



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

Classification #1: Advertisements

COVID-19 Response Campaign **A Port/City of Long Beach Partnership**

COVID-19 Response Advertising Campaign

Summary

In March 2020, the COVID-19 pandemic came to Long Beach in earnest, affecting all Port operations – in fact, all aspects of daily life for the Long Beach community. Long Beach City Hall and the Port Administration Building were closed to the public, and soon after, the vast majority of City workers were sent home to telecommute. The City's Incident Management Team was activated and a Joint Information Center created to handle the crisis. Several Port Communications Division teammates helped staff the emergency operations center. It was vital to disseminate correct and up-to-date information about both the City and Port response to the crisis to as many people as possible — one channel of communication was a successful partnership formed between the City and the Port of Long Beach to create and place a COVID response advertising campaign targeted to the local community. The Port maintains a regular schedule of community outreach advertising in local print and web-based publications and offered this resource to the City to disseminate critical COVID-19 messaging. The partnership was formed, materials were quickly produced, and advertising was placed during the months of April and May with headlines including: Open and Operating, Keeping Us Safe, Testing and Treatment, Keeping You Connected, Continuing to Serve You, Supporting Our Businesses, Support for Survival and Partners in Goods Movement.



The Port of Long Beach

1

Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. 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, including more than 575,000 in Southern California and 51,000 (1 in 5 jobs) in Long Beach. Goods moving through the Port of Long Beach reach every U.S. congressional district.

The Port of Long Beach prides itself on its top-notch customer service, state-of-the-art infrastructure and operational excellence, and in both 2019 and 2020 leaders in this highly-competitive industry named it “The Best West Coast Seaport in North America.” In 2020, the Port handled 8.1 million container units, the busiest year in its history. 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 70 gantry cranes. More than 40 percent of seaborne cargo that enters the United States passes through the neighboring San Pedro Bay ports of Los Angeles and Long Beach, and the complex handles more containers per ship call than any other port complex in the world. The five-member Long Beach Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, is responsible for setting policy for the Port of Long Beach and managing the City’s 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.

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all aspects of daily life for the Long Beach community. Long Beach City Hall and the Port Administration Building were closed to the public, and soon after, the vast majority of City workers were sent home to telecommute. The City’s Incident Management Team was activated and a Joint Information Center created to handle the crisis. Several Port Communications Division teammates helped staff the emergency operations center.

It was vital to disseminate correct and up-to-date information about the City and Port’s response to the crisis to as many people as possible. Many channels of communication were used: local television, press conferences, social media and print and web advertising.

The Port maintains a regular schedule of community outreach advertising in local print and web-based publications and offered this resource to the City as a way of partnering with them to disseminate critical COVID-19

messaging from the City and the Port. The partnership was formed, and each new ad was written and produced by the Port of Long Beach Communications and Community Relations Division in conjunction with the City’s Joint Information Center and the Long Beach Health and Human Services Department. Eight of these COVID response City/Port ads were placed during the months of April and May before the Port converted back to its normal advertising campaign messaging in June.

2 Complementing the Overall Mission

The Port serves the City of Long Beach as a primary economic engine and considers it a top priority to keep the community informed about Port activities that contribute to meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Port's 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.

In the case of this COVID-19 advertising collaboration, the primary Strategic Plan goals supported were "Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service" and secondarily "Maintain financial strength and security of assets." In addition to the specific COVID-19-related messages, an underlying theme of the ads was that the Port, as a vital economic engine, was open and operating, moving essential goods to market and continuing to provide a source of employment during the crisis. Also, that the Port was preparing for an eventual recovery from the slump caused by a number of things besides the worldwide pandemic, primarily a variety of trade disputes. That recovery began in July 2020, shortly after the June conclusion of this City/Port COVID response advertising series, and is continuing nearly a year later.



The downtown Long Beach skyline, with Long Beach City Hall and the Port Administration Building at lower left, an image featured in one of the COVID-19 advertisements

3

Planning and Programming Components

Goals

- Effectively partner with the City of Long Beach to share important, reassuring information about the City's and Port's COVID-19 response via advertising targeted to both community and business audiences;
- Guide the public to the City's COVID-19 information website for additional information.

Objectives

- Convert existing advertising schedules from regular Port campaign messaging to City/Port COVID-19 response messaging;
- Craft messages in conjunction with the City's Joint Information Center, which managed the City's communications efforts during the early days of the COVID-19 pandemic;
- Utilizing the Port's standard advertising format, select dramatic imagery of the Port and City to grab readers' attention and limited copy;

- Utilize logos for the Port of Long Beach, the City of Long Beach and the Long Beach Health & Human Services Department in each ad to identify the members of the partnership;
- In each ad, provide useful information to readers about staying safe during the pandemic and direct them to the City's COVID relief website at www.longbeach.gov/COVID19 for up-to-date information;
- Provide reassurance to the community and Port stakeholders that the Port was open for business, moving vital goods to market and continuing to fuel the economy;
- Provide reassurance to the community and City stakeholders that vital City business was also continuing, despite City staff telecommuting and the closure of City facilities to the public;

- Demonstrate that major entities like the City, the Long Beach Health and Human Services Department and the Port were united in efforts to combat the pandemic, keep the economy moving and keep the public safe;
- Encourage the public to safely support local businesses;
- Demonstrate that the City and Port were also preparing for an eventual recovery from the pandemic and were poised to deal with a restarted economy;
- Thank City and Port essential workers for their efforts and sacrifice;
- Set a total out-of-pocket budget of \$21,000, including both existing insertions already scheduled in the Port of Long Beach Communications and Community Relations Division's community outreach budget in the amount of \$17,000, and \$4,000 in new advertising dollars.

Target Audiences

- Long Beach community members;
- Port and City stakeholders and customers;
- First responders;
- Harbor Department employees and contractors including bridge construction and lighting crews and longshore, warehouse and trucking workers;
- Elected and appointed City and Port officials;
- Companies that service the Port;
- Government agencies;
- Safety and security agencies;
- Other COVID-19 response agencies;
- Members of the news media.

4

Actions Taken and Communication Outputs Used

A total of eight ads were produced and placed during the months of April and May. Most ads replaced already-scheduled print and web-based ads in community-based publications.

Production

Messaging themes and copy for the Port/City COVID-response ads initially originated with the City's Joint Information Center (JIC), while design was carried out by the Port Communications and Community Relations Division's Graphics and Creative Team. Ads were then approved internally at the Port and by the City JIC before placement. As the ad series continued, although themes continued to be selected by the JIC, Port Communications personnel wrote the ad copy in addition to designing the ads.

Bold, aerial photos – selected from the Port's extensive photo archive and featuring ships traveling in and out of the Port or cityscapes of downtown Long Beach – were used in each ad,

reinforcing the message that both the Port and the City were open for business despite the challenges of the pandemic.

Each ad featured the logos of the City of Long Beach, Port of Long Beach and Long Beach Health & Human Services Department, showing that these major municipal entities were united in messaging and efforts to keep the community safe and keep vital services in operation.

The full cost for all advertising production and placement was paid by the Port of Long Beach.

Media

- Primary placement for the COVID-19-response advertising was eight insertions in the Gazette newspaper, a Long Beach tabloid reaching a wide community audience with free, weekly print circulation of 52,000. Digital versions of the ads were also placed on the Gazette website. The Port

of Long Beach Communications and Community Relations team places a year-round community outreach advertising schedule with this publication, and the COVID-response messaging replaced standard campaign messaging in this existing schedule.

The Gazette print placement is in two parts and includes a full-tabloid-page ad on the back cover that is "teased" with a 2" bottom banner on the front page, with banner copy abbreviated from the accompanying full-page text.

Print tabloid full back page
10" x 13.5"
Print front page banner
10" x 2"
Web banner ad
728px x 90px
Web ad
320px x 90px

- Additional ads were scheduled for six weeks in three sizes in the

Long Beach Post, an online-only publication with a wide readership in Long Beach and surrounding communities and a vigorous social media presence.

Ad sizes:
970px x 250px
300px x 600px
300px x 250px

- Also, during an extensive, ongoing COVID-19 Port of Long Beach social media campaign, Communications placed one post on May 18 that focused on this partnership with the City.

Gazette Placement Timeline and Text

Week of 3/30/20

Open and Operating

The Port of Long Beach continues to move goods daily to fulfill the nation's essential needs during this challenging time. In collaboration with the City of Long Beach Health and Human

Services Department, and industry labor partners, we are focused on the health and well-being of all our communities.
For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Week of 4/6/20
Keeping Us Safe

First responders across Long Beach are prepared to assist the community in times of crisis and illness, so please follow directions when calling 9-1-1. Speak clearly, provide accurate information and disclose any symptoms of COVID-19 or other ailments when the operator asks. Let's work together to keep everyone safe so that our City's police officers and firefighters can remain prepared, ready and resilient.
For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Week of 4/13/20
Testing and Treatment

Drive-through testing for COVID-19 is available by appointment at Long Beach City College Pacific Coast Campus. Determine eligibility and reserve a spot by answering a few pre-screening questions at www.longbeach.gov/COVID19.
As a measure to relieve the strain on emergency rooms, treatment and prescriptions for common illnesses unrelated to COVID-19 are available without an appointment at the City's new Rapid Assessment Clinic, also at LBCC's Pacific Coast Campus, from 10 a.m. to 6 p.m. daily. We're in this together.

Week of 4/20/20
Keeping You Connected

Our connection to others enables us to survive and thrive during difficult times – particularly for older adults. Residents over the age of 65 can link

to information about food deliveries, utility restoration, emotional support and other issues surrounding COVID-19 by calling the Older Adult Resource Line, operated by the City of Long Beach Health Department. The information line is available by calling 562-570-INFO and selecting Option 5 from 8 a.m. to 4:30 p.m. weekdays.
We're ready to help.

Week of 4/27/20
Continuing to Serve You

Our role to keep Long Beach accessible, healthy and operating for our residents continues to guide every decision we make during this difficult time. City Hall, the Port Administration Building and other municipal offices remain closed to the public, but we're keeping the utilities on, responding to emergencies, accepting permits and delivering the many services that keep Long Beach strong.
Our job is to keep the community safe by reducing the risk of community

spread of COVID-19. Our promise is to maintain the healthy quality of life you've come to expect in Long Beach. For up-to-date information about closures and how to stay safe, visit www.longbeach.gov/COVID19.

Week of 5/4/20
Supporting our Businesses

Small businesses are the backbone of Long Beach, supporting an ever-growing, diverse and eclectic population. In this time of need, the City of Long Beach has created an Economic Relief Package that helps to bridge the financial gaps that face our small business owners and their employees, ensures health and safety guidelines are followed and places us on a path to long-term recovery. Together, we'll be ready to reopen better than ever.
For up-to-date information about the City's Economic Relief Package and how to stay safe, visit www.longbeach.gov/COVID19.

Week of 5/11/20
Support for Survival

Our favorite restaurants and retail shops need your love more than ever, Long Beach.

Venturing out may feel daunting as we take precautions to protect our health, but local businesses are relying on our support for survival during these uncertain times – just as we have relied on them during the good times.

If you don't want to leave home, then consider delivery services, online classes, purchasing gift cards or ordering ahead for pick-ups from some of your preferred businesses.

Optimism, kindness and generosity will lead us back to a shared recovery.

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Week of 5/18/20
Partners in Goods Movement

The Port of Long Beach is open and moving vital goods to market and

continuing to provide the excellent customer service we are known for worldwide.

Thank you to Port and City staff and all our partners – longshore workers, truckers, rail operators, cargo owners, ocean carriers, terminal operators, construction workers and our first responders.

And thank you to all the essential frontline workers doing their part every day to help the community remain safe during the COVID-19 crisis. You are our true heroes. Stay strong and stay healthy.

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Long Beach Post Placement Timeline and Text
4/7/20 through 5/17/20

Long Beach Post web insertions ran in three sizes April 7 through May 17 with the "Keeping Us Safe" headline from the April 6 Gazette insertion.



The Port's new "bridge to everywhere" opened in October 2020 and has become a new icon for Long Beach



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THE PORT OF CHOICE



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Moving Ahead

The Port of Long Beach is keeping cargo moving despite global uncertainty. Thank you to all our business partners who are helping vital goods reach their destinations.

We're looking ahead too – our Business Recovery Task Force is preparing for the challenges of a restarted economy, ensuring that we will continue our track record of operational excellence and world-class customer service.

For more information on current Port operations, visit polb.com/COVID19.



Advertisements

5 Communications Outcomes and Evaluation Methods

The Port/City of Long Beach COVID-19 response advertising partnership was very successful; the campaign was produced quickly to meet the demands of the pandemic, within budget, and placed promptly in community media outlets that had wide reach to the target audiences.

- Gazette print circulation totaled 416,000
- Gazette website leaderboard ads achieved 68,000 impressions
- Long Beach Post website ads, in three sizes, achieved:

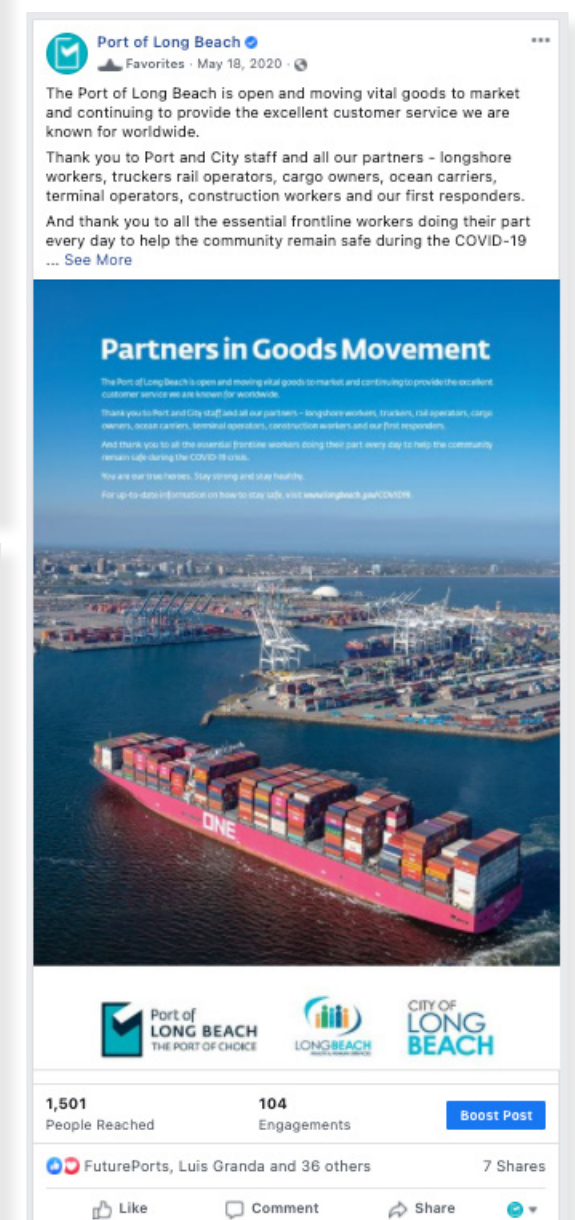
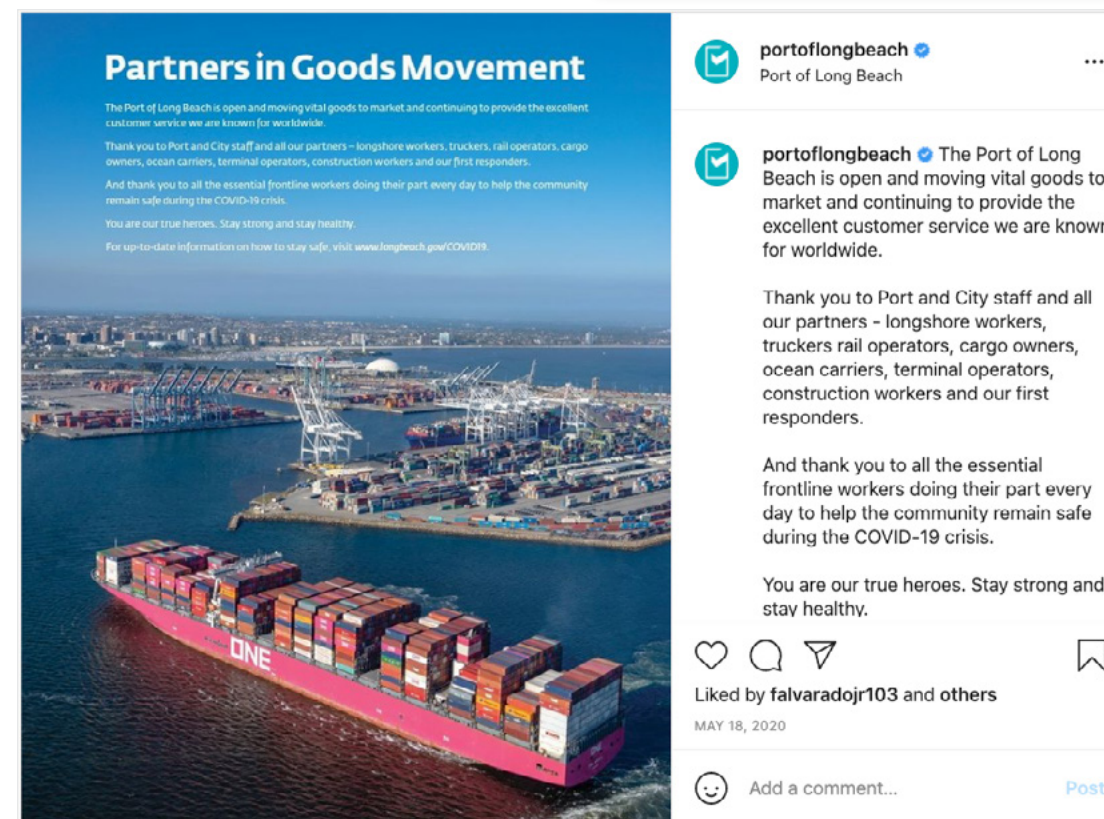
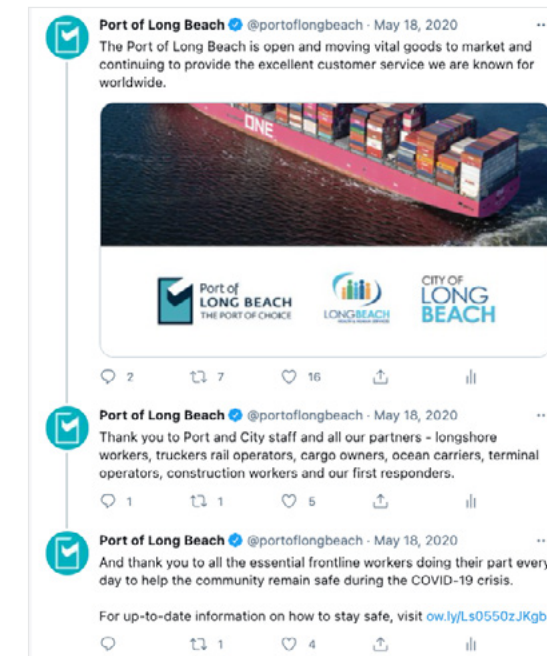
Ad size	Impressions
970x250	242,561
300x600	147,820
300x250	109,633

- The one social media post specific to the partnership achieved:
 - Facebook:
 - Reactions: 56
 - Reach: 1,501
 - Shares: 7

Instagram:
Likes: 203
Comments: 2
Impressions: 3,661

Twitter: 3 tweets (1 thread)
Engagements: 31
Impressions: 5,526

LinkedIn:
Likes: 61
Impressions: 1,045



Comments

"Besides being Executive Director for the Port of Long Beach, I'm also a longtime Long Beach resident, and it was great to see this partnership between the City and the Harbor Department. We were pleased to have the opportunity to find partnerships to keep our city safe and our Port open and operating during this difficult time."

- Mario Cordero, Executive Director, Port of Long Beach

"We worked closely with the City's Joint Information Center during the pandemic, including providing staffing from my Communications and Community Relations team. And the Communications creative team made short work of shifting our ads from regular community outreach messaging to this COVID-response effort."

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

"As the director of the Port's Incident Management Team during the COVID-19 pandemic, I want to thank the Port's Communications staff for moving so quickly to work with the City's JIC on their communications needs – it was key to get these important messages out to as wide an audience as possible."

- Casey Hehr, Director of Security, Port of Long Beach

Links

Port of Long Beach COVID-19 information site

www.polb.com/covid19

90-second promotional video for COVID-19 testing site

https://youtu.be/q4Wq2sm8_DY

Follow the Port of Long Beach:

