



2023 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

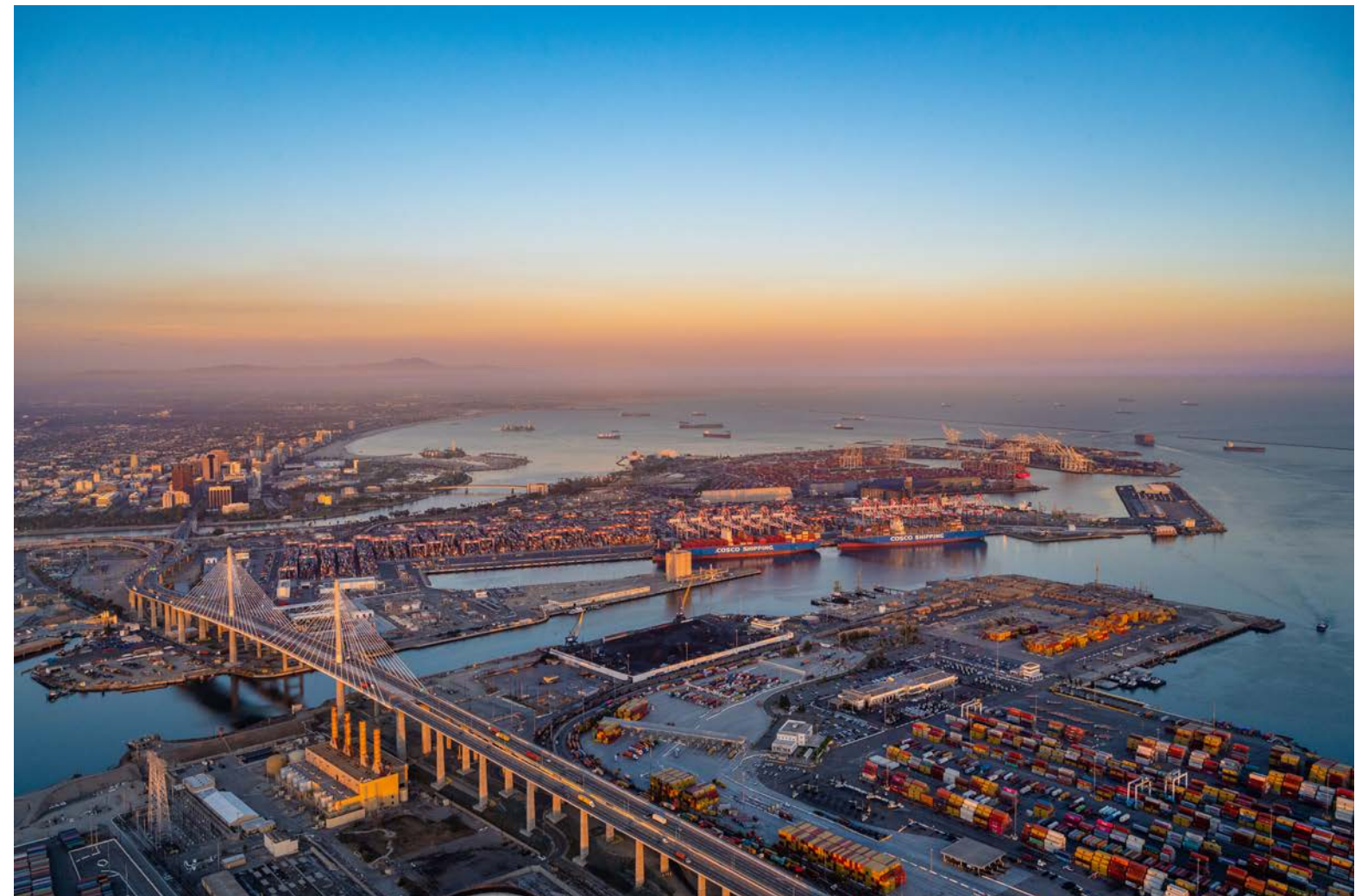
*Classification #12: Videos*

## **Explore the Port Video Series**

# Explore the Port Video Series

## Summary

The Port of Long Beach Communications and Community Relations team is charged with developing programs to broaden community awareness of Port achievements and activities as well as Port-related opportunities, environmental advances and economic benefits. Port access is restricted, and community members are always happy for the opportunity to enter the port for behind-the-scenes views. Most popular are the Port's spring and summer harbor tours – so popular that a lottery system was devised several years ago for obtaining the limited tickets for the 175-passenger boats. During the COVID lockdown of 2020 and 2021, the Port was forced to put the in-person tours on hold and devise a way to deliver the experience virtually. A six-video "Explore the Port" series was created for this purpose and shared on social media. The purpose for the series, employing youthful co-hosts and a lighter approach than the traditional tour narration, was to target and expand the Port's appeal to a new, younger audience. Videography overlapped footage being gathered for another project, and costs were kept to a minimum.



The Port of Long Beach

# 1

## Communication Challenges and Opportunities

### Background

The Port of Long Beach is a global leader in green port initiatives and top-notch customer service, moving cargo with reliability, speed and efficiency. As the premier U.S. gateway for trans-Pacific trade, the Port handles trade valued at \$200 billion annually and supports 2.6 million jobs across the United States. That including 575,000 in Southern California and one in five Long Beach jobs.

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. In 2022, industry leaders named it “The Best West Coast Seaport in North America” for the fourth consecutive year. During the next 10 years, the Port is planning \$2.2 billion in capital improvements aimed at enhancing capacity, competitiveness and sustainability.

The Port is governed by the Long Beach Board of Harbor Commissioners, a five-member body appointed by the Long Beach mayor and confirmed by the City Council, and is 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 550. The Port operates as a landlord, developing shipping terminals and state-of-the-art infrastructure and generating revenue from tenants who lease the terminals and their cargo operations. The Port’s budget for the 2022 fiscal year was \$622.4 million, and no taxpayer revenue was used to pay for Port operations and salaries.

The Port’s Communications and Community Relations Division is committed to keeping the regions it serves up to date on Port operations

and activities, as well as educational programs and job opportunities available to the local community.

### The Situation

Each spring and summer, the Port of Long Beach hosts free harbor tours for the community. At least four tours a month are held from May through August or September, each tour with a capacity of roughly 175 passengers. The program is so popular – literally receiving hundreds more requests than can be accommodated – the Port has had to institute a lottery system for obtaining tickets.

The tours not only directly educate passengers about Port operations and the importance of the Port to the local, regional and global economy, but the awareness of the program engenders goodwill in the community, and photos taken by participants are often shared on social media, indirectly spreading Port messaging.

### The Challenge

During the COVID lockdown of 2020 and 2021, the Port was forced to put the tour program on hold, and the Communications Division began discussing ways to reach the public with a virtual version of the in-person harbor tours.

### The Opportunity

Video seemed the natural medium, and rather than creating one long “virtual harbor tour,” it was decided to create a series of shorter videos that would draw more viewers. Even when the lockdown ended, the Port realized that these videos, if made sufficiently “evergreen,” could also, and of equal importance, be used on social media and other platforms for a decent period of time to promote various aspects of the Port.



## 2 Complementing the Overall Mission

The Port's Communications programs and campaigns are structured to promote one or more of the six goals of its Strategic Plan, set by the Board of Harbor Commissioners in the most recent version of the Strategic Plan, updated and released in 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.

Expanded access and behind-the-scenes views of the Port, port construction and operations have always been highly sought after by the local community. This is evidenced by the long-term popularity of the harbor tour program. Besides providing this public access – although in video format rather than in person – the series provides the perfect opportunity to show off the Port's environmental achievements as well as the vast scale of new and improved infrastructure within the working Port, highlighting the Port's efforts to remain competitive and fulfill its role as a major economic engine and source of employment for the community.



*Cargo operations and machinery are a popular highlight of in-person harbor tours and are featured extensively in the Explore the Port video series.*



# 3 Planning and Programming Components

## Goals/Objectives

Reach the Port’s audiences, especially the local community, with an up-close look at the Port that would make up for the cancellation of the popular summer harbor tour program.

Produce videos that could be used for a general overview of Port operations and programs on social media platforms even when tours resumed, especially during the parts of the year when tours aren’t running (autumn-early spring).

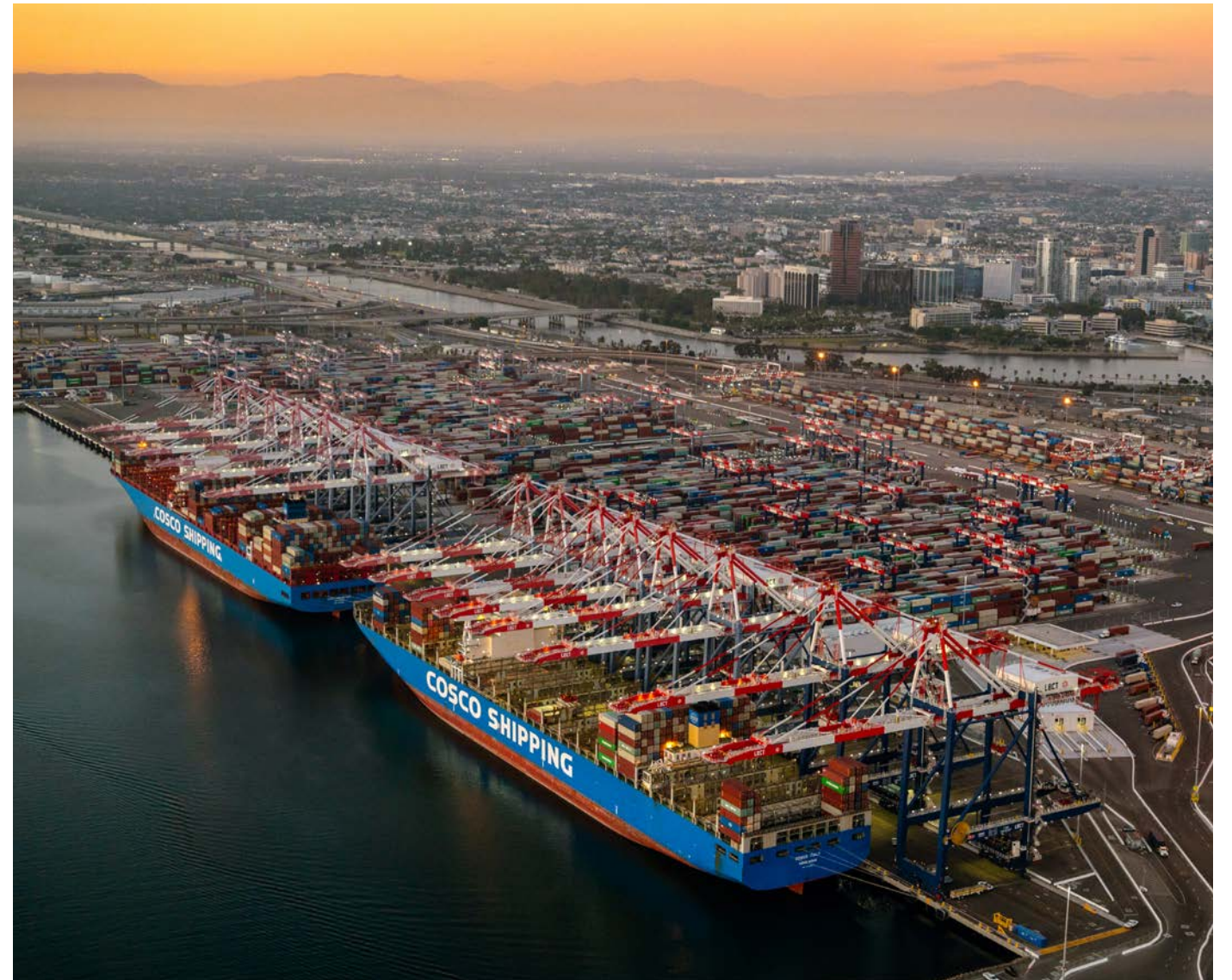
Reach a younger Port audience by bringing a fresh look and feel to a series of videos by eschewing the Port’s usual voiceover approach and using two young and appealing members of the Communications Division as co-hosts and narrators for the entire series.

Use the various video shoots for this series to gather aerial and other footage, including drone footage, to use in other projects, especially the highlights video for the annual State of the Port address held each winter.

Add current video to the Port’s extensive archive to be utilized as needed for a variety of Port projects.

## Target Audiences

- Local and regional community members and organizations
- Social media followers of the Port
- Local and regional businesses, supply chain partners and stakeholders that work with the Port
- Educators and students



*Long Beach Container Terminal, the greenest terminal in the Western Hemisphere, was highlighted in the Infrastructure episode of Explore the Port.*



# 4 Actions Taken and Communication Outputs Used

## Overview

Preliminary discussions on the Explore the Port project began in mid-2021 when Communications realized that the Port's summer harbor tours would not be possible for a second consecutive year. It was decided that video would be the best way to reach the Port's traditional tour audience (and enhance viewership by appealing to a younger market); it was further realized that one "complete" tour would run too long, challenging video viewers' short attention spans.

Different topics to highlight were discussed and narrowed to six, based on the tour contents and Port branding and messaging: Port Overview, Environment, Security, Trade, Infrastructure and Community. Also, instead of the Port's usual voiceovers, the Port selected two teammates in the Community Relations section of the Communications Division – Anthony Pelesasa and Veronica Quezada – to serve as co-hosts for the videos. Anthony and Veronica both have extensive experience both hosting harbor tours and interacting with the public at Port-sponsored events, and it

was felt that they would bring a fresh, youthful feel to the project.

Filming was done off and on throughout 2022 as time and COVID-related availability of facilities allowed. As summer 2022 approached, it became clear that the harbor tour program would be able to go ahead in person, so completing the Explore the Port series became less of a priority before the tour season began.

The Communications team worked closely with longtime Port video contractor Media 360 to develop the concept and scripts, and they handled the videography with logistical support from the Communications team's graphic design and production group. Principal filming was completed in October 2022, with editing, graphic design and final voiceover work from the hosts completed by early December. It was decided to release the six videos one per week, beginning the first week of January 2023.

This project was completed in conjunction with another video project – gathering Port highlights for the annual State of the Port address, which



*Clear, blue skies and zero-emissions operations are goals of the Port of Long Beach. Environmental initiatives are featured in Episode 2 of Explore the Port.*

utilizes much of the same footage – so production and personnel costs were kept to a minimum, primarily for scripting, filming the co-host narrations, voiceovers, graphics and editing.

## Explore the Videos

Full playlist (all 6 videos)

<https://www.youtube.com/playlist?list=PLROL3HXWUAabGFWSHuwJPPagMcZM6O1j>

### 1 – A Visit to the Port of Long Beach (released Jan. 6, 2023) – 5:30

<https://youtu.be/LcbxEiRO8tE>

Veronica and Anthony introduce the series from the Port Administration Building, then head to a container terminal to show off drone footage of the Port. General information and high-level statistics about the size and cargo capacity of the Port are shared. The new Long Beach International Gateway Bridge is featured, along with Long Beach Container Terminal, the Port's first automated terminal. The video wraps up with a quick overview of the Port's environmental efforts and community outreach.

### 2 – Long Beach Is the Green Port (released Jan. 12, 2023 [video replaced due to slight error Feb. 1, 2023]) – 3:24

<https://youtu.be/wwjDEHQLYlg>

Video begins at a container terminal and focuses on the Port's green efforts, highlighting the landmark Green Port Policy that began in 2005. Electric equipment and LEED-certified buildings are featured along with shore power for cargo vessels and environmental incentives offered by the Port to shippers. The Port's goal of completely zero-emissions operations by 2035 is highlighted.

### 3 – Keeping the Port Secure (released Jan. 20, 2023) – 3:57

<https://youtu.be/tYmA5-KjJOE>

Veronica and Anthony visit the Joint Command and Control Center, the Port's security headquarters, and head out with Harbor Patrol to find out what they and the Port's other public safety partners do to help keep the Port and community secure.

### 4 – Moving Ships and Containers (released Jan. 27, 2023) – 6:03

<https://youtu.be/YvjuVWk73wY>

Video begins aboard a pilot boat of Jacobsen Pilot Service, who have been providing pilot services for the Port of Long Beach since 1924. The pilot explains what their job entails and they board an oil tanker coming into berth. Anthony and Veronica then visit the Matson terminal on the Port's Pier C and discuss the commodities that are imported and exported from Long Beach.

### 5 – Engineering and Infrastructure (released Feb. 3, 2023) – 3:33

<https://youtu.be/dniHX1oFzaQ>

The video begins at the Port's Construction Management office with a visit with one of the Port's engineers, Maritza Bravo, who has a blog about women in the engineering field. The hosts and engineer travel to Pier G, where construction of new rail storage tracks was underway. Following this is a look at Long Beach Container Terminal, the Port's automated and most advanced terminal, highlighting some of its unique infrastructure features. A new fireboat station is

shown before a final look at the Long Beach International Gateway Bridge, a major capital improvement at the Port that opened to vehicle traffic in October 2020.

### 6 – A Partnership with the Community (released Feb. 10, 2023) – 4:13

<https://youtu.be/c-b7a517LNo>

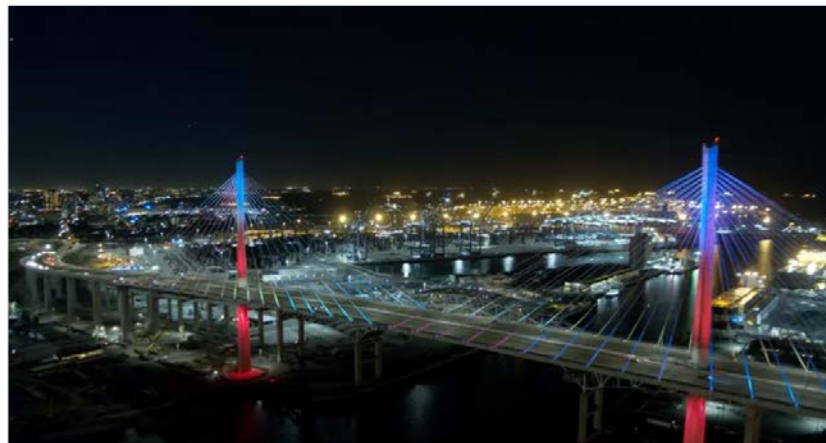
The final video in the series begins with footage of the Port's summer harbor tour program and a montage of other Port-sponsored community events. Anthony and Veronica then visit Cabrillo High School, site of the Academy of Global Logistics, a four-year pathway that is a partnership between the Port and the Long Beach Unified School District. They discuss the program as well as the Port's sponsorships, scholarships, internships, workforce development and more before visiting the Port-supported ACE Academy at Jordan High School in North Long Beach, which focuses on engineering and manufacturing, and Long Beach City College, site of the Maritime Center of Excellence.





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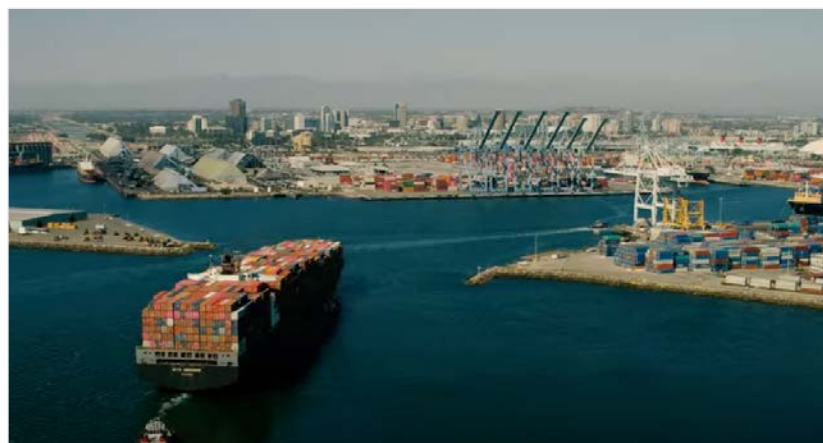
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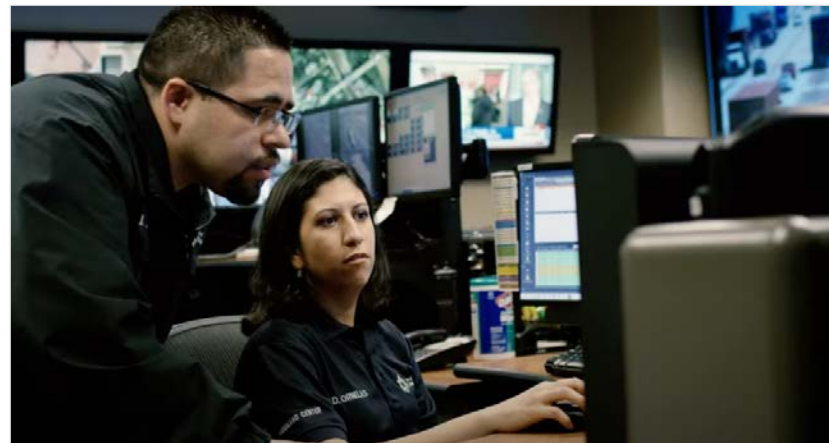
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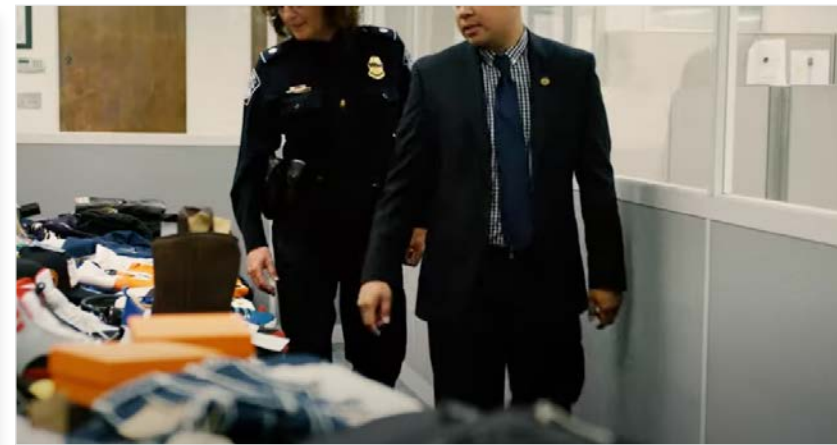
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# 5 Communications Outcomes and Evaluation Methods

As events transpired, because of the lockdown and logistical challenges, the video series was not completed until late 2022, and harbor tours had already resumed that summer.

However, equally important, a video series targeted to a younger demographic and destined for social media during the Port's "off-season" when in-person tours are not available had the potential of far greater exposure than afforded by the limited-capacity in-person tours.

Since the Explore the Port videos were released after in-person Port harbor tours had already resumed, it is not possible to assess the success of the original intent of the series as a virtual replacement for the tours. However, the videos were and remain a valuable outreach tool for the Port's social media.

The Explore the Port video series was released via Facebook, Instagram, Twitter, LinkedIn and YouTube from January through mid-February 2023, one per week.

## Statistics (views as of May 2023):

Video views from Twitter and LinkedIn are included in YouTube totals.

### 1 – A Visit to the Port of Long Beach (released Jan. 6, 2023)

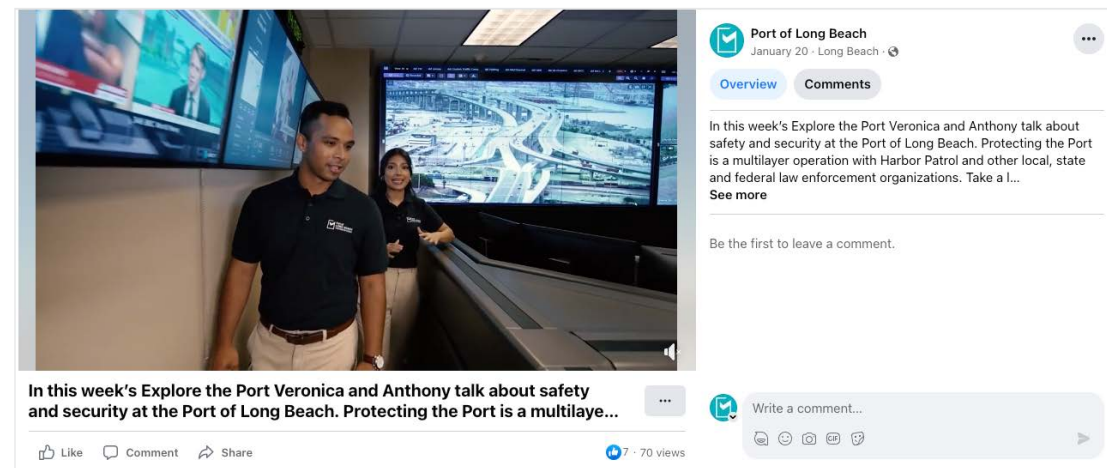
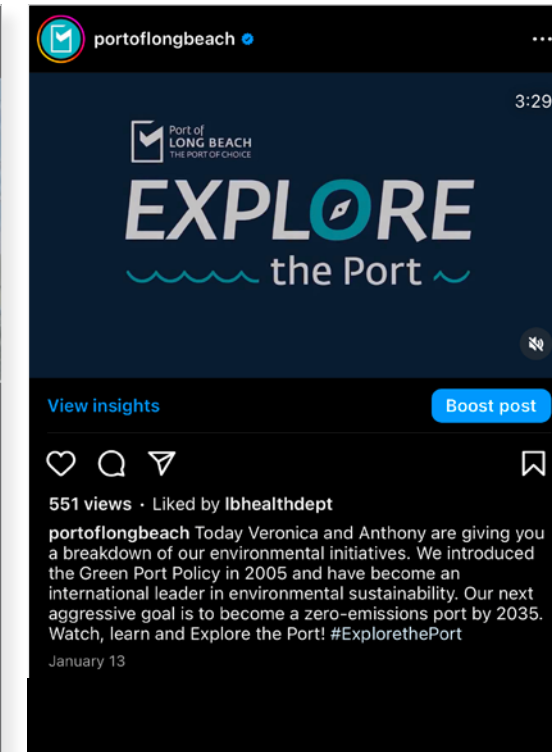
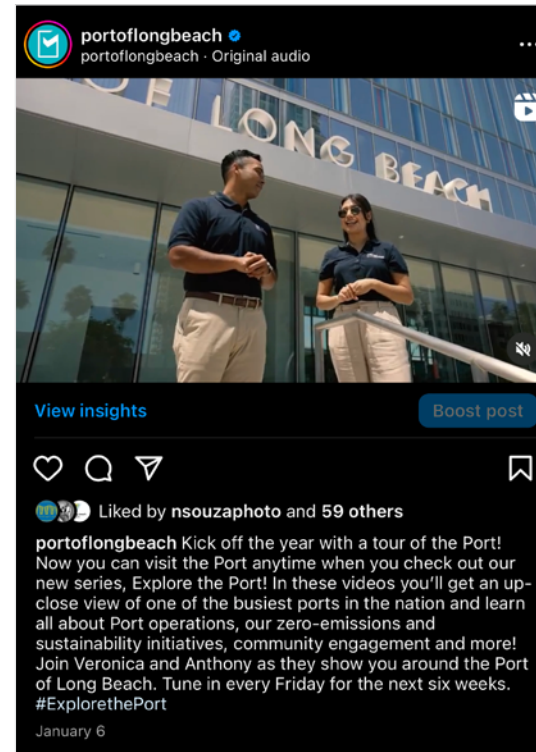
Facebook: 175  
Instagram: 2,117  
YouTube: 570

### 2 – Long Beach Is the Green Port (released Jan. 12, 2023 [video replaced due to slight error Feb. 1, 2023])

Facebook: 70  
Instagram: 555  
YouTube: 293

### 3 – Keeping the Port Secure (released Jan. 20, 2023)

Facebook: 75  
Instagram: 674  
YouTube: 210



#### 4 – Moving Ships and Containers (released Jan. 27, 2023)

Facebook: 175  
Instagram: 529  
YouTube: 219

#### 5 – Engineering and Infrastructure (released Feb. 3, 2023)

Facebook: 202  
Instagram: unavailable due to technical problem  
YouTube: 207

#### 6 – A Partnership with the Community (released Feb. 10, 2023)

Facebook: 59  
Instagram: 1,646  
YouTube: 118

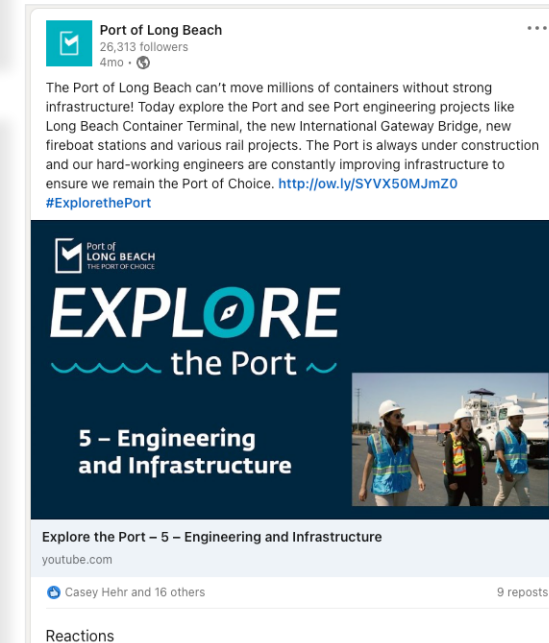
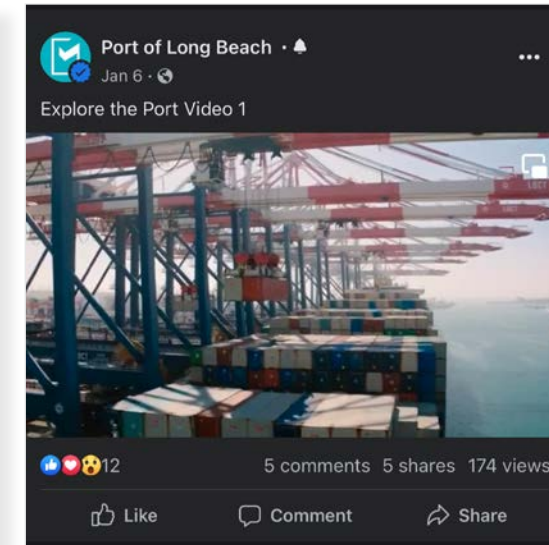
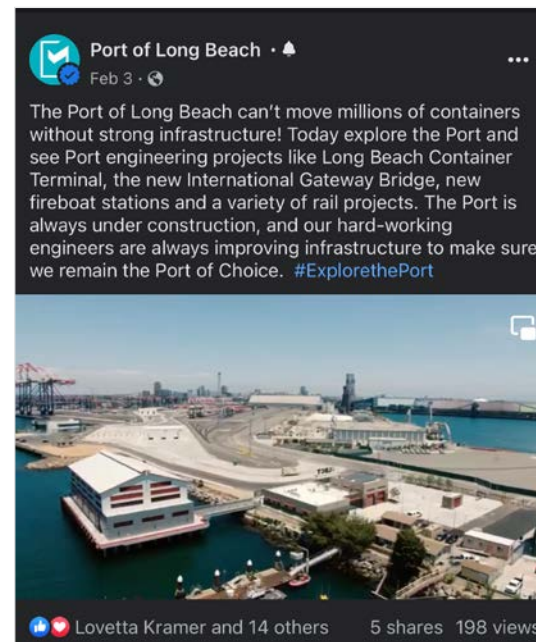
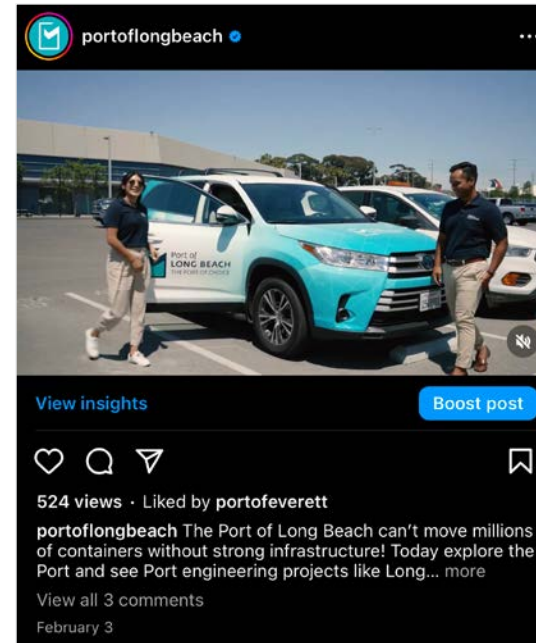
#### Total views

Facebook: 756  
Instagram: 5,521  
YouTube: 1,617

Total video views for the project across all platforms was therefore approximately 7,894, compared to 1,600 - 1,700 passengers who attended the in-person tours during the same period.

In addition, all six videos were shared with Long Beach Television (LBTv), the city's television station, and were shared on [www.lbtv3.com](http://www.lbtv3.com) and on LBTv's channels on local cable television. Although specific viewership statistics are not available for the TV station and website, LBTv is available on the three main cable systems in the Long Beach area and they estimate their social media reach at about 40,000 people.

No separate budget was set aside for the Explore the Port video series, because content for the videos overlapped with new footage and graphics being created to incorporate in a highlights reel being assembled for the annual State of the Port address. It would also be added to the Ports video archive to be accessed as needed for a variety of uses. The total cost for the video series, including the aerial/drone footage budgeted for elsewhere, and including scripting, graphics, editing, etc., was approximately \$30,000.





## Comments

*"When this project began, it was to solve one problem – Port tours during the COVID shutdown. But it ended up providing another solution – a way to access a younger market than our traditional target audience."*

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

*"It's really great having access to all the amazing footage we accumulated for this project. We access our photo and video archive frequently for any number of projects, and we needed to beef up our stock of current Port footage, showing all the major additions to the Port in recent years – the new Long Beach International Gateway Bridge and bike path, Long Beach Container Terminal, new cranes and facilities, and so much more."*

*– Jen Choi, Manager of Creative Arts and Design, Communications Division, Port of Long Beach*

*"We're always looking to expand our social media presence and finding new ways to engage our audiences – this was a fun departure from some of the more 'corporate' videos we*

*produce. Veronica and Anthony brought a new energy to the project and the conversational tone was perfect for Instagram and our other platforms."*

*– Chris Berry, Video and Technology Officer, Communications Division, Port of Long Beach*

*"When I'm checking Facebook, it's fun to come across these videos about the Port of Long Beach. I've been out in the harbor on the tours of the Port, but I learn still more from the videos. Sometimes it's a little hard to hear the narrative on the boats, and the video hosts are so enthusiastic. Good idea, Port of Long Beach!"*

*– Lovetta Kramer – Freelance Writer, Kramer Communications*

*"So proud!!! What a great video! Can't wait to see more. It's so good to learn more about our @portoflongbeach."*

*– unlimitedandadventurous, Instagram user*

*"Fantastic video with expansive views of the Port! I'll share this with my non-maritime/logistics friends!"*

*– Pedro Medeiros, LinkedIn user*



## Links

Explore the Port full playlist (all 6 videos)

<https://www.youtube.com/playlist?list=PLROL3HXWUAabGFWSHuwJPPpagMcZM6O1j>

Video 1 – Overview

<https://youtu.be/LcbxEiRO8tE>

Video 2 – Environment

<https://youtu.be/wwjDEHQLYIg>

Video 3 – Security

<https://youtu.be/tYmA5-KjJOE>

Video 4 – Trade

<https://youtu.be/YvjuVWk73wY>

Video 5 – Infrastructure

<https://youtu.be/dniHX1oFzaQ>

Video 6 – Community

<https://youtu.be/c-b7a517LNo>

Follow the Port of Long Beach:



*The final episode of Explore the Port showcased the relationship between the Port and the larger Long Beach community.*