



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

*Classification #10: Social/Web-Based Media*

## **2020-21 PhotoWorks Program**

# 2020-21 PhotoWorks Program

## Summary

The Port of Long Beach PHOTO Program (presented annually in partnership with the Arts Council for Long Beach 2013-2019) was one of the most popular components of the Port's extensive Community Outreach Program. Canceled in 2020 due to COVID-19, the in-person program was reimagined as PhotoWorks, a social media-based Facebook group. It was the Port's first Facebook group and proved highly successful. The format allowed for more participants (700 vs. 80) and, due to fewer expenses for in-person activities, more content was added. Top-notch photographers were enlisted for 10 videos ranging in running time from 20 minutes to an hour. Further, rather than one-time, in-person workshops, the Port now has a library of instructional videos that can be put to many future uses.



The Port of Long Beach PhotoProgram was reimagined as PhotoWorks, a social media-based Facebook group



# 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.

Among its distinguishing initiatives is the Port’s investment in the Long Beach community. Increasing business opportunities and creating jobs are top priorities, but the Port makes an ongoing effort to support civic activities and educational programs that help to increase the understanding of Port operations

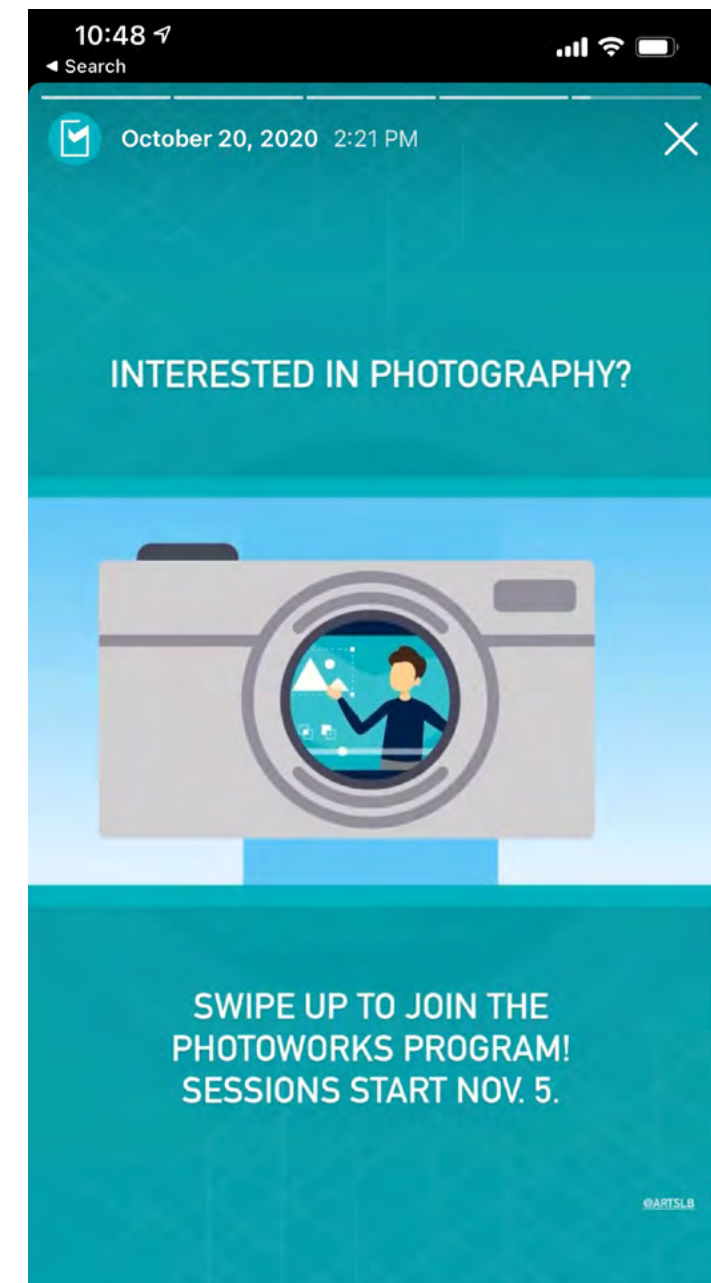
through open communication with all sectors of the local community. For most of its history, the Port’s outreach focused almost solely on the business community. In the last two decades, the Port has broadened its outreach to the general public.

And in the last decade or so, the outreach has extended to Long Beach’s arts community. Long Beach is home to two leading museums (the Long Beach Museum of Art and the Latin American Museum of Art), neighborhood galleries, arts events, a public arts program and hundreds of artists. Today, artfully creative images that capture the dramatic sights and stunning scenery of the harbor are important elements of the Port’s sales, marketing and community programs. Decades ago, the Port was seen differently, as a dreary, unwelcoming complex. The Port worked to show the public a more realistic, positive view of the waterfront. To accomplish this, the Port sought out the best professional photographers to capture the wonders of giant vessels and cranes, to explore the scale and the beauty of the behind-the-scenes activity at the center of the

global economy. Over the years, more and more photographers have wanted an opportunity to capture their own images of this amazing world. So, in 2013, the Port launched its PHOTO Program, a natural fit inviting the public to photograph the Port from an arts perspective.

The challenge for the Port of Long Beach Communications and Community Relations Division, which oversees the Port’s community and educational outreach programs, was to continue, uninterrupted, this very popular and successful program for 2020, but reimagined due to the COVID-19 pandemic. Following months of confinement and restrictions, the community was yearning for safe ways to gather, share their photographic artistry, and learn more about their hobby – or profession – among like-minded friends.

The result was PhotoWorks, a social media-based program following all COVID-19 guidelines and with the potential to include more content and accommodate more participants than the original, in-person PHOTO Program.



Group by Port of Long Beach

# PhotoWorks Program

Private group · 670 members

+ Invite

AboutDiscussionGuidesAnnouncementsTopicsMembersMore

What's on your mind, Tokuko?

Photo/Video

Tag People

Feeling/Activity

Unread Announcements · 4

Port of Long Beach

May 6 at 5:35 PM · 🌐

We'd like to take a few minutes to say thank you for participating in our very first PhotoWorks Program! Here is a short video from our Executive Director and Director of Communications & Community Relations. We hope to maintain this space as a place for

## About

Please read through the entire About Section for details and directions about the program!

Are you an aspiring photographer? Or looking to brus... [See More](#)

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

Long Beach, California











## 2 Complementing the Overall Mission

The mission of the Port of Long Beach is to serve as an international gateway for the reliable, efficient and sustainable movement of goods for the benefit of the local and global economies.

The Port of Long Beach's updated Strategic Plan, released in April 2019 and posted on the Port website at [www.polb.com/strategicplan](http://www.polb.com/strategicplan), established six strategic goals for the coming years to accomplish its mission:

- 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;
- Attract, develop and retain a diverse, high-performing workforce;
- Broaden community access to Port-related opportunities and economic benefits.

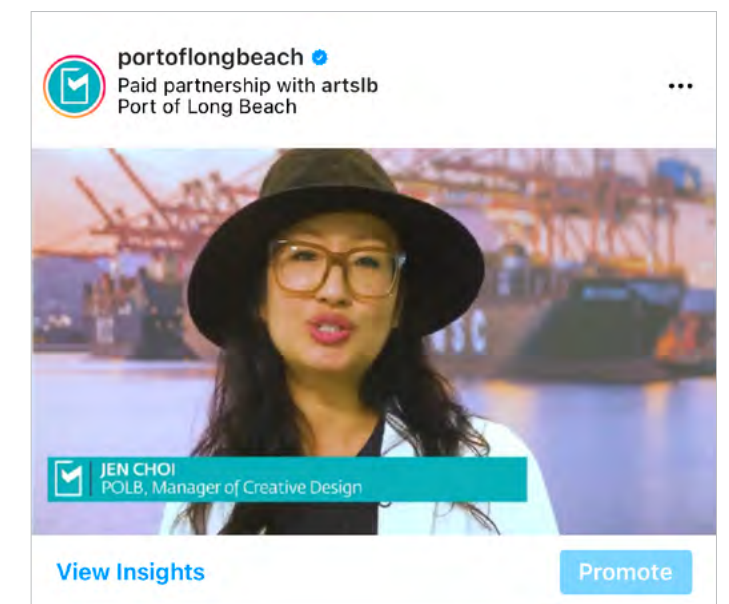
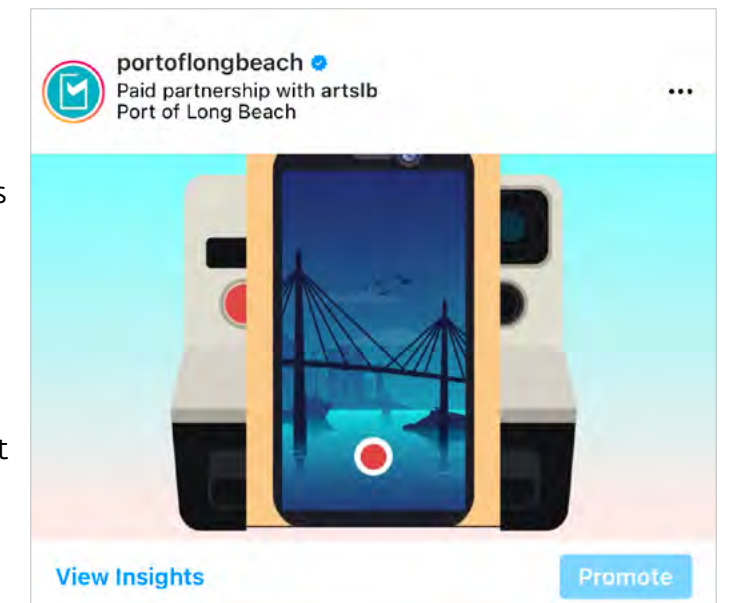
To communicate the Port's mission and goals, the Port of Long Beach Communications and Community Relations Division implements a comprehensive campaign to reach all of its critical target markets, in the business community and the general public.

Under normal circumstances, throughout the year the Port offers industry presentations as well as community-friendly events; provides opportunities to explore the Port by boat with free Harbor Tours; sponsors events hosted by business groups and local community organizations; and has speakers available to share the Port's story.

That story is told in words and images. The Port of Long Beach PHOTO Program (2013-2019 and canceled for 2020 due to the COVID-19 pandemic), a unique partnership with the Arts Council for Long Beach, focused on visual storytelling. Photographers at all skill levels were welcomed into the Port to capture revealing images of the Port at work. The results were always stunning, highlighting the majesty of maritime machines, contrasting humanity and marine

life, and ranging from hyper-realistic to colorfully abstract. Then, through gallery and community exhibits, the photographers – whether amateurs making their living taking pictures – received the artistic recognition they deserve, and the Port of Long Beach was the beneficiary of their amazing images and the opportunity the program provided to illustrate the Port story for the community.

In 2020, under the extraordinary circumstances surrounding the COVID-19 pandemic, the in-person PHOTO Program was reimagined as PhotoWorks to continue this much-anticipated outreach to the Long Beach arts community, but in a very different, completely virtual, social media format.





# 3

## Planning and Programming Components

### Goals

By reimagining the existing PHOTO Program, in place since 2013, the Port of Long Beach Communications and Community Relations team would create and implement an innovative community photography program to include and support the Long Beach arts community while educating the public about the Port, using visual media in a format that conforms to safety and health guidelines during a pandemic.

### Objectives

- Form another successful partnership with the Arts Council for Long Beach, taking advantage of both their professional expertise and marketing entrée into the arts community;
- Adopt a COVID-19-compliant interactive format, including educational workshops and keynote speakers, to take place online in a Facebook Group hosted by the Port and the Arts Council;
- Prepare a communications plan to promote participation in PhotoWorks, including both traditional and social media;
- Create a PhotoWorks logo and design for use in all program materials;
- Staff the project with Port of Long Beach creative professionals, both employees and contractors, and provide valuable exposure for professional photographers participating in the program;
- Maximize the exposure of PhotoWorks images; add PhotoWorks images to the Port's extensive photo archive, and make use of archived images in Port communications for this program and others;
- Provide a specific avenue of expression and acknowledgement for photographers of all skill levels, a sometimes-overlooked segment of the arts community;
- Embrace the popularity and nearly exclusive use of digital photography in today's society;





- Involve Arts Council and Port employees and the public in selecting favorite images;
- Achieve for the social media-based PhotoWorks program at least double the number of participants as could be accommodated by the in-person PHOTO Program (averaging 75-80), and make programming available for future viewing and learning;
- Retain the \$50,000 PHOTO Program budget for the 2020-21 PhotoWorks Program, expanding education content with the dollars not necessary for in-person activities such as boat and venue rental, gallery space and catering.
- Survey participants to collect data to measure success, collect contact information for future communication and, to increase participation, accompany each survey with an opportunity drawing.

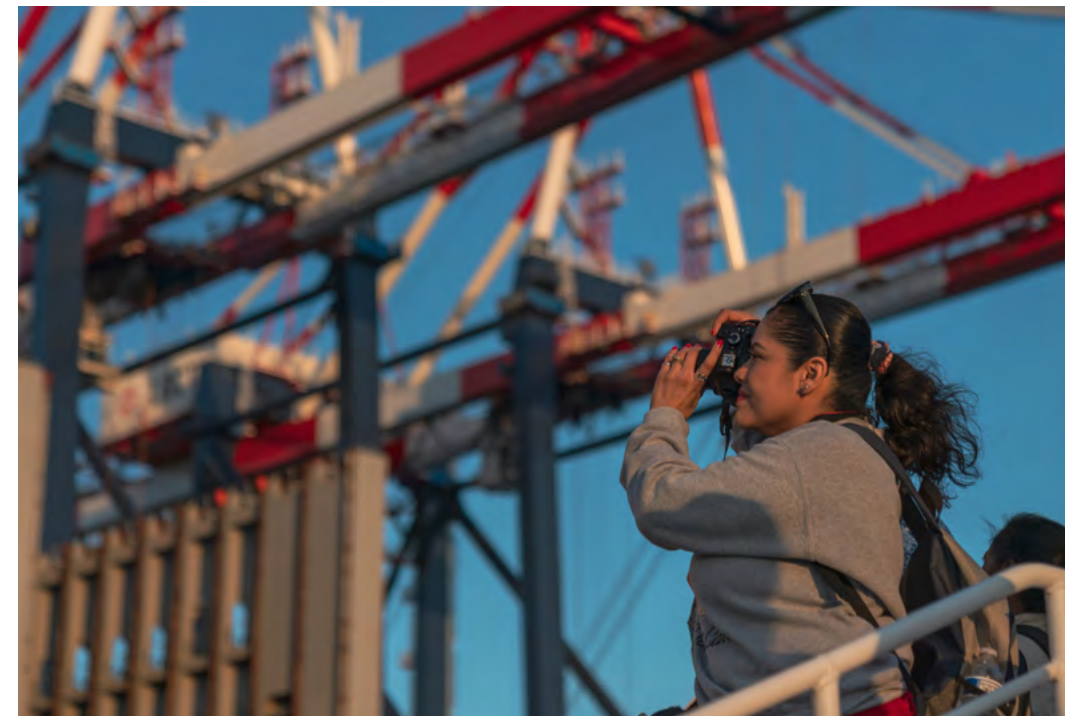
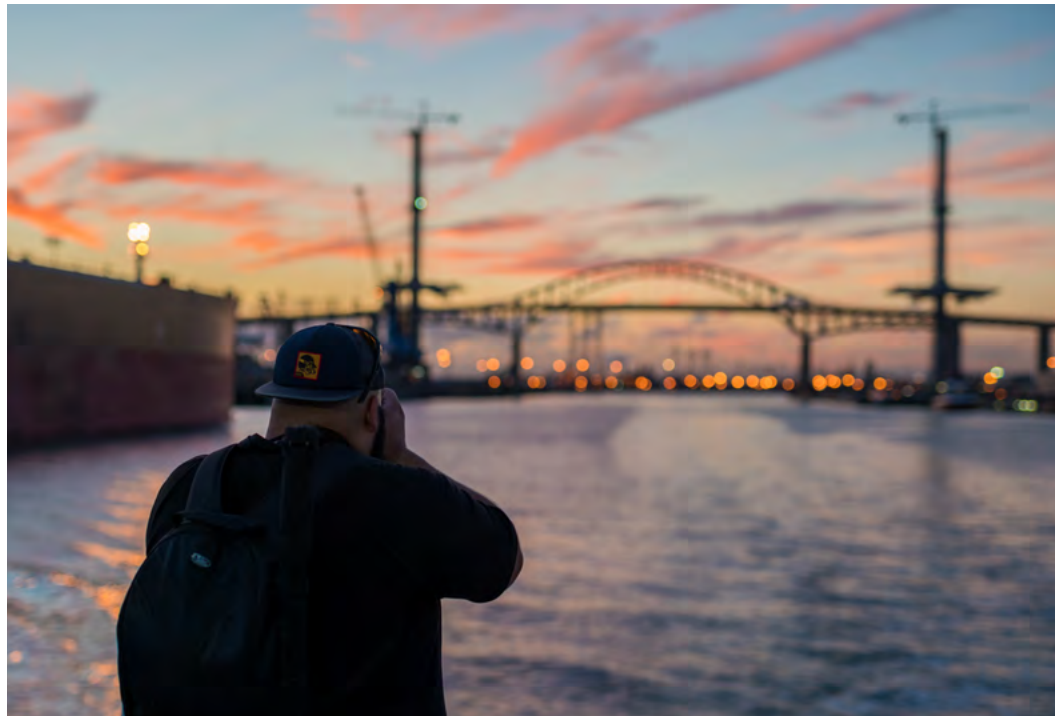
### Target Audiences

- Past PHOTO Program (2013-2019) and potential PhotoWorks participants;
- Professional and amateur photographers;
- Photography aficionados;
- The Long Beach (and surrounding local area) arts community;
- Long Beach area residents and business people;
- Educators and students;
- Long Beach Mayor, Councilmembers and other elected and appointed officials;
- Port customers and stakeholders;
- Harbor Commissioners, Port staff, contractors and vendors.



Past in-person PHOTO Workshop had to be reimagined for virtual classroom





*In 2020, due to extraordinary circumstances of the COVID-19 pandemic, the in-person PHOTO Program was reimagined as PhotoWorks to continue this much-anticipated outreach to the arts community*



# 4 Actions Taken and Communication Outputs Used

## Program Overview

<https://www.facebook.com/groups/polbphotoworks>

(NOTE: the Facebook group is set to private so only members can see posts, but anyone may join. To join, simply answer the membership questions [basically asking people to obey the group rules] and you will be automatically admitted.)

In collaboration with the Arts Council of Long Beach, the Port of Long Beach produced PhotoWorks, a social-media based program, reimagining the very popular 2013-2019 PHOTO Program which was sidelined for 2020-21 due to COVID-19 pandemic restrictions for in-person activities.

PhotoWorks programming ran Nov. 1, 2020, through March 31, 2021, with program promotion beginning Oct. 5 and group engagement beginning Oct. 27. The PhotoWorks Facebook Group was open to the public and free of charge.

Programming consisted of five monthly (November 2020 through March 2021) pre-recorded educational Workshop

videos on various photography topics that were posted on the first Thursday of every month at 6 p.m. Port Communications staff members were online for approximately the duration of each video to interact live with viewers. Each video ran from about 25 to 45 minutes. The presenters also provided "homework," which involved worksheets and fun activities, and held "office hours" throughout that month during which they were available to answer member questions. Each monthly workshop also included a short survey, with the opportunity to participate in a drawing for a \$100 gift card from Tuttle Camera in Long Beach. Members who completed all workshops and surveys were eligible for an opportunity drawing for a \$500 Tuttle Camera gift card at the conclusion of the program.

Additionally, each month a pre-recorded Keynote Speaker video, running from 21 to 27 minutes, was posted on the third Thursday of the month, also at 6 p.m., featuring nationally recognized professional photographers sharing their best tips and photo assignments, providing

insight into the life of a professional photographer and helping group members expand their photography skills.

Marketing for the PhotoWorks program, primarily on social media, directed prospective members to the PhotoWorks Facebook Group via an embedded link, inviting them to select the "Join Group" button and accept the Group's terms and conditions before being approved by the group moderators. Membership & Group Rules were as follows:

### Group Rules

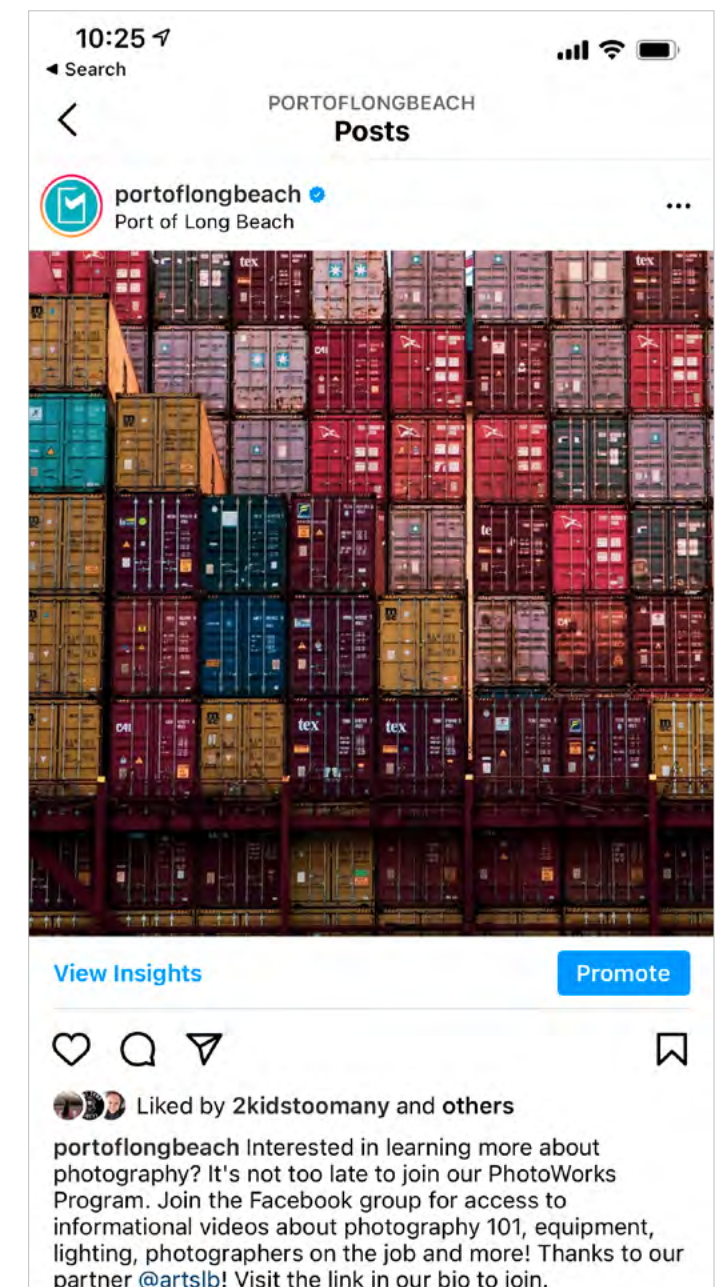
- Adhere to Port of Long Beach Social Media Policy
- Stay on Topic. This is a group for photography, please stick to conversations related to photography.
- Be Kind and Courteous
- No Hate Speech or Bullying
- No Promotion or Spam
- Respect Everyone's Privacy

### Members

- Members must agree to follow group rules and moderators will approve each request.
- Free posting, members will not have to wait to have their posts approved.
- Membership Questions
  - How did you hear about the program?
  - Which topic are you most excited to learn about?
  - Do you agree to follow the Port of Long Beach's Social Media Policy?
  - Acknowledge that Port of Long Beach and Arts Council of Long Beach employees and their immediate families could participate in the program but were not eligible to win any of the opportunity drawings.

### Team


The PhotoWorks program was produced by the Port of Long Beach, in collaboration with The Arts Council for Long Beach, also a founding partner





### Welcome Video

The first workshop video will go live tonight at 6 p.m, we are so excited for you to see it!  
In the meantime check out this welcome video from [Arts Council for Long Beach](#)'s Executive Director Griselda Suarez.



**GRISELDA SUAREZ**  
Executive Director of the Arts Council for Long Beach

### Calendar of Workshops and Keynotes

Welcome to the PhotoWorks Program!

Please take a minute to read through the group About Section and browse the group units; this is where "homework" and any other workshop collateral/materials will be posted.

Attached is the calendar for the launch of each workshop and keynote video.... [See More](#)

Port of LONG BEACH  
**PHOTOWORKS**

Port of LONG BEACH  
THE PORT OF CHOICE

Arts Council  
LONG BEACH

### Calendar of Workshops and Keynotes

**WORKSHOPS**  
Every month, we will focus on a different topic that will teach you valuable photographic skills. Each video will be pre-recorded and held as a Facebook Watch Party at 6 p.m. where you will get the chance to interact live with fellow participants and presenters. The presenter will also hold "office hours" throughout that month in which they will be answering any questions and comments you may have. They will also be providing "homework" which will involve worksheets and fun activities to share all the new skills you will be learning!

<b>Workshop #1: PHOTO 101: Knowing Your Photo</b> Thursday, Nov. 5, 6 p.m.	<b>Workshop #4: Editing: Knowing Your Software</b> Thursday, Feb. 4, 6 p.m.
<b>Workshop #2: Equipment: Knowing Your Gear</b> Thursday, Dec. 3, 6 p.m.	<b>Workshop #5: Career Panel: Knowing Your Profession</b> Thursday, March 4, 6 p.m.
<b>Workshop #3: Lighting: Knowing Your Light Source</b> Thursday, Jan. 7, 6 p.m.	

**PROFESSIONAL SERIES**  
In addition to the five educational videos, we will also publish a monthly, pre-recorded, "keynote speaker" video. Renowned photographers and our amazing Port of Long Beach photographers will share their tips and tricks with you. This is a great opportunity to network and hear success stories from professionals that will help you become the best photographer you can be!

**SPEAKER SCHEDULE** (Speakers to be announced - videos go live at 6 p.m.)

Thursday, Nov. 19	Thursday, Jan. 21	Thursday, March 18
Thursday, Dec. 17	Thursday, Feb. 18	

### HOW TO 101 - Knowing Your Photo Instructor: Joanne Kim

Joanne Kim is a photographer, artist, and educator. She works in photojournalism, documentary, and commercial photography, as well as with the photographic medium as an art practice. She has taught photography for over fifteen years and has facilitated participant-produced photography projects in Palestine, Mozambique, and marginalized communities throughout California. For several years, she worked closely as a consultant to a photography arts program in Hong Kong, working w... [See More](#)



JOANNEKIMPHOTO.COM  
**Photography and Video - Joanne Kim Photojournalist and Documentary Photographer**



of the previous PHOTO Program (2013-2019) that was canceled and reimagined to become PhotoWorks due to COVID-19 restrictions.

The partners shared responsibilities as follows:

**Port of Long Beach**

- Create and own PhotoWorks Group
- Approve members
- Moderate Facebook group 15% of the time
- Post weekly engagement questions
- Post keynote speaker videos
- Post survey/manage surveys

**Arts Council for Long Beach**

- Approve members
- Moderate Facebook group 85% of the time
- Post monthly Workshop videos
- Upload workshop materials to appropriate Units

The entire Port of Long Beach Communications and Community Relations team participated in the

project, bringing their contractors and vendors into play to provide photography, video, editing, studio time, captioning, and other related services.

Tuttle Camera, a Long Beach retailer, matched funding for gift card incentives for group members who completed the workshops and surveys.

**Budget**

A budget of \$50,000 was established for PhotoWorks:

- \$15,000 paid to the Arts Council for their services;
- Designing and establishing the PhotoWorks Facebook Group page;
- Creative, talent and production for 10 Workshop and Keynote Speaker videos;
- Marketing, incentives and other related expenses.

The Port’s Communications and Community Relations team invested hundreds of staff hours – accounted for in the existing departmental operating budget – for planning, designing, writing, producing,

research, participating in and promoting PhotoWorks. Advertising costs, for several paid social media posts and print and digital ads, were also accounted for in separate budgets, part of the Port’s normal advertising efforts.

**Timeline**

*(note: videos were originally available only on the Facebook group but have since been made available on YouTube – YouTube publication dates may not match actual dates of Facebook premiere)*

**NOVEMBER 2020**  
**Nov. 5 – Workshop #1**  
**Knowing Your Photo –**  
**Instructor: Joanne Kim**

Running time: 43:19  
<https://youtu.be/xoBBIGTQFGc>

**Course Objectives:** Participants learn the basics of photography, gain vocabulary to aid them in successive webinars and apply this content to capture a successful photograph.

**Course Assignments/Handouts::**  
[https://drive.google.com/](https://drive.google.com/file/d/193TFIRb32zuZxckOaZY5_)  
[file/d/193TFIRb32zuZxckOaZY5\\_](https://drive.google.com/file/d/193TFIRb32zuZxckOaZY5_)

[TiU2hWh77ds/view?usp=sharing](https://drive.google.com/file/d/1yiPeQ5ZpVYcwr6hY5O5AqWxKTVqfVw3/view?usp=sharing)  
<https://drive.google.com/file/d/1yiPeQ5ZpVYcwr6hY5O5AqWxKTVqfVw3/view?usp=sharing>

**About the instructor:** Joanne Kim is a photographer, artist, and educator. She works in photojournalism, documentary, and commercial photography, as well as with the photographic medium as an art practice. She has taught photography for over 15 years and has facilitated participant-produced photography projects in Palestine, Mozambique, and marginalized communities throughout California. For several years, she worked closely as a consultant to a photography arts program in Hong Kong, working with local artists to offer meaningful engagement in contemporary lens-based media practices. She currently teaches at Otis College of Art and Design and California State University Long Beach.

**Nov. 5-30 – Survey #1**

**Nov. 19 – Keynote Video #1 – Tim Rue**  
Running time: 24:50  
<https://youtu.be/wnTnt-OeGos>





**Keynote Presenter - Tim Rue - Thursday, Nov. 19**

Lying down on his stomach with his head and camera poking through the boat's transom door while dodging incoming sea swells is a position maritime photographer Tim Rue knows well. He often incorporates this angle for his face-to-face interactions with harbor seals and brown pelicans. Capturing reclusive marine life in a massive industrial seaport is just one of the many photo assignments that come from the Port of Long Beach.

For the past 14 years Tim has completed photograph... [See More](#)

**Keynote Speaker** Facebook Watch Party | Thursday, Nov 19th, 6 p.m.

**TIM RUE**

Owner, True Photo Inc.

From Photo Journalism to Maritime Photography & Job Demo



Sergio Bonilla - "Red Crane at Dusk 2019"

**Equipment: Knowing Your Gear - Instructor: Matt Fukushima**

My name is Matt Fukushima and I am a professional photographer who is fortunate to be one of the contract photographers for the Port of Long Beach.

I will be delivering the presentation covering photography gear because I am known as somewhat of a "gear junkie" and over the past 30 years, I have collected a lot of it.

My career has been that of the basic commercial/general assignment photographer. I have covered the photographic disciplines of Architecture, Interiors, Food, I... [See More](#)



**Facebook Live Q&A**



**Instructor:**  
**MATT FUKUSHIMA**

Equipment: Knowing Your Gear

Facebook Live | Wednesday, Dec. 30, 6 p.m.

Walter Gajewski - "Tired Quartet"

WED, DEC 30, 2020

Office Hours with Matt Fukushima

Going

**Keynote Presenter - Bernadette McKeever - Thursday, Dec. 17**

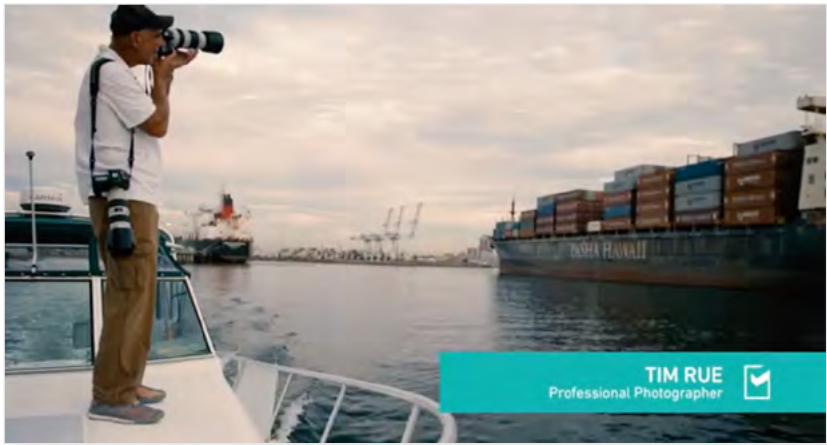
Hi, I'm Bernadette! I'm 40 years old, and I've owned and operated my freelance Commercial Photography business for almost 20 of those years.

I was born and raised here in Southern California. Photography and so many other creative fields are all about constantly reinventing yourself. The reality is, this job is exhausting at times, the hustle never really stops, but as you can imagine, the work is also fun and extremely rewarding. The process feeds my creativity, it gives me ...

[See More](#)

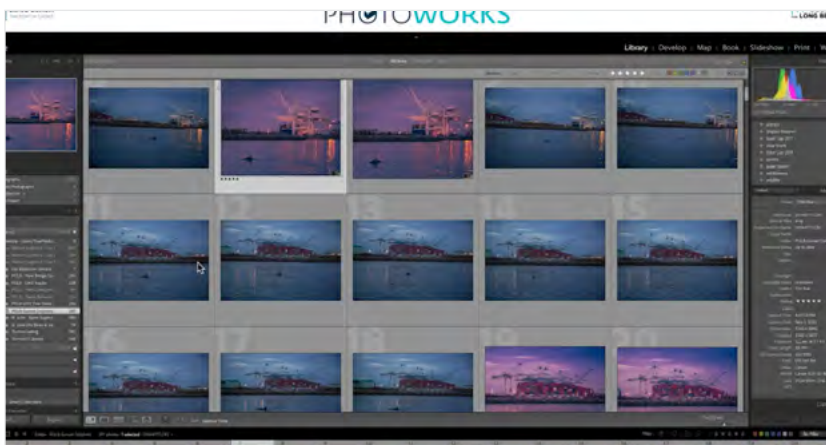
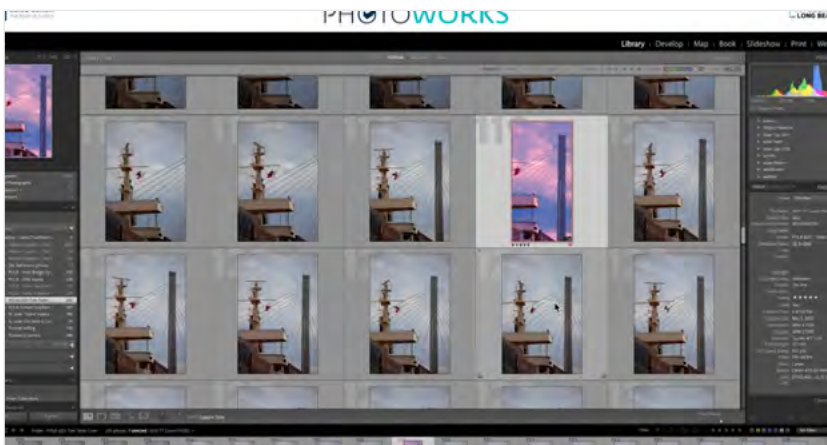
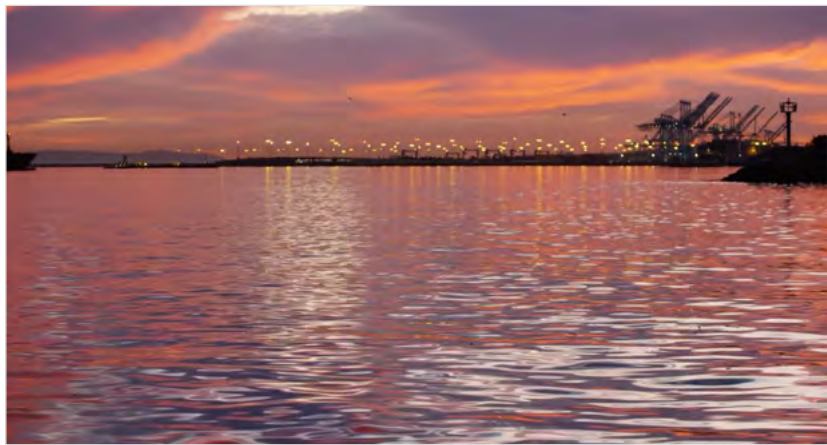






Keynote Video #1-  
Maritime Photographer  
Tim Rue

[https://youtu.be/  
wnTnt-OeGos](https://youtu.be/wnTnt-OeGos)





About the speaker: For the past 14 years Tim Rue has completed photographic contract work for the Long Beach port and dozens of other maritime clients. Known as a land, sea and air photographer his work has taken him throughout the West for maiden ship arrivals, terminal operations and aerial features. Shipping clients include Matson Navigation, Foss Maritime, Saltchuk, Crowley, Hamburg Süd, Pasha, Young Brothers and AmNav. His work appeared five times in the 'Pictures of the Year' with both Bloomberg and USA Today. A portfolio of mural images is currently on display at the Montreal Biosphere – Environment Museum of Québec, and his recent work was utilized in four American Association of Port Authorities Excellence in Communications Awards. Tim and his family live in Long Beach.

**DECEMBER 2020**

**Dec. 3 – Workshop #2**

**Knowing Your Gear – Instructor: Matt Fukushima**

Running time: 24:52

<https://youtu.be/bOnAtVOVnco>

**Course Objectives:** Participants will learn how to identify different types of cameras, understand the purposes of various photo equipment, and be able to apply this content to aid them in making investments in future equipment.

**Course Assignments/Handouts:**

<https://drive.google.com/file/d/1n8kGpZHgGV1JfPy4oyEtpWDezCXOJF9B/view?usp=sharing>

[https://drive.google.com/file/d/1jMqQ-JBF8c-RPfo\\_Op27OLgEYHpxzCi4/view?usp=sharing](https://drive.google.com/file/d/1jMqQ-JBF8c-RPfo_Op27OLgEYHpxzCi4/view?usp=sharing)

[https://drive.google.com/file/d/1kCzuCU8kaXOILreC2MlgxSH56MR\\_8nMF/view?usp=sharing](https://drive.google.com/file/d/1kCzuCU8kaXOILreC2MlgxSH56MR_8nMF/view?usp=sharing)

**About the Instructor:** Matt Fukushima is a professional photographer who is one of the contract photographers for the Port of Long Beach. He considers himself somewhat of a "gear junkie" and over the past 30 years has collected a lot of it. He is a commercial/general assignment photographer, having covered the photographic disciplines of Architecture, Interiors,

Food, Industrial, Corporate, Annual Reports, Political Campaigns, Hospitality, Lifestyle, Head Shots, Aerials, Events, Products, Advertising, Portraits and Wedding. He started learning his craft the traditional way by assisting and 2nd shooting for established photographers. It was there he learned product and catalog photography as well as advertising photography and shooting to a layout. Some of his clients include Knott's Berry Farm, John Wayne Airport and Sequoia National Park.

**Dec. 3-31 – Survey #2**

**Dec. 17 – Keynote Video #2 – Bernadette McKeever**

Running time: 26:51

<https://youtu.be/opRjdyrn6AU>

**About the speaker:** Born and raised in Southern California, Bernadette McKeever has owned and operated a freelance commercial photography business for 20 years, and is a contract photographer for the Port of Long Beach. She believes that photography and so many other creative fields are all about constantly reinventing

yourself. She says the reality is, the job is exhausting at times, the hustle never really stops, but the work is also fun and extremely rewarding. When not taking pictures, she is usually out playing in nature. She says there is nothing more beautiful than the light at Joshua Tree, Red Rock Canyon in Nevada and anywhere in the Sierra right before sunrise and just after sunset.

**JANUARY 2021**

**Jan. 7 – Workshop #3**

**Knowing Your Lighting Source – Instructor Brice Bischoff**

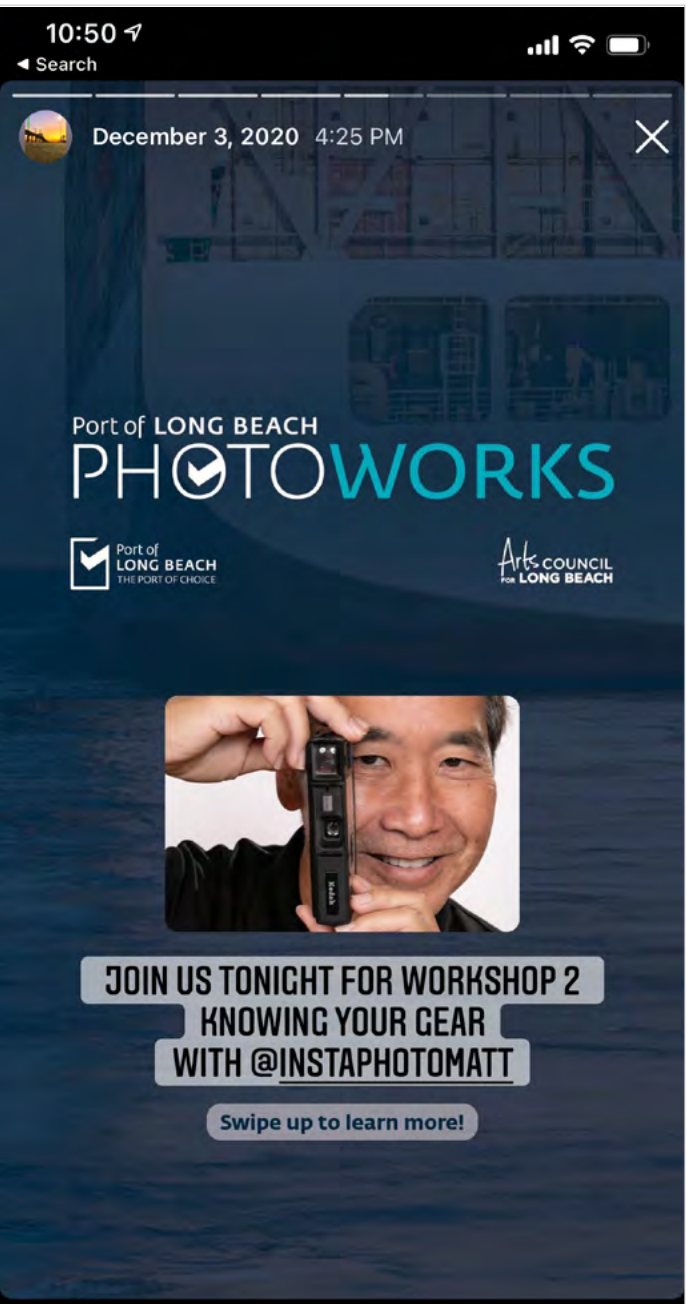
Running time: 41:15

<https://youtu.be/7Ulh3ps2yhC>

**Course Assignments/Handouts:**

<https://drive.google.com/file/d/1XFH89vQdoF5nV2bwMGMKEoKVxISMTdOg/view?usp=sharing>

**Course Objectives:** Participants will learn to distinguish light sources and how they can affect the mood or style of a photograph, receive a very brief introduction to various types of light equipment and their applied purpose, and be able to apply this content to







PhotoWorksWorkshop #2  
Equipment - Knowing  
your Gear - Instructor  
Matt Fukushima

<https://youtu.be/bQnAtVOVnco>



Workshop #2

**Assignment:**

Research your next desired piece of gear and give me your 1st and 2nd choice on that desired piece of equipment and the pros and cons of each. If you go ahead and purchase, tell me what tipped the scales for that choice.

*For the detailed assignment, please check the Facebook group page and post your results!*



further create their own artistic style and voice.

**About the Instructor:** Brice Bischoff is an artist using photography to implement strategies of land art and the aesthetics of science fiction to investigate personal connections to place. His work is in the collections of the Los Angeles County Museum of Art and the Orange County Museum of Art among others. Recently, he has shown work at the MAK Center for Art and Architecture, the Orange County Museum of Art, the Penthouse Art Residency, Brussels, and A L M Projects, Los Angeles. His work will be included in a forthcoming group show at the Los Angeles County Museum of Art in 2021.

**Jan. 7-31 Survey #3**

**Jan. 21 – Keynote Video #3 – Mike Boidy**

Running time: 23:43

<https://youtu.be/LMEjDSyylHw>

**About the speaker:** Cinecopter Productions is an aerial production team based in Southern California consisting of Nick Foss and Mike

Boidy, both are professional FAA part 107 pilots. They've been in the aerial business together since 2014 when Cinecopter was formed. Cinecopter Productions' main role is aerial cinema and moving cameras. They offer full-sized helicopters, drones, and a cable cam system that can soar over crowds safely at high speeds. Cinecopter has been filming for a wide range of streaming networks, shows like "The Bachelor," "Kitchen Nightmares," commercials for Nike, Toyota, and more. In addition, Cinecopter films for local industries, including the Port of Long Beach, capturing large container ships, port construction, new bridge development and more.

**FEBRUARY 2021**

**Feb. 4 – Workshop #4  
Editing: Knowing Your Software – Instructor: Ann Le**

Running time: 34:40

<https://youtu.be/OreuzhSSEfA>

**Course Assignments/Handouts**

**Assignment:**  
Take a beautiful image and edit the color, tonal contrast and use the

healing brush in Snapseed. Post your answers and photos in the comments!

**Course Objectives:** Participants learn about various photo-editing software and its purpose as well as photo-editing best practices and how to apply this content to maintaining high quality files when saving images.

**About the instructor:** Ann Le has always dealt with identity, culture, family history, and the duality of becoming Vietnamese-American in her work. Inspired by the cultural contexts in her life, she correlates the artificial with remembrances of generational trauma. Sentiment is vital in her works as she questions her personal experiences to construct imposing art. She excavates her lineage by revisiting her family's experiences by using personal and found images to reconstruct slippages in time and history. As layers of images are stacked upon one another, Le travels through time commenting on the idea of home, displacement, separation, and how we embrace and conquer loss. Tragic and poetic composites are pieced together

to unravel narratives which places her Vietnamese-American perspective into a contemporary landscape. Ann Le was born in San Diego and currently lives and works in Los Angeles.

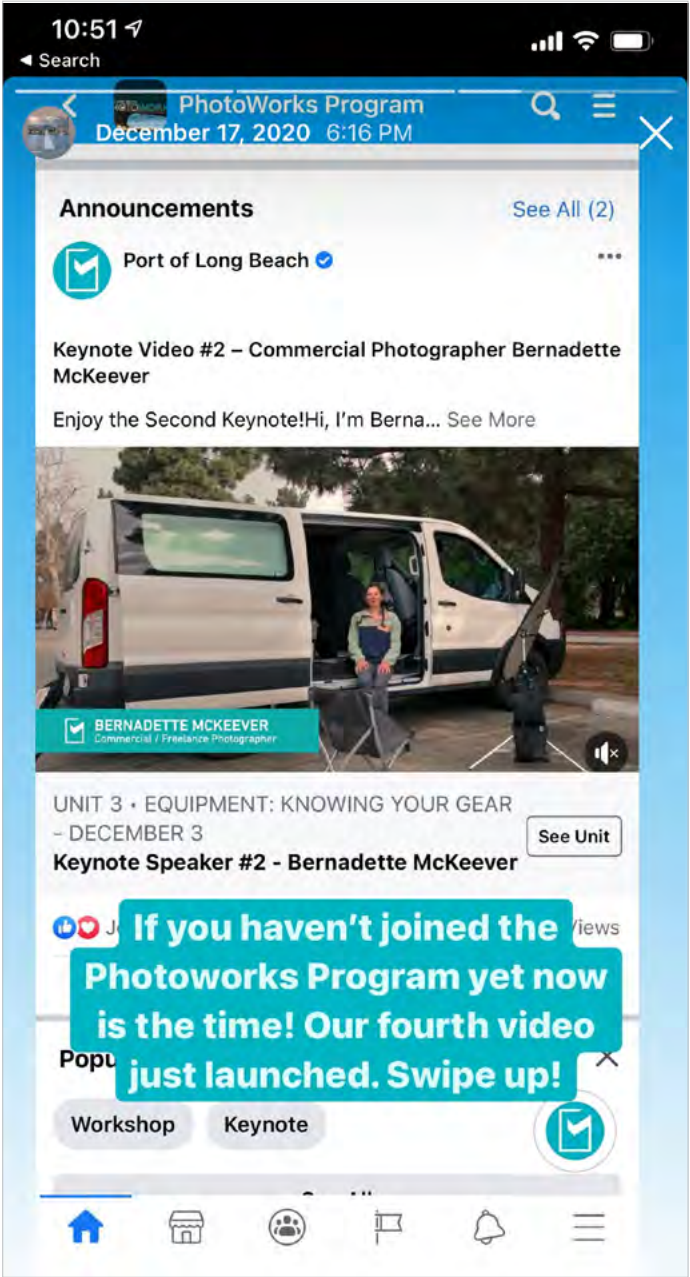
**Feb. 4-28 – Survey #4**

**Feb. 18 – Keynote Video #4 – Scott Varley**

Running time: 24:08

<https://youtu.be/K1zvyUhWpKU>

**About the speaker:** After attending CSULB and majoring in photojournalism, Scott Varley began his 33-year news career in San Diego County. He worked for 13 years at a daily newspaper before coming to Los Angeles where he covered the South Bay and Long Beach for the Daily Breeze, Press-Telegram, LA Daily News and Orange County Register for 20 years, loving every minute of it. In March of 2020, he left journalism and became a police crime scene photographer. Working in the photo unit, the photographers assist the detectives and investigators by documenting crime and accident scenes as well as documenting injuries





Lighting: Knowing Your Light Source - Instructor: Brice Bischoff ...

Brice Bischoff is an artist using photography to implement strategies of land art and the aesthetics of science fiction to investigate personal connections to place. His work is in the collections of the Los Angeles County Museum of Art and the Orange County Museum of Art among others. Recently, he has shown work at the MAK Center for Art and Architecture, the Orange County Museum of Art, the Penthouse Art Residency, Brussels, and A L M Projects, Los Angeles. His work will be ... [See More](#)



Keynote Presenter - Mike Boidy - Thursday, Jan. 21 ...

Cinecopter Productions is an aerial production team based in Southern California consisting of Nick Foss and Mike Boidy, both are professional FAA part 107 pilots. They've been in the aerial business together since 2014 when Cinecopter was formed.

Cinecopter Productions' main role is aerial cinema and moving cameras. They offer full-sized helicopters, drones, and a cable cam system that can soar over crowds safely at high speeds.

For larger-scale projects and feature films,... [See More](#)

Keynote Speaker

Facebook Group Unit 4 | Thursday, Jan. 21, 6 p.m.

MIKE BOIDY

Cinematographer, Michael Boidy Films, LLC

From Photographer to Commercial Drone Cinematographer



Hal Goding - "Working Class Act"

Facebook Live Q&A



Instructor:

BRICE BISCHOFF

Lighting: Knowing Your Light Source

Facebook Live | Tuesday, Jan. 19, 6 p.m.

Pierre Davis - "Five guys"

Editing - Knowing Your Software Instructor: Ann Le ...

Ann Le has always dealt with identity, culture, family history, and the duality of becoming Vietnamese-American in her work. Inspired by the cultural contexts in her life, she correlates the artificial with remembrances of generational trauma. Sentiment is vital in her works as she questions her personal experiences to construct imposing art. She excavates her lineage by revisiting her family's experiences by using personal and found images to reconstruct slippages in time a... [See More](#)



Facebook Live Q&A



Instructor:

ANN LE

Editing: Knowing Your Software

Facebook Live | Tuesday, Feb. 23, 6 p.m.

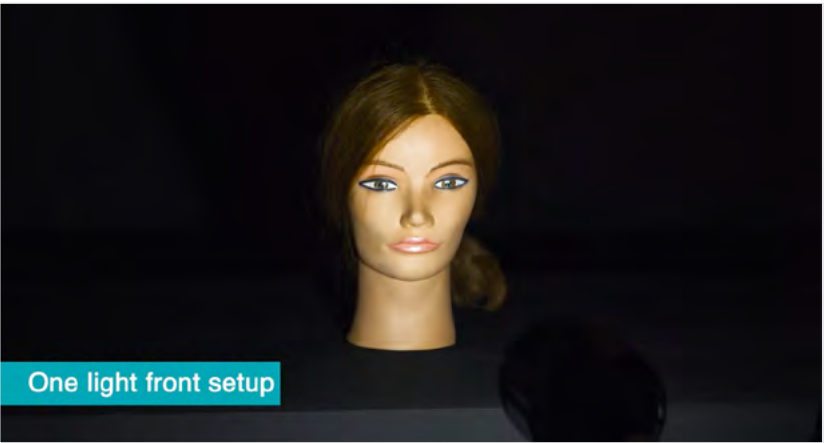
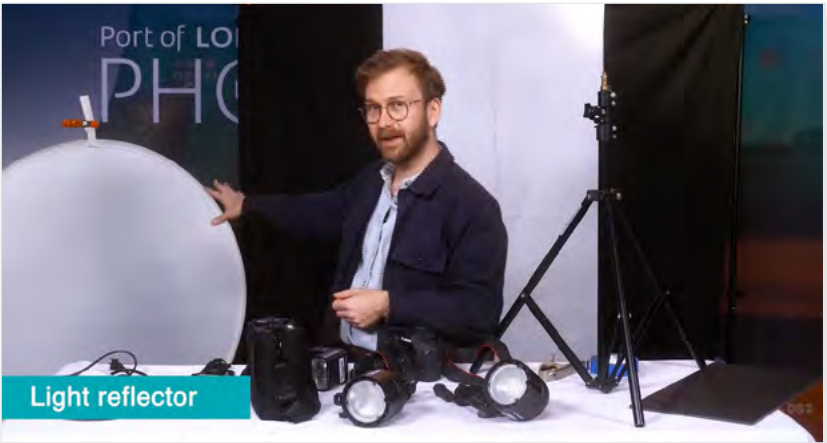
Stuart Kleinfelder - "Stacked High and Wide (B&W)"





PhotoWorksWorkshop #3  
Lighting - Knowing your  
Light Source - Instructor  
Brice Bischoff

<https://youtu.be/7Ulh3ps2yhc>



Workshop #3

**Assignment:**

1. Define what kind of light you are?
2. Create two lighting patterns explained in this workshop.

*For the detailed assignment, please check the Facebook group page and post your results!*



on victims. The photos are then used by the investigators to help solve crimes and are also used during trials.

**MARCH 2021**

**March 4 – Workshop #5**

**Career Panel: Knowing Your Profession**

**Panelists – William Camargo, Jasmine Clark, Jose Cordon, Martin Alexander Spratlen Etem and Jaklin Romine**

Running time: 1:01:05

[https://youtu.be/\\_mqFZoNjnUs](https://youtu.be/_mqFZoNjnUs)

**Course Objectives:** Participants will gain exposure to various career pathways in photography, gain insight on formal and informal education in photography, learn about select styles of photography, and learn to apply this content to either start or further their professional careers.

**About the Panelists:**

**William Camargo** is an arts educator, photo-based artist and arts advocate born and raised in Anaheim, California, and currently serves as Commissioner of Heritage and Culture in the City of Anaheim. He holds a MFA from Claremont Graduate University, a

BFA from California State University, Fullerton and an AA from Fullerton College in photography. He is the founder and curator of Latinx Diaspora Archives, an archive Instagram page that elevates communities of color through family photos.

**Jasmine Clark** is a multi-talented, multi-media artist who produces work ranging from hand-made paper books to large, solo outdoor exhibitions. Her “After Eisenhower” exhibition involved large-scale film photographs shaped by her upbringing in a conservative military community in Twentynine Palms, California. Her parents, both African-American, joined the U.S. Marine Corps at 18; her mother from rural Georgia and her father from Fort Worth, Texas. She was exposed to the social and political ideologies of American patriotism and nationalism. She learned the critical distinctions between the two; namely, that the embedded framework of American culture is inseparable from and in service to the systemic cultural narrative that dark skin is a negative. Race, gender, and sexuality are not limiting factors. They are societal “disadvantages” that do not dictate

your ability to achieve.

Deadendbrigade, aka at birth **Jose Cordon**, is a southern Cali raised street photographer based out of the LBC a seaside city regularly referred to as Long Beach, CA. With an affinity for industrialism and the makeup of city life, he is constantly in search of the montage that makes up urban landscapes and the images they create. He has dedicated himself to bringing high quality imagery for those that love candid shots, chance encounters and random incidents that are part of the real of street photograph in the concrete jungles we call cities. His street photography style has made him sought after in commercial photography for clients looking to separate themselves from the rest. His content is all around urban, fun and inspiration to those who enjoy unconventional photography.

**Martin Alexander Spratlen Etem**

was born in Long Beach and now lives and works in Los Angeles. He is a multidisciplinary artist using drawing, painting and sculpture to survey modern society’s ideologies and sociology. Influenced by past experiences, Etem recontextualizes

art history to create a visual language that embodies both a world view and personal narrative by calling attention to race, gender, value and beauty. He earned his MFA from the University of East London, UK, and a BS degree in Communications from Syracuse University, Syracuse, New York.

**Jaklin Romine** was born in Burbank, California, and currently lives in East Los Angeles. She studied Studio Arts at Cal State LA, where she was selected to be part of the Luckman Project. Her work was shown in numerous top galleries around LA, including Gallery 825 and Avenue 50, before completing her Masters in Fine Arts at CalArts. Following graduation, she was selected to participate in the Emerging Artist 2018 show at the Barnsdall Art Park in Los Angeles, she is a frequent lecturer and she and her work have been included in a variety of publications.

**March 4-31 – Survey #5**

**March 18 – Keynote Video #5 – Chris Conkle**

Running time: 21:39

[https://youtu.be/\\_qladOxArXo](https://youtu.be/_qladOxArXo)

**About the Speaker:** Chris Conkle is





**Knowing Your Profession Panelist - William Camargo** ...

Learn more about William Camargo on his website:  
[www.williamcamargo.com](http://www.williamcamargo.com)  
 You can also check him out on Instagram: @billythecamera and @latinx\_diaspora\_archives.

**Workshop #5 - Career Panel**

**Panelist**  
**WILLIAM CAMARGO**  
 Instagram: @billythecamera / @latinx\_diaspora\_archives

Unit/Guide 6 | Thursday, Mar. 4, 6 p.m.

Lucy Bailey - "Industrial Maze"

**Knowing Your Profession Panelist - Martin Etem** ...

Learn more about panelist Martin Etem on his website:  
<https://mase.studio>  
 Or check out and follow him on Instagram: @masestudio

**Workshop #5 - Career Panel**

**Panelist**  
**MARTIN ETEM**  
 Instagram: @maesestudio

Unit/Guide 6 | Thursday, Mar. 4, 6 p.m.

Lucy Bailey - "Industrial Maze"

**Knowing Your Profession Panelist - Jaklin Romine** ...

Learn more about Jaklin Romine on her website:  
[www.jaklinromine.com](http://www.jaklinromine.com)  
 Or check her out on Instagram: @jakioeoeo

**Workshop #5 - Career Panel**

**Panelist**  
**JAKLIN ROMINE**  
 Instagram: @jakioeoeo

Unit/Guide 6 | Thursday, Mar. 4, 6 p.m.

Lucy Bailey - "Industrial Maze"

**Knowing Your Profession Panelist - Jose Cordon** ...

Learn more about Jose Cordon on his website:  
[www.deadendbrigade.com](http://www.deadendbrigade.com)  
 Check him out on Instagram: @deadendbrigade and @longbeachgrammers

**Workshop #5 - Career Panel**

**Panelist**  
**JOSE CORDON**  
 Instagram: @deadendbrigade / @longbeachgrammers

Unit/Guide 6 | Thursday, Mar. 4, 6 p.m.

Lucy Bailey - "Industrial Maze"

**Knowing Your Profession Panelist - Jasmine Clark** ...

Learn more about Jasmine Clark on her website:  
[www.jasmineraynaclark.com](http://www.jasmineraynaclark.com)  
 Or check out her Instagram: @igiveitaweek

**Workshop #5 - Career Panel**

**Panelist**  
**JASMINE CLARK**  
 Instagram: @igiveitaweek

Unit/Guide 6 | Thursday, Mar. 4, 6 p.m.

Lucy Bailey - "Industrial Maze"




Keynote Speaker - Scott Varley - Thursday, Feb. 18, 2021

After attending CSULB and majoring in photojournalism, I began my 33-year news career in San Diego County. I worked for 13 years at a daily newspaper before coming to Los Angeles. In L.A., I covered the South Bay and Long Beach for the Daily Breeze, Press-Telegram, LA Daily News and Orange County Register for 20 years, loving every minute of it. In March of 2020, I left journalism and became a crime scene photographer for a police department. Working in the PD photo unit, the... [See More](#)

Keynote Speaker Facebook Group Unit 5 | Thursday, Feb. 18, 6 p.m.

SCOTT VARLEY  
Photojournalist, Scott Varley Photography



From Photojournalist to Crime Scene Photographer

Don Marrs - "POLB- Ship of Many Colors"

Keynote Speaker - Chris Conkle - Thursday, March 18, 2021

Chris Conkle is a fireground action photographer based in the Los Angeles area. While photography has been a lifelong avocation of his, Chris is a geotechnical engineer by vocation. After obtaining his Bachelors in Civil Engineering and Masters in Geoengineering from the University of California, Berkeley, he first worked for Los Angeles County Public Works, and then has continued his career with an engineering consulting firm. He is a registered civil and geotechnical engine... [See More](#)

Keynote Speaker FB Group Unit/Guide 6 | Thursday, March 18, 6 p.m.

CHRIS CONKLE  
Fireground Action Photographer



Career as a Volunteer Fire Department Photographer

Angelo Valley - "Sharin' A Smoke"





Keynote Video #5 -  
Chris Conkle  
[https://youtu.be/\\_qJadQxArXo](https://youtu.be/_qJadQxArXo)





a fireground action photographer based in the Los Angeles area. While photography has been a lifelong avocation of his, Chris is a geotechnical engineer by vocation. After obtaining his Bachelors in Civil Engineering and Masters in Geoengineering from the University of California, Berkeley, he first worked for Los Angeles County Public Works, and then has continued his career with an engineering consulting firm. He is a registered civil and geotechnical engineer in the state of California, with a focus on dams, infrastructure, and geohazards. Chris's photography "career" began in high school when he first started shooting photos of the fire department. He has since volunteered his time as fire department photographer for numerous agencies throughout Southern California for over 20 years. Chris' photographs are used to assist in telling the story of emergency incidents and other events for public information, training, and historical purposes. Additionally, his work has been featured on national and local news, various trade and industry publications, agency marketing materials, and textbooks.

**MAY 2021**

**May 6 – Closing Video – ‘Thank You for Participating’ and Future Plans**  
**Speakers: Port Executive Director Mario Cordero and Communications & Community Relations Director Kerry Gerot**

Running time: 3:25

<https://youtu.be/gvvvz6ROxQA>

**Marketing**

**Social Media Plan**

The primary promotional tool for promoting the Port of Long Beach PhotoWorks Facebook Group was social media. The Port of Long Beach Communications and Community Relations team developed and implemented the following plan:

**General Dates:**

- Program runs Nov. 1, 2020 – March 31, 2021
- Program promotion begins Oct. 5, 2020
- Group engagement begins Oct. 27, 2020

Website: [www.polb.com/photoworks](http://www.polb.com/photoworks)

Facebook Group Link: <https://www.facebook.com/groups/polbphotoworks>

**Frequency:**

- 1-2 posts per week promotion
- 1 engagement group post per week

**Goals:**

1. Explain what the PhotoWorks program is and why we are hosting an alternate version of the PHOTO Program;
2. How to participate in PhotoWorks;
3. Encourage people to join the FB group and participate in the program;
4. Encourage group engagement with weekly questions and monthly surveys;
5. Highlight past PHOTO Program images as visuals for promotion;
6. Encourage participation in all units of program with completion "trophy."

**Strategy:**

Create monthly content 1 week before each new month

Share/Like all Arts Council's social posts  
Posts should go up on all 4 platforms

- Facebook
- Instagram
  - IG stories
- Twitter

- LinkedIn

**Paid promotion:**

- 2 Boosted FB/IG posts in October
- 1 Boosted FB/IG post per month for life of program
- Budget: \$600
- Possible sponsored social posts with LB Post

**Content calendar:**

October 2020

Oct. 5-9

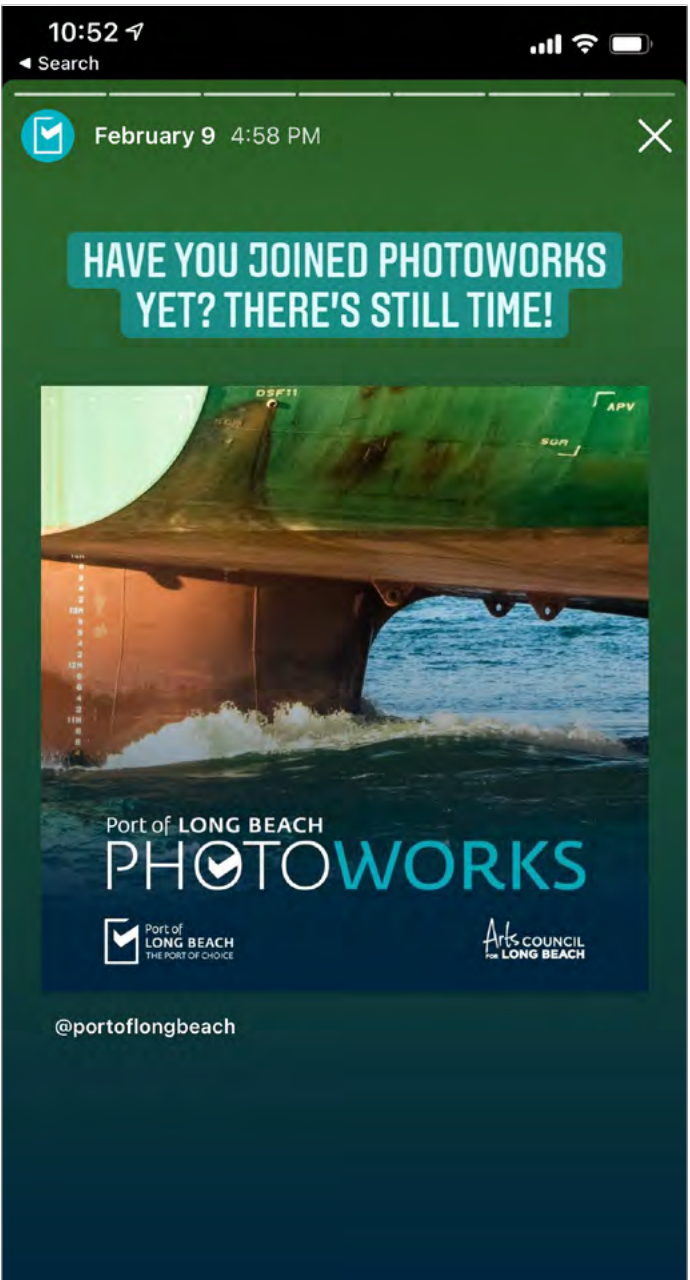
- Thursday, Oct. 8 (Paid Post)
  - Introduce new program

Oct. 12-16

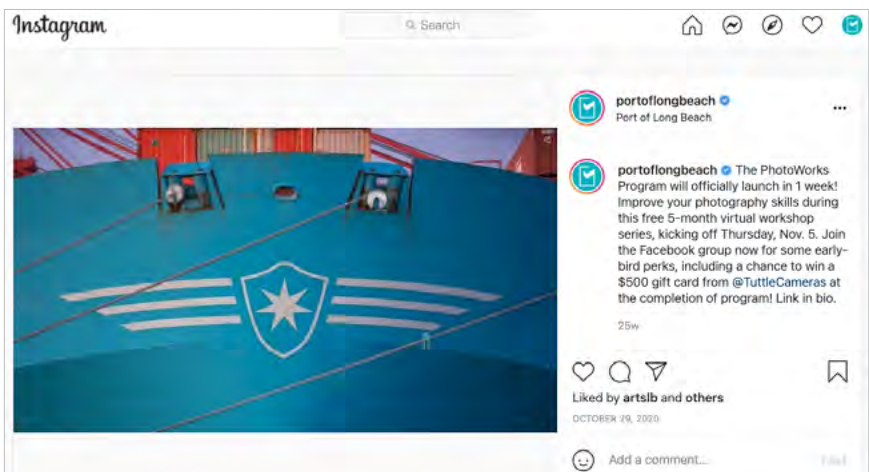
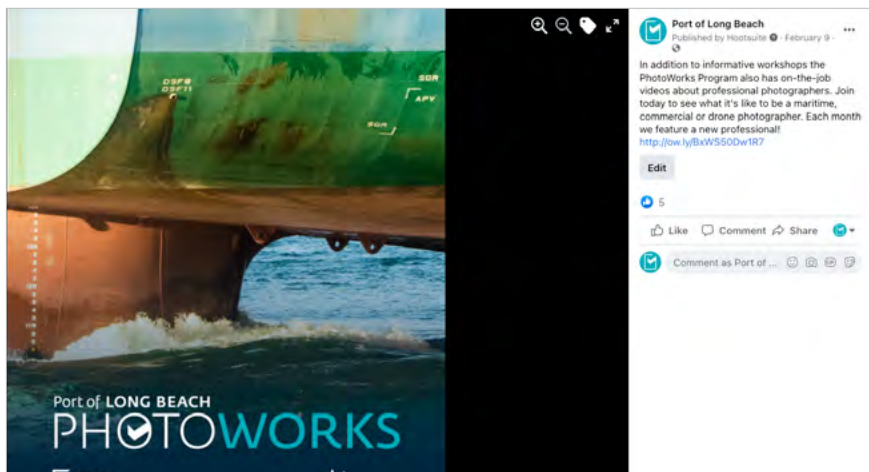
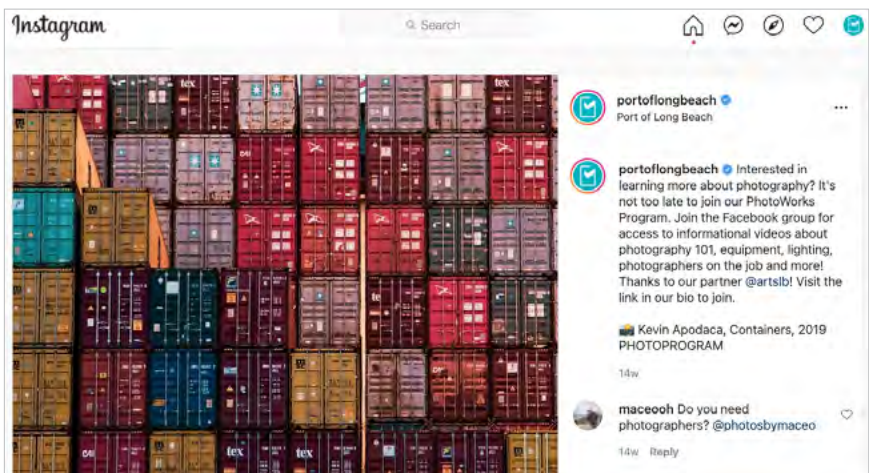
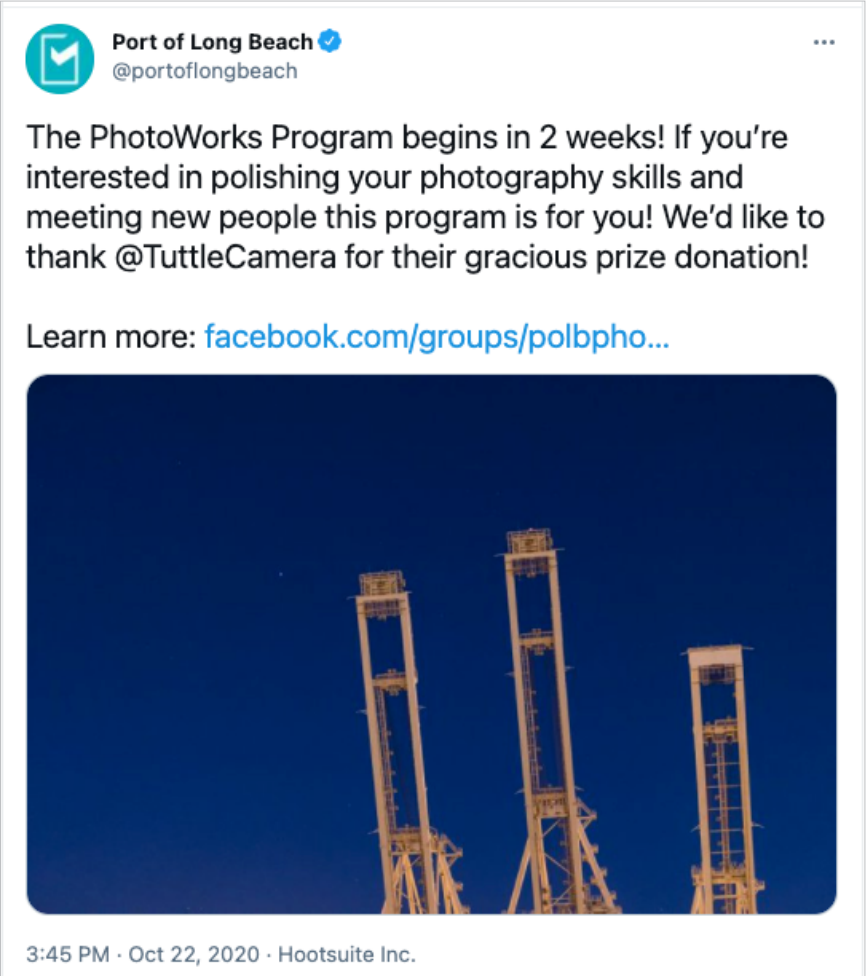
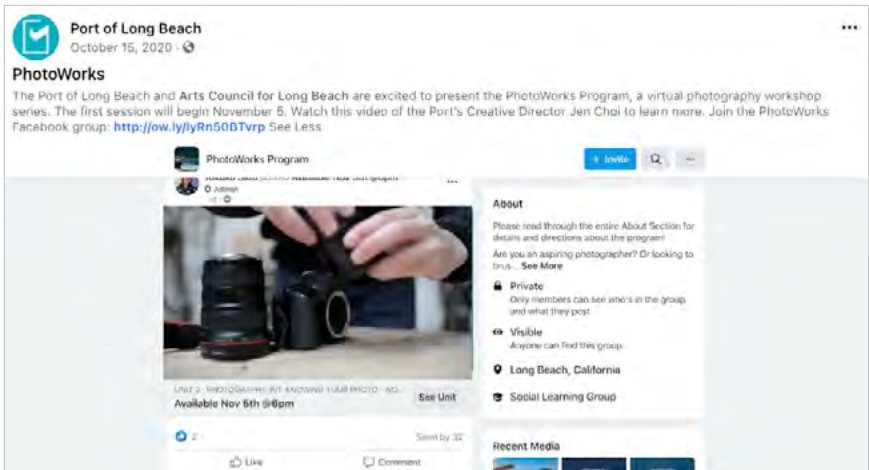
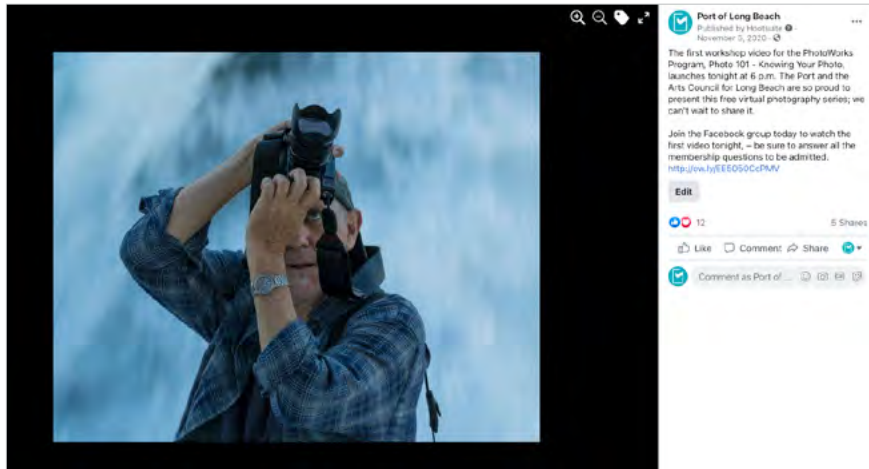
- Tuesday, Oct. 13
  - Introduce new program
- Tuesday, Oct. 15
  - More details about program

Oct. 19-23

- Tuesday, Oct. 20 (Paid Post)
  - Highlight all five workshops, promote FB group
- Tuesday, Oct. 22
  - Promote FB group, highlight first workshop









Oct. 26-30

Post Engagement 2 questions in the FB group to get people interested/kick off program.

- Tuesday, Oct. 27
  - General promo post, workshops are only available to members of the Facebook group.
  - FB Group engagement question
- Thursday, Oct. 29
  - Program launches in 1 week! Join the FB group now and engage with other photographers!
  - FB Group engagement question

*November 2020*

Nov. 2-6 - Program opens!

- Tuesday, Nov. 3 (paid post)
  - Program launches, remind people to join FB to participate!
  - Post 1 engagement question in group
- Thursday, Nov. 5
  - Program begins today! Workshop is live at 6 p.m.

Nov. 9-13

- Tuesday, Nov. 10
  - First workshop is live, participation is ongoing, you can join in anytime!
  - Post 1 engagement question in group
- Thursday, Nov. 12  
Nov. 16-20
- Tuesday, Nov. 17
  - Post 1 engagement question in group

Nov. 23 - 27

- Tuesday, Nov. 24 – Happy Thanksgiving!
  - Thanksgiving holiday is the perfect time to learn something new! Take better photos of your family; join our PhotoWorks series to become a better photographer. Plug FB group link.
  - Post 1 engagement question in group

*December 2020*

- 1-2 Promotional posts per week
- Second workshop is live Dec. 3
    - Promote second workshop

- Remind people you can join anytime and watch past workshops.
- Workshops are only available to members of the Facebook group. 1 engagement question in FB group per week 1 paid post

*January 2021 – Happy New Year!*

- 1-2 Promotional posts per week
- Third workshop is live Jan. 7
    - Promote third workshop
  - Remind people you can join anytime and watch past workshops.
  - Workshops are only available to members of the Facebook group. 1 engagement question in FB group per week 1 paid post

*February 2021*

- 1-2 Promotional posts per week
- Fourth workshop is live Feb. 4
    - Promote fourth workshop
  - Remind people you can join anytime and watch past workshops.

- Workshops are only available to members of the Facebook group. 1 engagement question in FB group per week 1 paid post

*March 2021*

- 1-2 Promotional posts per week
- Fifth workshop is live March 4
    - Promote fifth and last workshop, panel discussion
  - Remind people you can join anytime and watch past workshops.
  - Workshops are only available to members of the Facebook group. 1 engagement question in FB group per week 1 paid post (early in the month)

*Sample Posts:*

- Are you an aspiring photographer, or just looking to brush up your skills? Join us for a brand-new online photography workshop series, the PhotoWorks Program. The program is free, open to everyone and completely virtual! The first session will begin Nov. 5.
- Join the PhotoWorks Facebook





- group or visit our website to learn more: [www.polb.com/photoworks](http://www.polb.com/photoworks)
- In partnership with the Arts Council for Long Beach, we are proud to present the first PhotoWorks Program. This new virtual workshop series will take the place of the 2020 PHOTO Program and will help hone your photography skills. PhotoWorks is a 5-month long series with virtual workshops hosted by professional photographers. The program runs Nov. 5, 2020 – March 31, 2021, with a new photography topic introduced monthly. Learn handy tips and new skills from professional photographers, connect and engage with other photographers and even win prizes for participating! For more information visit: [www.polb.com/photoworks](http://www.polb.com/photoworks)
  - Join the Port of Long Beach and the Arts Council for Long Beach for the first PhotoWorks Program. PhotoWorks is a free, public, completely virtual photography workshop series that will take the place of the 2020 PHOTO Program. During this time of

- uncertainty, we invite you to beef up your photography skills with 5 workshops covering photography topics. Learn more about the program and how to sign up on our website: [www.polb.com/photoworks](http://www.polb.com/photoworks)
- Due to the COVID-19 pandemic, the 2020 PHOTO Program has been reimagined into the PhotoWorks Program, a 5-month-long virtual photography workshop series. The new program is free, open to everyone and completely virtual! Learn new skills and tricks from professional photographers, engage in discussions about photography and even win prizes just for participating! We'll host the whole program in our PhotoWorks Facebook Group. The first workshop begins Nov. 5. Check it out now! <https://www.facebook.com/groups/polbphotoworks>

### Publicity

<https://mailchi.mp/polb/new-virtual-photography-program-offered-by-port-of-long-beach>

Although most promotion for

PhotoWorks was via social media, the Communications and Community Relations team distributed via email a news release announcing the program on Oct. 26 to their full media list. The release contained a link indicating where those interested could join the Facebook Group.

### Advertising

[https://www.dropbox.com/sh/oxkvnyetsms2sbm/AADLQaPY\\_AFzku-m8HYiGaj-a?dl=o](https://www.dropbox.com/sh/oxkvnyetsms2sbm/AADLQaPY_AFzku-m8HYiGaj-a?dl=o)

The Port of Long Beach advertises weekly in the Gazette Newspapers, a Long Beach tabloid with a print circulation of 52,000.

Following the Port's standard print advertising format, the ad included a headline, limited copy and logos for PhotoWorks, the Port and the Arts Council overlaid a dramatic, full-color photograph. The featured photograph, pulled from the Port archive, was the work of and credited to a former PHOTO Program participant.

The two-part, PhotoWorks insertion was in two parts including a front-page, bottom banner measuring 10"

x 2" heralding the full-tabloid-page ad on the back page. Banner copy was abbreviated from the full-page ad copy. The ad was inserted three times in the Oct. 22, Oct. 29, and Nov. 19 editions of the weekly publication.

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

*Copy – Banner*

(head) Improve Your Photo Skills

(text) Join PhotoWorks, our free photo workshop series: [facebook.com/groups/polbphotoworks](https://facebook.com/groups/polbphotoworks)

(credit) PHOTO Program

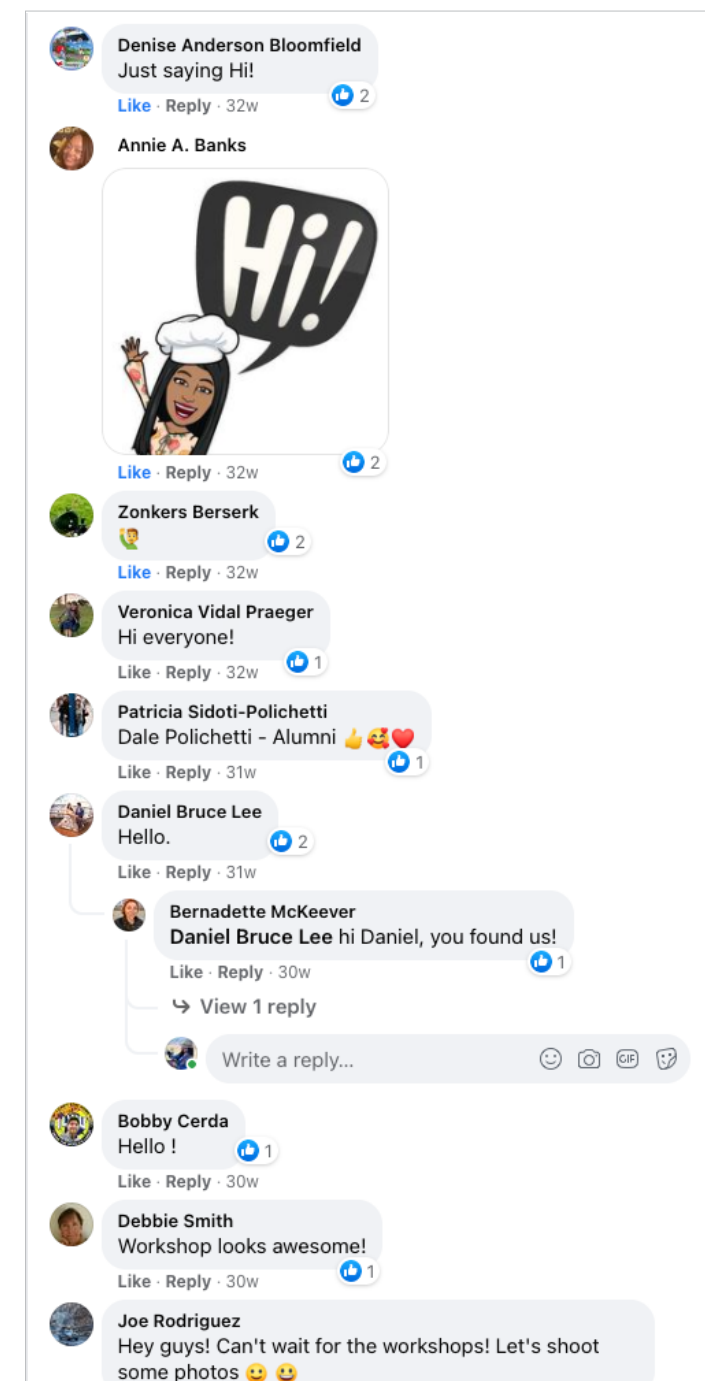
Photographer: Owen Kirschner

(logo) Port of Long Beach, The Port of Choice

*Copy – Tabloid Full Page*

(logo) Port of Long Beach Photoworks

(logos) Port of Long Beach-The Port of Choice/Arts Council





VOL. 43 NO. 44

www.TheGrunion.com

OCTOBER 29, 2020

GRUNION



GAZETTE

Long Beach's Favorite Community Newspaper

Follow us on





A PLACE OF RENEWAL. The entrance to the DeForest Wetlands — and the trails in the area — is maintained by the Conservation Corps of Long Beach.

— Gazette photo by Howard Freshman

### Early Voting Better Than At Primary

By JOSH ROSEN  
SPECIAL TO THE GRUNION

True to their name, many of 2020's early voters showed up to voting centers before they even opened on Saturday, Oct. 24, the first day of in-person balloting in Los Angeles County.

**Election Day, Tuesday, Nov. 3**

But much to the relief of voters and elections officials, the kind of polling-place meltdowns that left voters angered and election officials worried back in March, when the county debuted its \$300 million network of vote centers, did not repeat. Back in March, for the primary, many voters were left seething after tech glitches delayed the opening of some sites and even forced the Hollywood site to close down.

But Saturday's voting played out much more smoothly. And when issues did pop up, they appeared to have been resolved quickly in most cases.

Behind the scenes, poll workers reported paper jams and other tech issues, some of which caused short delays.

The new hybrid voting devices bring together old-fashioned paper ballots and high-tech, touch-screen computers. Voters must insert their paper ballot into the

continued on page 14A

### DeForest Benefits From Nonprofits' Help

By HARRY SALTZGAVER  
EXECUTIVE EDITOR

Up to 2018, DeForest Park in north Long Beach and its community center long has been the city's park "with potential."

The 15-acre park has the Los Angeles River to the west. There's also a 34-acre county flood detention basin to its south. That basin was a city-operated nature trail — overgrown with non-native plants and weeds.

DeForest is tucked away at the end of a north Long Beach neighborhood, accessed by dead-end streets, often the site of illegal dumping and reported drug deals. The community center was neglected, to put it kindly.

Then in 2018, after a decade of work, the DeForest Wetlands opened on the county land. Ninth District Councilman Rex Richardson had started Uptown open space visioning plans, and included DeForest Park as a focal point.

And both Long Beach Camp Fire and

continued on page 14A

### Police Commander A Chip Off The Old Chief

By HARRY SALTZGAVER  
EXECUTIVE EDITOR

Long Beach Police Commander Chad Ellis is coming home in a sense as he takes command of the East Division — he and his family live in the Third City Council District.

He also is continuing a tradition of LBPD leadership — his father, Bill Ellis, was Long Beach Police chief from 1992 to his retirement in 1996.

Chad Ellis started his law enforcement career in 1995 as a Los Angeles County Sheriff's deputy; chiefs cannot hire relatives to the LBPD. But once Bill Ellis retired, Chad applied for and received a lateral transfer.

"I always wanted to work for Long Beach," Chad Ellis said. "Because dad was popular and respected, it was an easy transition for me. I never shied away from my name, but I wanted to make my own way, build my own career."

Now with almost 24 years under his belt at the LBPD, it's safe to say Commander Ellis has made his own career. Before his transfer last week to the East Division, he has worked in almost every area of the department — Patrol, Field Training Officer, Gang Investigations, Special Weapons and Tactics Team (S.W.A.T.), Port Police, Internal Affairs and Drug Investigations.

Through it all, Ellis said he has

maintained a close relationship with his father, who still lives in Long Beach part-time. The former chief is willing to offer advice, but his greatest gift to his

son has been his example, Chad Ellis said.

"He's still very involved, and he's always been a great role model."

continued on page 15A

### Improve Your Photo Skills

Join PhotoWorks, our free photo workshop series: [facebook.com/groups/polbphotoworks](https://www.facebook.com/groups/polbphotoworks).

PhotoProgram Photographer: Owen Kirschner



Port of LONG BEACH  
THE PORT OF CHOICE

Gazette Print front page banner (10" x 2")

16A

October 29, 2020

GRUNION GAZETTE



Port of LONG BEACH

PHOTOWORKS



Port of LONG BEACH  
THE PORT OF CHOICE



Arts COUNCIL  
FOR LONG BEACH

## Improve Your Photo Skills

Join the Port of Long Beach and the Arts Council for Long Beach for PhotoWorks, a free virtual photography workshop series. The first session begins Nov. 5.

To participate, join the PhotoWorks Program Facebook group at [facebook.com/groups/polbphotoworks](https://www.facebook.com/groups/polbphotoworks).

PhotoProgram Photographer: Owen Kirschner

Gazette Print tabloid full back page (10" x 13.5")

Advertising

<https://www.dropbox.com/sh/oxkviyetsms2sbm/AADLQaPYAFzku-m8HYiGaj-a?dl=0>

2021 AAPA Lighthouse Awards – Communications

Port of Long Beach - Classification #10: Social/Web-Based Media

29



for Long Beach  
 (head) Improve Your Photo Skills  
 (text) Join the Port of Long Beach and the Arts Council for Long Beach for PhotoWorks, a free virtual photography workshop series.  
 The first session begins Nov. 5. (October insertions) Sessions are underway and will run through March. (November insertion) To participate, join the PhotoWorks Program Facebook group at Facebook.com/groups/polbphotoworks.  
 (credit) PHOTO Program Photographer: Owen Kirschner

The digital advertisements were also placed in the Long Beach Business Journal, another free local publication that reaches much of the Port's core business and government audience, from Nov. 2-29, 2020.

## Websites

[www.polb.com/photoworks](http://www.polb.com/photoworks)  
<http://artslb.org/photo-works>

Both the Port of Long Beach and the Arts Council for Long Beach each created a PhotoWorks page for their website.

## Survey

For each monthly educational video, the Port launched a survey utilizing Survey Monkey, which was open from the date of the Workshop video until the last day of the month. The purpose of the survey was to collect data to measure success, collect contact information for future communication and seek ways to improve the program. Each completed survey entered the participant in an opportunity drawing for a \$100 gift card from Tuttle Camera in Long Beach. Participants who participated in all Workshops and completed all five surveys were entered in an opportunity drawing for a \$500 Tuttle Camera gift card.

The survey questionnaires asked for:  
 First and last name  
 Email  
 Demographic information  
 How to improve the workshop  
 And included two questions specific to the content of the presentation

## The Future

The Program was very well received and plans are already underway for the continuation of PhotoWorks and keeping the Facebook Group engaged. Recommendations include:

### YouTube

- Make two playlists for the Port's YouTube channel, one for Workshop series and one for Keynote Address series;
- Add a PhotoWorks boilerplate to YouTube descriptions;
- Place a mention on the PhotoWorks Facebook page and webpage to direct people to YouTube;
- Ask Arts Council to distribute a news release on the YouTube playlists, combined with the announcement of the \$500 gift card recipient.

### Social Media & TV

- Add the videos to the Port's IGTV; highlight a different video each week;
- Provide to Long Beach City television station LBTv to air continuously and on LBTv website as well;

- Add an intro with on-screen graphics explaining the program;
- Post on both Arts Council and Port of Long Beach social platforms.

### Education

- Share YouTube links with Long Beach Unified School District, Long Beach City College, California State University, Long Beach and other education partners in surrounding cities;
- Port to provide list of schools for distribution;
- Once COVID-19 restrictions ease, provide harbor tours or Port promotional items as incentives for educators committing to show the series videos in their classrooms.

### What will happen to the PhotoWorks Facebook page?

- The Port team is developing ideas to keep the Facebook Group active and involved with the Port during the PhotoWorks "off season," continuing to welcome photo postings by members and deciding on ways to make the Facebook Group even better and more accessible for the future.





# 5 Communications Outcomes and Evaluation Methods

The biggest challenge for the 2020-21 PhotoWorks program was to live up to the standards and expectations of the very popular 2013-2019 PHOTO Program that was canceled due to COVID-19 restrictions. The Port of Long Beach Communications and Community Relations team met that challenge completing the project on time and within budget and, although the in-person format of the earlier program was missed and will be returned to in future years, switching to a social media platform with a Port of Long Beach PhotoWorks Facebook Group was very successful. Each year the PHOTO Program could accommodate only 75-80 local participants, and many were turned away due to lack of capacity. Nearly 700 people from throughout Southern California and around the world joined the PhotoWorks Facebook Group. As in past years, the Arts Council's professional expertise and marketing entrée into the arts community

greatly enhanced the success of the partnership. Many expenses for the in-person program – from boat and venue rentals to printing costs and catering – were no longer an issue, and those savings made it possible to add more content resulting in five Workshop videos and, for the first time, five Keynote Speaker videos featuring prominent photographers who could serve as job role models in the field of photography.

Also, unlike the in-person, one-time-only workshops, the workshop and keynote video presentations could be viewed again and again by group members. And plans are already in the works for future uses for these videos. Finally, all participants received greatly expanded exposure for their photography and their business enterprises – and while providing a service to the arts community, the Port's story was magnificently told in beautiful pictures. The Port team

created a very appealing design that was incorporated in all materials, and selecting social media as the primary promotional platform for PhotoWorks was the right choice.

## PhotoWorks Facebook Group Results

Total Group Members: 667  
Homework/Guide Completion: 79 total guides completed, 870 posts completed  
(NOTE: Guide completion: every video and assignment viewed for each month; Post completion: video or assignment completed)

## Budget Results

The PhotoWorks program was completed within the projected budget of \$50,000, with another \$10,000 accounted for in other campaign budgets for community outreach advertising.

	VIDEO VIEWS	IMPRESSIONS
Keynote 1	392	690
Keynote 2	254	441
Keynote 3	189	301
Keynote 4	238	317
Keynote 5	133	242
TOTAL	1,206	1,991
Workshop 1	856	212
Workshop 2	308	537
Workshop 3	260	465
Workshop 4	172	278
Workshop 5	138	241
Total	1,734	1,733



Social Media Campaign Results

(these statistics are for posts promoting the PhotoWorks Program on general Port social media platforms, not the posts inside the Facebook group itself)

13 Instagram Posts (2 videos, 11 photos)

- Likes: 2,029
- Comments: 31
- Reach: 34,300

12 Instagram Stories

- Impressions: 4,871
- Actions Taken: 100

13 Facebook Posts (2 videos, 11 photos)

- Reactions: 139
- Comments: 20
- Reach: 15,581
- Engagement Rate: 3.24%
- Shares: 29
- Video views: 703

10 Tweets

- Likes: 21
- Retweets: 6

11 LinkedIn Posts

- Clicks: 370
- Impressions: 14,549
- Engagement Rate: 3.9%
- Reactions: 269
- Shares: 11

Publicity Results

Although most promotion for PhotoWorks was via social media, the Communications and Community Relations team distributed via email a news release announcing the program on Oct. 26 to their full media list of approximately 5,000 people. The release contained a link indicating where those interested could join the Facebook Group.

Advertising Results

PhotoWorks advertising in the Gazette newspapers print edition reached total readership of 156,000 in the Long Beach area. Gazette web-based insertions had 77,723 impressions.

Digital advertising in the Long Beach Business Journal had a total of 313,372 impressions.

Websites Results

Both the Port of Long Beach and the Arts Council for Long Beach each created a PhotoWorks page for their website. Port of Long Beach PhotoWorks-related web pages have 1,199 page views to date.

Survey Results

https://drive.google.com/file/d/1-J-4ouPPWPLTOC1xZy69frWT8tUtlqZ1/view?usp=sharing

For each monthly educational video, the Port launched a survey utilizing Survey Monkey, which was open from the date of the Workshop video until the last day of the month. The purpose of the survey was to collect data to measure success, collect contact information for future communication and seek ways to improve the program. Each completed survey entered the participant in an opportunity drawing for a \$100 gift card from Tuttle Camera in Long Beach. Participants who

participated in all Workshops and completed all five surveys were entered in an opportunity drawing for a \$500 Tuttle Camera gift card.

Despite the gift card incentive, the number of responses to the five surveys was less than anticipated, and future post-surveys will be revised to be more accessible for better results. The gift cards were well received, and all awarded. Recipients were photographed receiving their certificates from Tuttle Camera, and the images were posted on the Facebook Group page providing exposure for both the recipients and Tuttle.

Respondents:

Survey #1	54
Survey #2	22
Survey #3	20
Survey #4	12
Survey #5	21





## Comments

*"We're very proud of the Port of Long Beach, and we like to show it off for the people we serve here in Long Beach. Great photography is a mainstay of our marketing programs in telling the Port's story, and this PhotoWorks program is the perfect fit. I'm so glad we were able to continue this program, even with COVID-19 limitations, and I think Communications may have even made it better in some ways by switching to a social media format."*

- Mario Cordero, Executive Director, Port of Long Beach

*"I may be prejudiced because I'm a photographer, but this is one of my favorite community outreach projects here at the Port of Long Beach. We had to cancel this and many other long-standing programs due to COVID-19. But I must say, the reimagining of PHOTO Program in person into PhotoWorks on Facebook was a big hit. We figured out how to carry on with a very popular program, and make it better! Many more people could participate, and we have all these great videos to add to our archive for future uses. We're already working on a plan to do that."*

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

*"This was an amazing project. Very complicated, and it kept us all busy. One of things I liked best about it was getting to know all the amazing photographers who starred in the Workshop and Keynote Speaker videos. Some of them are contractors for us here at the Port, and some were new to me, but I learned something new about all of them. A great experience, and the PhotoWorks participants thought so, too."*

- Jen Choi, Manager of Creative Arts and Design,  
Communications and Community Relations Division,  
Port of Long Beach



## Comments – PhotoWorks Group Members

*"I am excited to be able to join this group. I was looking into joining up with a photography group at the Long Beach VA but the pandemic hit and everything shut down."*

*"I'm excited about this opportunity. I had been thinking about a class at CSLB."*

*"The workshop was GREAT! I'm looking forward to playing with my camera and attending the next workshops"*

*"Please provide more information for Nikon users. The settings are different than a Canon."*

*"The instructor needs to slow it down a bit. I'm a beginner. But I can watch it again."*

*"Just happy to be getting involved in my local photography community."*

*"What I'll take with me from this workshop is understanding how to use my ISO, F-Stops and shutter speed to take creative pictures."*

*"I learned what all the buttons and dials actually do!"*

*"What I'm taking away from this is understanding the process of photography and editing to tell or relive a moment in life. So far, with the first video, I am able to have a better understanding of light and shoot at night without having a photo be too dark. Before this I was taking photos in automatic mode, jpgs, and I thought they were great but now I think I can get better looking photos."*



Links

PhotoWorks Facebook Group  
<https://www.facebook.com/groups/polbphotoworks>

To learn more about the Port of Long Beach visit  
[www.polb.com](http://www.polb.com)

To learn more about the Arts Council for Long Beach Visit  
[www.artslb.org](http://www.artslb.org)

Workshop series  
<https://youtube.com/playlist?list=PLROL3HXWUAaafn37c2HlesVo67-anop69>

Keynote Address series  
[https://www.youtube.com/playlist?list=PLROL3HXWUAaZzwm5ApdgMsj-Cnqi8\\_EWk](https://www.youtube.com/playlist?list=PLROL3HXWUAaZzwm5ApdgMsj-Cnqi8_EWk)

Survey Results  
<https://drive.google.com/file/d/1-J-4ouPPWPLTOC1xZy69frWT8tUtlqZ1/view?usp=sharing>

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