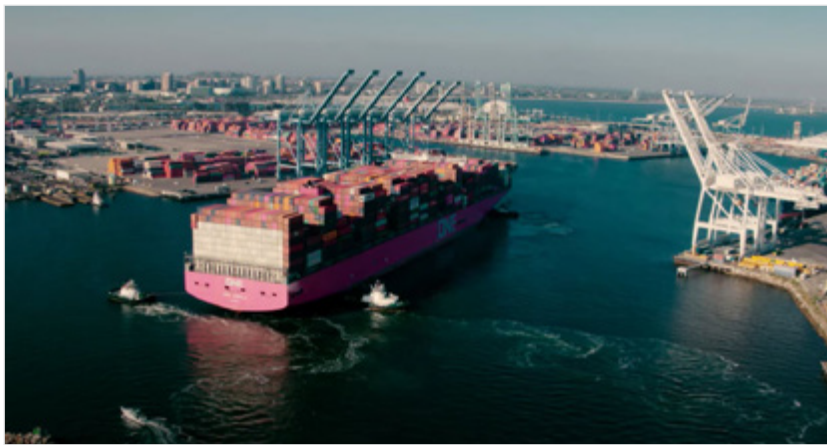
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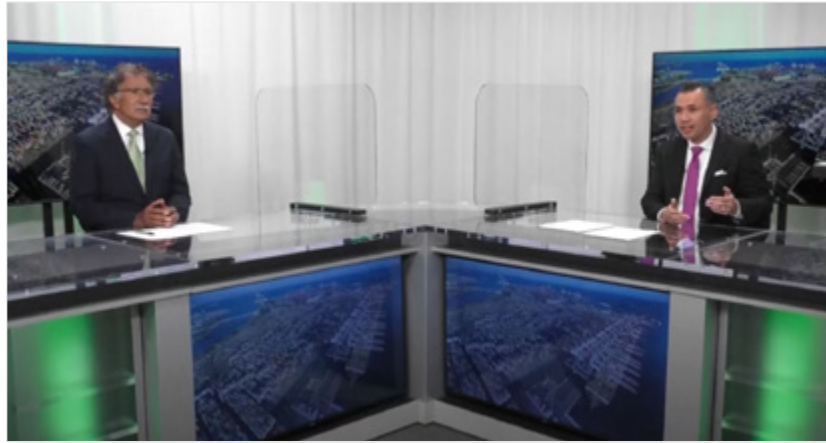
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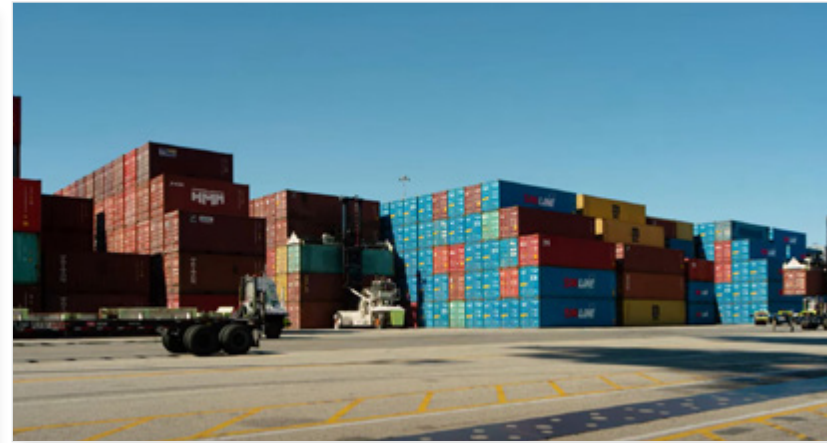




State of the Port 2022 – Year of Transformation Video Clips

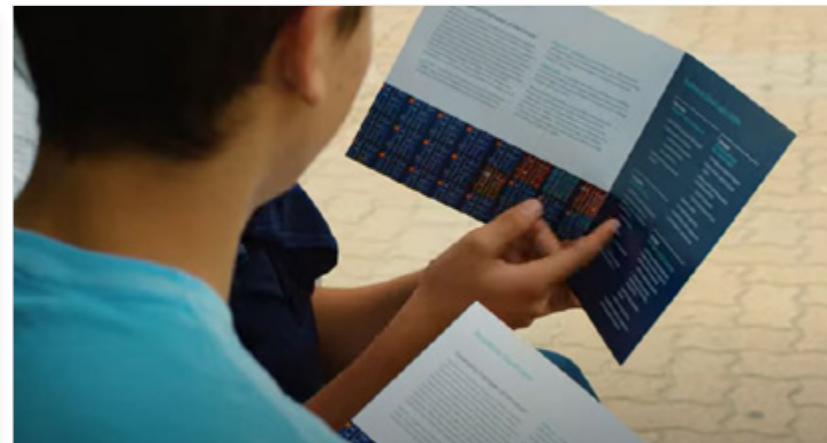
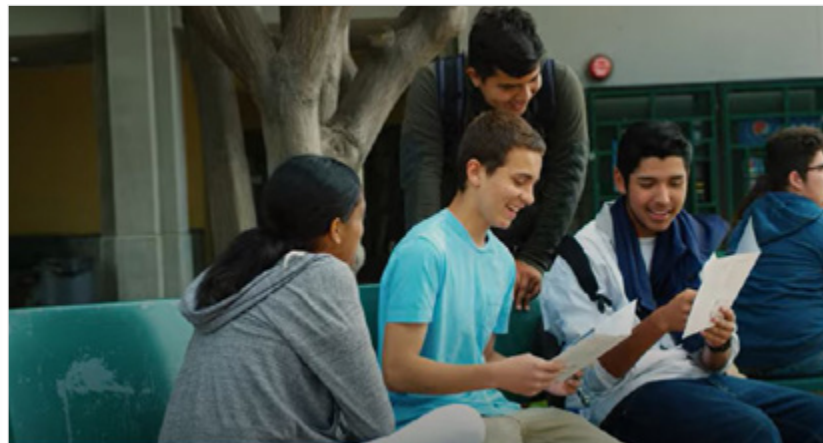
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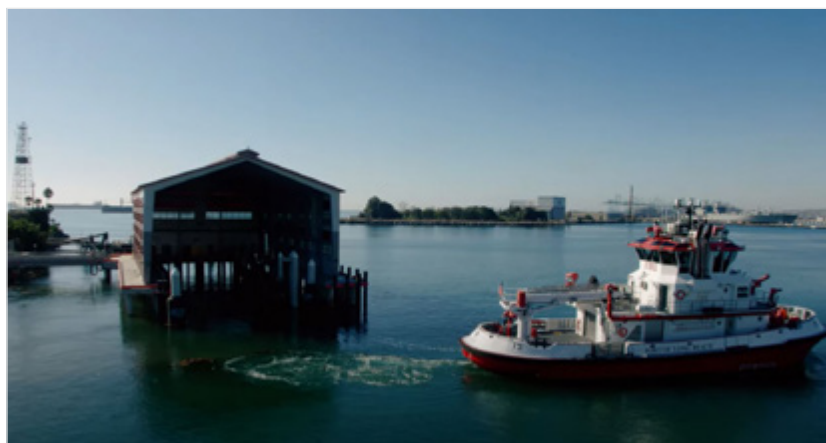
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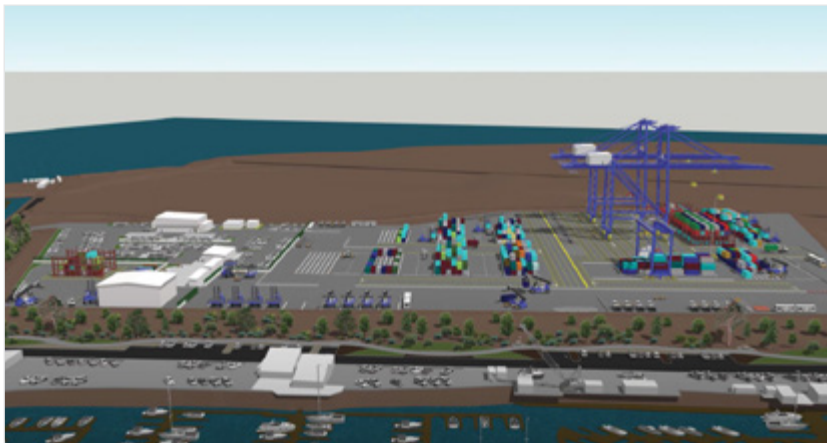
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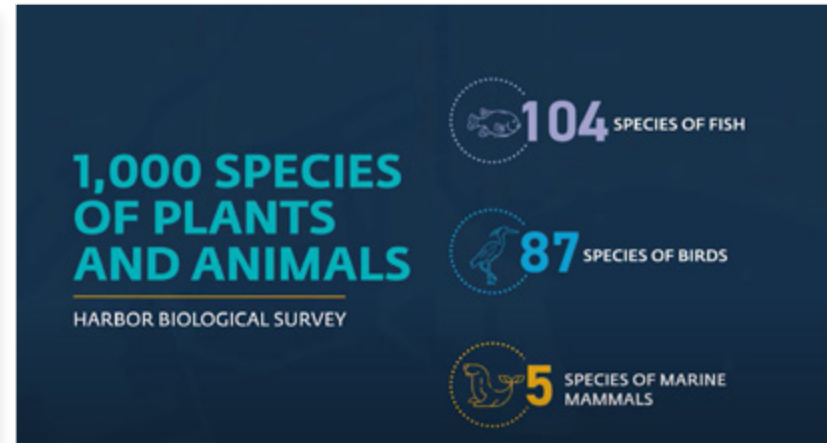
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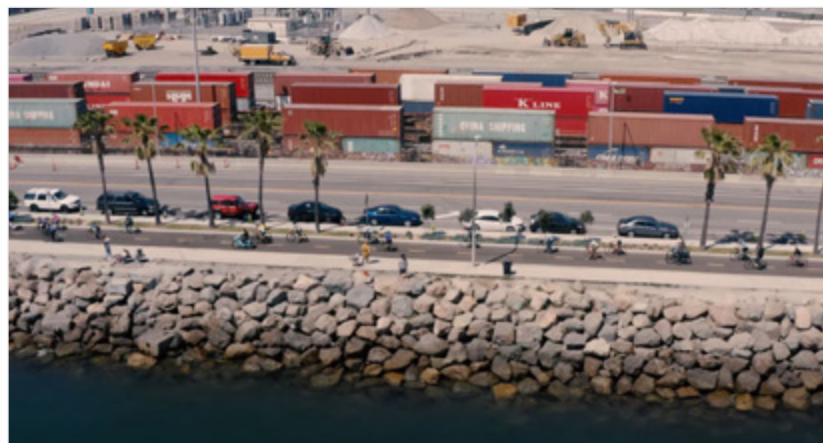
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State of the Port 2022 – Year of Transformation Video Clips

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Visual Presentation

During previous live State of the Port events, the address was usually coupled with a PowerPoint presentation featuring photos and graphics highlighting the key points of the speech. This year's video address allowed animated graphics, charts and graphs, video and photography to be completely integrated into the address. The Communications and Community Relations team will utilize these visuals for other purposes during the coming year.

Event Production and Timeline

The Port of Long Beach Communications and Community Relations team created a timed event outline and running order, and all speeches, including the main address for Executive Director Mario Cordero and ancillary speeches for Mayor Robert Garcia and Harbor Commission

President Steven Neal, were developed in-house by the Port's Communications and Community Relations Division with input from the speakers and assistance from a Port contract writer. Writing began in early December 2021, wrapping up as year-end cargo figures became available in mid-January 2022, and the project was ready to film.

The striking photography that accompanies the State of the Port address is accumulated throughout the year to support various Communications projects; in addition, drone and aerial video footage is produced throughout the year, some especially for the address and some in conjunction with other projects. Images are produced by several longtime contract photographers, and the aerial and drone footage by longtime contractor Media 360. The budgets for these photo/video shoots are usually covered as part of the

individual events throughout the year. This year, animation was created by JPW Communications, in collaboration with the in-house Port of Long Beach creative team.

The Communications Division's graphics team worked closely with speech writers, Media 360 and JPW Communications to produce charts and other graphics; since the presentation was recorded, strategic split-second insertion of photos, video and graphics was possible.

Finally, filming sessions were scheduled with Executive Director Cordero, Mayor Garcia, Harbor Commission President Neal and the two presidents of the ILWU local unions. The bulk of this filming was conducted on location at terminals inside the Port and at the Port Administration Building (at the downtown Long Beach Civic Center Plaza). Crews were kept to a minimum as a COVID-19 precaution.

Editing was completed by Media 360 with direction from the Port Communications and Community Relations team.

Collateral and Media Coverage

Invitations

Even though State of the Port was designed as a video, the Port designed and distributed online invitations to the targeted stakeholders normally invited to the live event.

In addition, because the space accommodation at a live event was not a consideration, the invitation was distributed to the much larger group of subscribers to the Port's news releases and community newsletters. No RSVPs were solicited for the same reason; the invitations simply served as reminders to tune in for the video premiere at 9 a.m. on Feb. 9. The invitation was sent to approximately 12,780 people on Jan. 20,

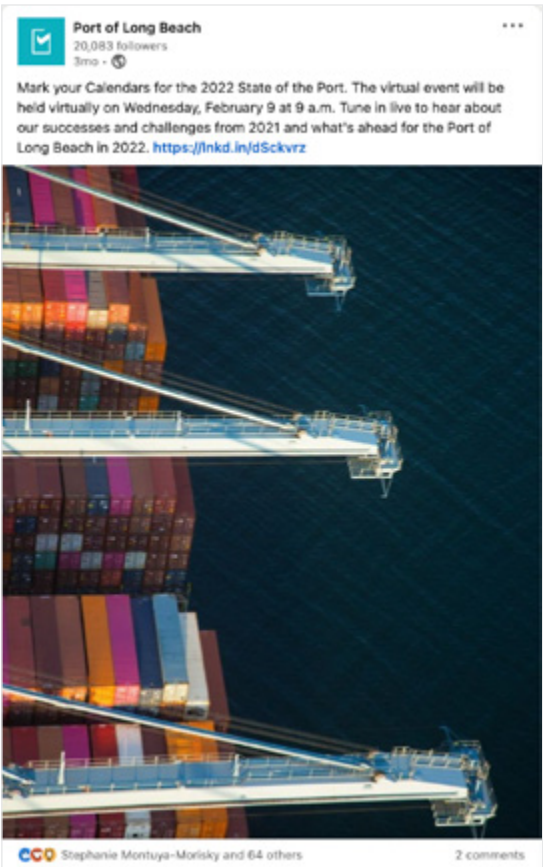
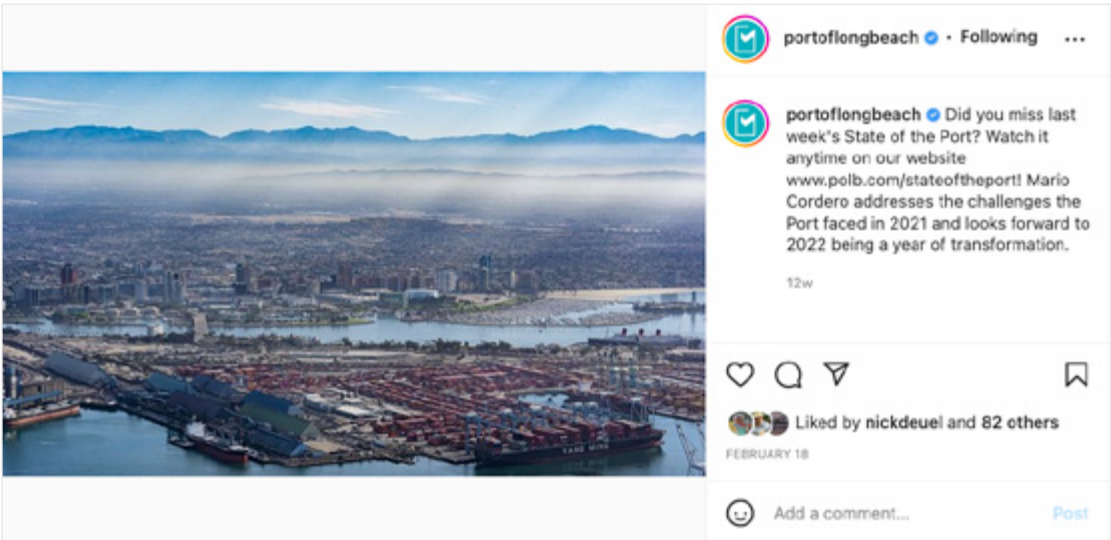
and an announcement in the Port’s YourPORT Community Newsletter was sent to about 4,740 recipients on Jan. 25. A final emailed reminder was sent to about 14,100 recipients on the morning of Feb. 9 an hour before the video premiere.

Social media

Before, during and after announcements, reports and event videos were posted on social media including Facebook, Instagram, Twitter, LinkedIn and YouTube. The social media campaign for the State of the Port event ran from Jan. 26 to Feb. 28. Promotion was directed toward encouraging people to watch the video for its premiere the morning of Feb. 9, but it also reminded them that the program would be available to watch any time after it was posted.

Twitter, Facebook, Instagram and LinkedIn were the main platforms used to promote this event. For this year’s virtual event, all platforms were used to reach as many people as possible; both business and community audiences were targeted to promote the “Year of Transformation” theme.

Pre-event promotion consisted of 3-4 posts per platform including photos and links. On the day of the event, a link to YouTube where the program was aired live was posted along with a photo to all social media channels. Afterward, three posts including photos and a link to the full video were placed on all four platforms to further promote the program and give it a longer life. Over the life of the campaign over 40,000 people were reached via social media.



News Media

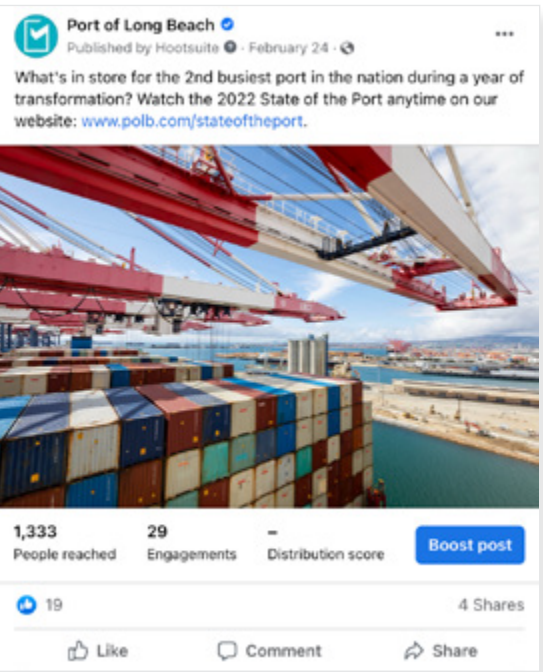
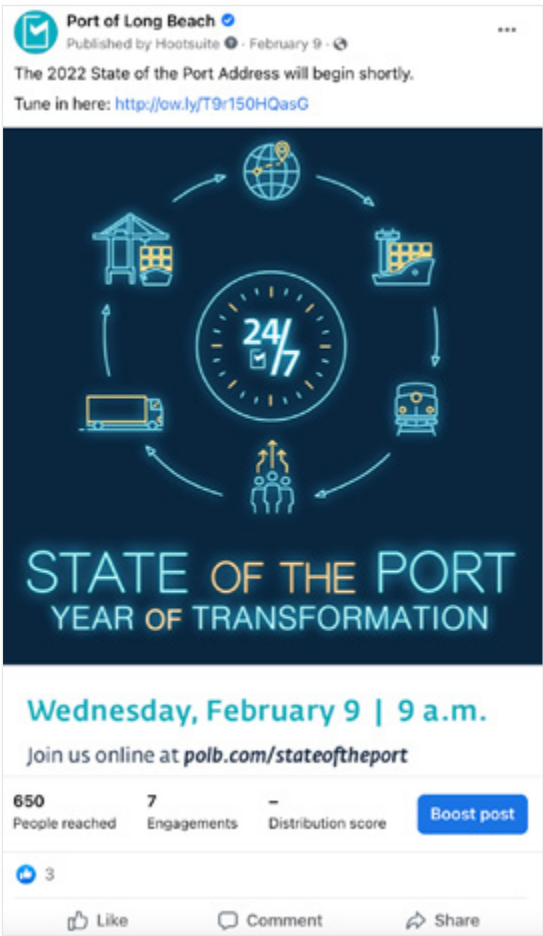
A news release was distributed to about 11,600 stakeholders, media outlets and subscribers to Port information on Feb. 4, inviting them to watch the video on Feb. 9.

A media advisory was sent to 287 members of the media on Feb. 7.

In addition, a news release recapping the video and the achievements highlighted in the State of the Port address was distributed to approximately 11,500 recipients, including news media, on Feb. 9, the day the video went live. This release contained a link to the video and directed readers to watch the video at that time or at any future date on the Port’s website or YouTube site where it is archived.

Personnel/Cost

The Communications and Community Relations team spent approximately 500 hours planning and executing the 2022 State of the Port, with most of the team being involved at some point. The in-house creative team provided direction for all content production, including both by in-house personnel and contractors. In addition to staff time, the overall cost for the video/ virtual event was approximately \$63,000, for filming of the actual speeches, timelapse filming, contract writing and graphics production. Costs for most of the aerial and drone footage and photography were included in separate event budgets throughout the year.



5 Communications Outcomes and Evaluation Methods

Since the State of the Port event, excerpts from the video – including speeches, videos, graphics and photography – have been repurposed for other presentations, advertising campaigns and other uses through mid-2022 and will remain valuable resources in the months and years ahead.

Event Statistics

- The 2022 State of the Port event was produced on time and under the \$75,000 budget, attracting similar viewership to the Port’s traditional live event.
- 12,780 recipients were emailed the invitation to the 2022 State of the Port video/event, with two follow-ups, including the morning

the video was released. A news release announcing the event was also distributed to about 11,600 stakeholders the week before the event.

- 4,740 recipients were emailed the Port’s YourPORT Community Newsletter with the same announcement.
- 11,500 recipients were emailed the follow-up news release on the State of the Port address.
- Over 40,000 people were reached via social media during the State of the Port campaign, from Jan. 26 to Feb. 28.
- From the day of release through May 2022, the video has received

1,700 views on YouTube. Although this is down considerably from viewership of the 2021 State of the Port (we suspect the novelty of video presentations has worn off somewhat after nearly two years of COVID), it is slightly higher than to 340 live views and 600 archived views of the 2020 event (which had an in-person attendance of 750). Also, although views declined, our decision to restructure the video to do away with lengthy introductions was justified, as average view time increased from 5:30 to approximately 9:30.

- Coverage online, in print, and on TV and radio garnered publicity valued at \$1.8 million and included:

- More than 100 articles, broadcast reports and web posts were produced in media outlets in coverage of the 2022 Port of Long Beach State of the Port address;
- The total potential online and print audience was 64 million people;
- The total radio audience was 130,919 people;
- The total TV audience, local and national, was 17,500.

Comments

"You continue to raise the bar each year with the SOTP – thanks for making us look good and reminding the world why we are The Port of Choice!!"

– Dr. Noel Hacegaba, Deputy Executive Director and Chief Operating Officer, Port of Long Beach

"Excellent Job! You guys kicked butt and delivered a great SOTP – as always."

– Rick Cameron, Deputy Executive Director, Port of Long Beach

"In a matter of three weeks we pivoted from producing a live, in-person event to filming the entire thing for a virtual presentation when COVID began to resurface last winter. I continue to be incredibly proud of the way our team – staff and contractors – pulled together, yet again, to produce this top-quality State of the Port in a very limited time frame."

– Kerry Gerot, Director of Communications and Community Relations, Port of Long Beach

"Good job! Excellent video."

– Michele Grubbs, Vice President, Pacific Merchant Shipping Association

"At a moment when international attention is at an all-time high and the Port of Long Beach is at the forefront of the national conversation in America, effectively communicating the 'State of the Port' is more critical than ever. The 2022 address rose to the occasion with its high production quality and the adept story-telling of Executive Director Mario Cordero, who concisely and clearly laid the stage for the year to come."

– Samantha Mehlinger, Vice President of Communications, Long Beach Convention & Visitors Bureau

"Mario to you and the staff of LB Port congratulations on the 2022 State of the Port. Well done by all those that spoke AND very well done by those that captured all the incredible video. Always enjoy seeing and hearing about the great work that the Port does and hearing about plans for the future. Again thanks and congrats."

– Kathy Berry, former Public Relations Director, Community Hospital of Long Beach

"Super job by everyone!!"

– Art Wong, Freelance Writer

Links

Video – 2022 State of the Port

<https://www.polb.com/stateoftheport>

or <https://youtu.be/rypcH8gGrY4>

Script – 2022 State of the Port

[https://thehelm.polb.com/download/487/](https://thehelm.polb.com/download/487/miscellaneous/14357/2022-state-of-the-port-scripts-combined.pdf)

[miscellaneous/14357/2022-state-of-](https://thehelm.polb.com/download/487/miscellaneous/14357/2022-state-of-the-port-scripts-combined.pdf)

[the-port-scripts-combined.pdf](https://thehelm.polb.com/download/487/miscellaneous/14357/2022-state-of-the-port-scripts-combined.pdf)

Follow the Port of Long Beach:



An aerial view of the Port of Long Beach's most recent capital improvement milestones, the replacement for the Gerald Desmond Bridge and Long Beach Container Terminal, one of the greenest and most advanced container terminals in the world.