



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

*Classification #12: Videos*

## **2020-21 PhotoWorks Program Keynote Speaker Video #1 – Tim Rue**

# PhotoWorks Keynote Speaker Video #1 – Tim Rue

## 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 – five Workshop videos and 5 Keynote Speaker 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. Photographer and Port of Long Beach contractor Tim Rue, owner of True Photo Inc., was the first Keynote Speaker in the series, and is featured here.



*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.

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. 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 team was to continue this very popular and successful program for 2020-21, 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 meeting all COVID-19 guidelines and with the potential to include more content and accommodate more participants than the original, in-person PHOTO Program.

The Port's PHOTO Program featured in-person interaction between participants and professional Port contract photographers, who offered both general photography advice and also specific tips on photographing the Port. Since the new PhotoWorks program was entirely virtual, it was felt that a personal component was needed to supplement the "classroom" workshops offering general photographic instruction.

Five photographers participated in the PhotoWorks Keynote Speaker video series, three of them Port contractors and two who contract or volunteer

for other local government entities, in this case the Los Angeles County Fire Department and the Los Angeles Police Department. These five photographers shared their personal histories, anecdotes, career advice and tips on equipment and technique.

For this entry, Keynote Video #1 has been selected, focusing on Port contract photographer Tim Rue. For the past 14 years, Rue has completed photographic contract work for the 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.

The video (running time: 24:50), available at <https://www.youtube.com/watch?v=wnTnt-OeGos>, follows Rue during a photo assignment to produce a shot for the cover of the Port's annual Tidetable publication.



Port of Long Beach  
Photographer Tim Rue



## 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.

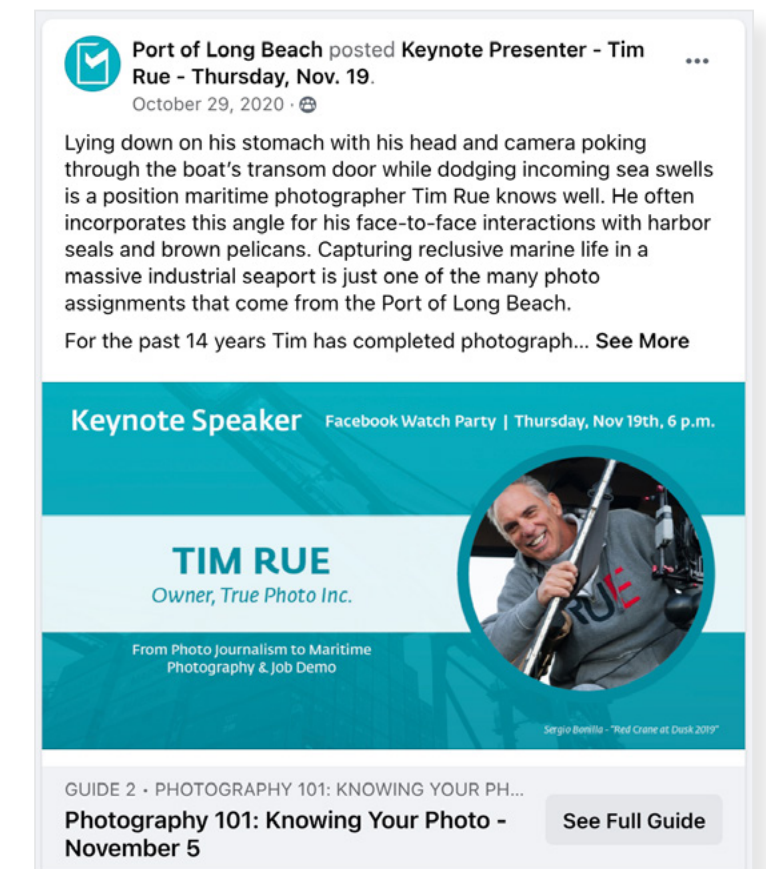
Under normal circumstances, throughout the year the Port offers industry presentations as well as community-friendly events; provides opportunities to explore the Port by boat with harbor tours; sponsors events hosted by business groups and local community organizations; and has speakers available to 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 are 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 with their first camera or professionals 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 Port story they relay to 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.

The five Keynote Speaker videos, featuring skilled professional photographers telling their personal stories, were a highlight of the PhotoWorks program.



PhotoProgram  
Facebook page  
Keynote – Tim Rue

# 3 Planning and Programming Components

## Goals for Keynote Speaker Videos

- Produce a “personal” video showing the real professional life of a career photographer and the various challenges of shooting a Port of Long Beach photo assignment;
- Highlight Port features while telling the photographer’s story;
- Reach and engage as many members of the PhotoWorks Facebook group as possible;
- As part of the PhotoWorks series, illustrate the many career options for those interested in photography as a profession.
- Show the photographer “on the job” completing various elements of an assignment for the Port of Long Beach;
- Build valuable professional awareness for the photographer who lives and works in Long Beach;
- Include references to and images of Port features, including new infrastructure projects and the Port’s Green Port Policy commitment to the environment;
- Offer tips on equipment and technique for capturing a live event from the water as well as maximizing the use of resources during a photo shoot (e.g., shooting extra photos while out on the water that weren’t part of a detailed assignment);
- Show the photo editing process and software used to organize and produce a finished product;

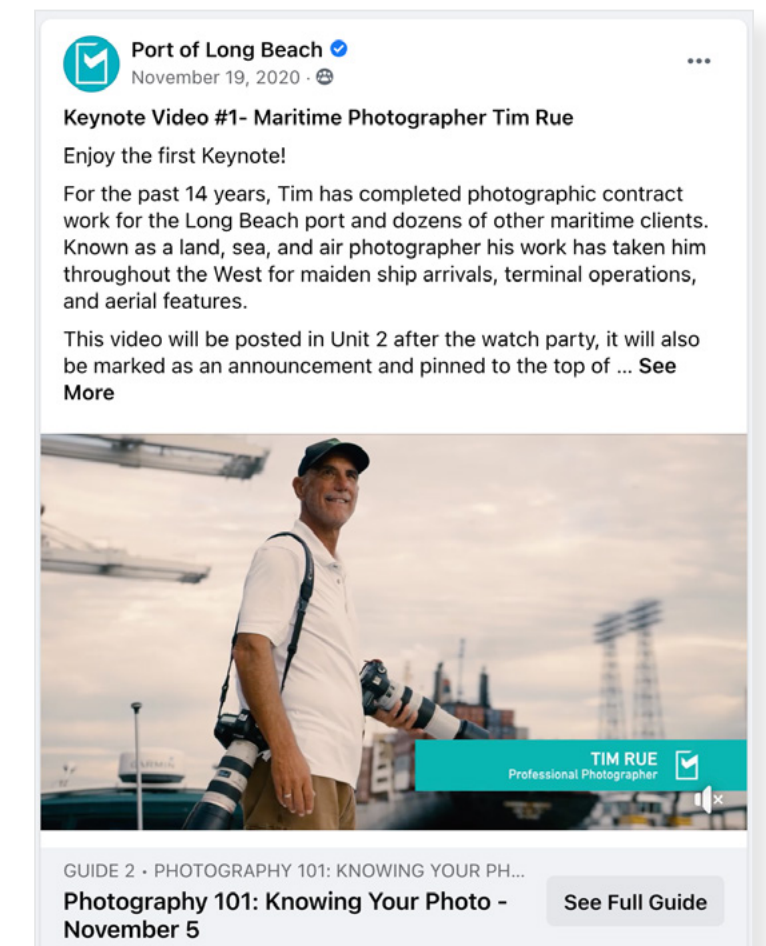
## Objectives

- Share the photographer’s career and personal background;
- Show examples of photography assignments completed for the Port of Long Beach;

- Produce the video within a per-video budget of \$3,000;
- Track results and responses.

## 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 businesspeople;
- Educators and students.



PhotoProgram  
Facebook page  
Keynote – Tim Rue

# 4

## Actions Taken and Communication Outputs Used

### PhotoWorks 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.

This video entry focuses on the first of the five monthly Keynote Speaker video series featuring photographer Tim Rue that premiered on the Port's PhotoWorks Facebook group page Nov. 19, 2020.

### Team

The team who produced Keynote Speaker Video #1 included:

- The Port of Long Beach Communications & Community Relations management and creative team, who participated in all aspects of the project;
- Tim Rue, Owner, True Photo Inc., who was featured;

- Media 360, the longtime Port video contractor who captured Rue at work on video and then produced and edited the final product;
- National Captioning Institute, another Port contractor who provided closed captioning.

### Budget

An overall budget of \$50,000 was established for PhotoWorks, including approximately \$3,000 for each Workshop or Keynote Speaker video which included creative, talent, production during filming, editing and closed captioning.

The Port's Communications and Community Relations team invested dozens of staff hours for each video – accounted for in the existing departmental operating budget – for planning, designing, writing, producing, research, and promotion.

### Timeline and Process – Producing Keynote Speaker Series Video #1 – Tim Rue

The Keynote Speaker video series, five videos running between 21 and 27



minutes, were complicated to produce, incorporating long interviews, location shooting, archive photo and video and views of computer photo-editing software, all set to appropriate background music.

Longtime Port video contractor Media 360 produced Video #1 in coordination with photographer Tim Rue and the Port of Long Beach Communications and Community Relations creative team.

First, a session was organized where Media 360 interviewed Rue about his career and his preferred photographic gear.

The crew then headed out onto the water to shoot the arrival of a Pasha Hawaii vessel, juxtaposed with the spectacular new Port of Long Beach “Bridge to Everywhere” – opened to traffic for the first time in October 2020 – for use on the cover of the Port’s annual Tidetables publication. The photo shoot required the photographer to coordinate with the Port’s pilot service, Jacobsen Pilots, and the video shoot required additional coordination among all parties to capture video of the still photographer at work.

The photographer took advantage of being out on the water to get photos of dolphins inside Long Beach Harbor, nature footage that he knew the Port could use in support of their Green Port Policy environmental efforts to clean the harbor and encourage the return of native wildlife.

Following the interview and video/photo shoot on the water, the video then proceeds to show Rue at work in his studio using Adobe Lightroom to select and edit photos for the Tidetables job.

The interview and other video shoots were then edited into a cohesive 25-minute package by Media 360, using additional archival photos selected by photographer Rue as well as additional archive video footage of the Port.

The completed video was then reviewed and approved by Port of Long Beach Communications & Community Relations staff before being sent to another Port contractor, National Captioning Institute, to provide closed captioning for the final product.

The video was then released on the Port of Long Beach PhotoWorks Facebook group page on Nov. 19, 2020, at 6 p.m. It was the first in the Keynote Speaker series and the second video overall in the program. The video was later posted to YouTube, and – along with all the PhotoWorks videos – is now included in the Port’s extensive video/photo archive and, now that the PhotoWorks program has concluded, plans are underway for future Port education and outreach programs.

Video is available here. This link will start the video as Rue heads out onto the water – the following five minutes are recommended for evaluation as per the contest rules.

<https://youtu.be/wnTnt-OeGos?t=426>

**About the Photographer**

For the past 14 years, Tim Rue, owner of True Photo Inc., has completed photographic contract work for the Port of Long Beach 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.

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.

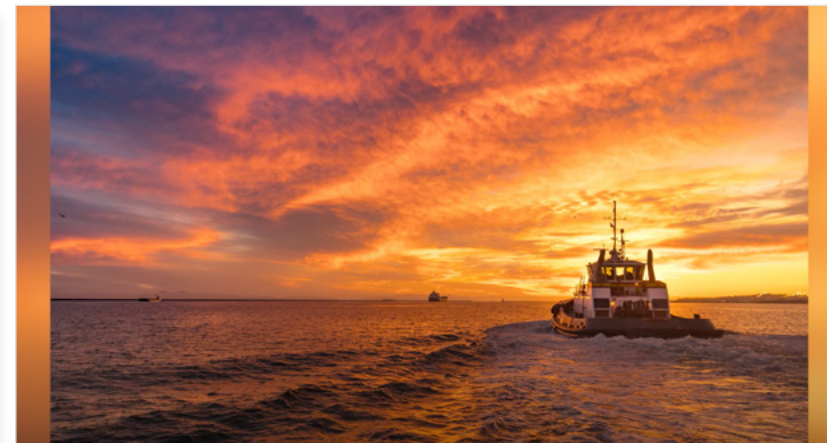
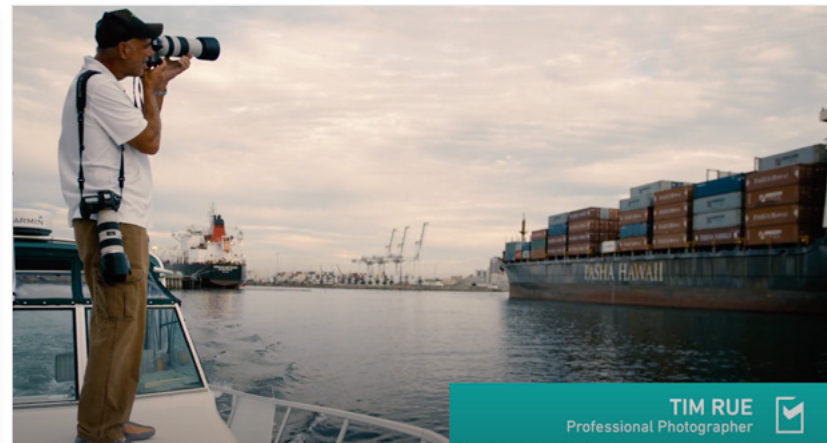
His shipping clients include Matson Navigation, Foss Maritime, Saltchuk, Crowley, Hamburg S-üd, Pasha, Young Brothers and AmNav. His work appeared five times in the ‘Pictures of the Year’ with both Bloomberg and USA Today, and a portfolio of mural images is currently on display at the Montreal Biosphere-Environment Museum of Québec. His recent work has also been featured in a number of Port of Long Beach Excellence in Communications entries that have been awarded top honors.

Tim lives in Long Beach with wife Rachel and son Truman. To see his more of his work visit: <http://www.timrue.com/>

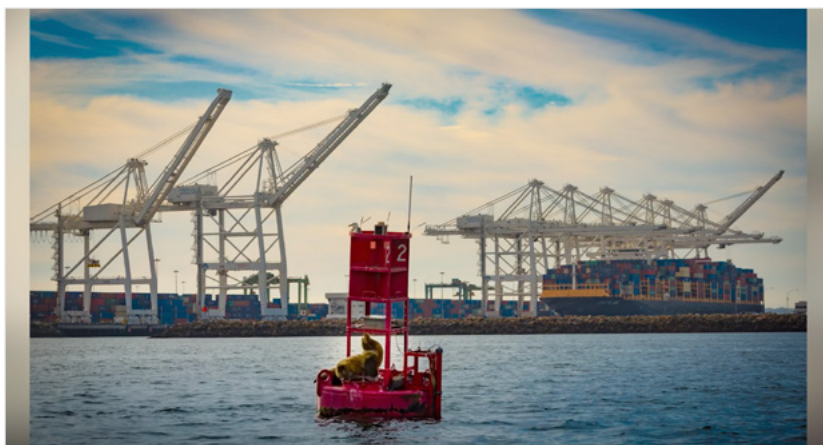


Keynote –Tim Rue  
Video Clips

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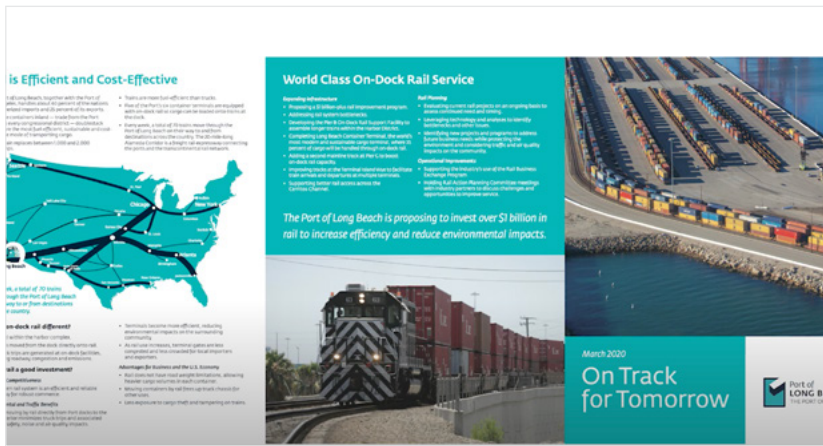
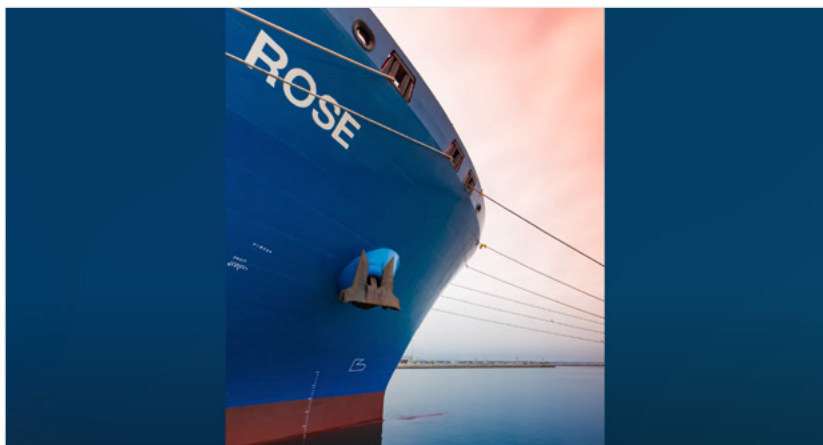






Keynote –Tim Rue  
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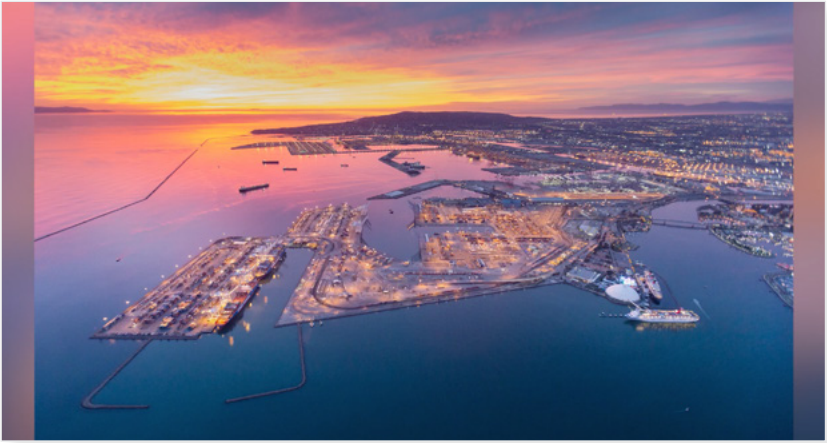
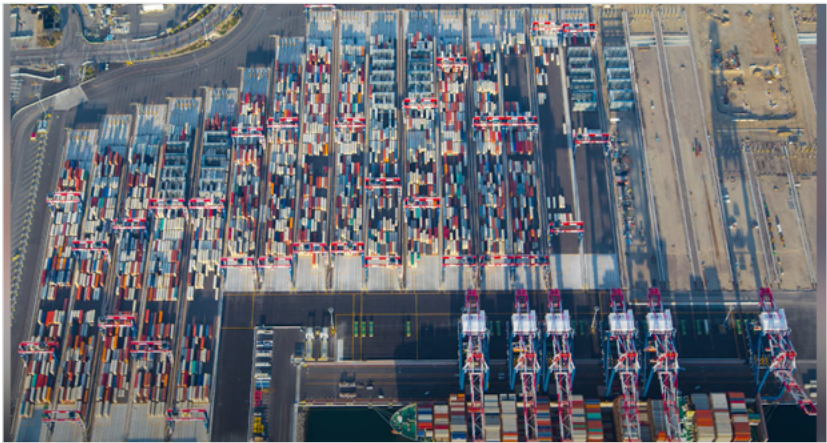
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Keynote –Tim Rue  
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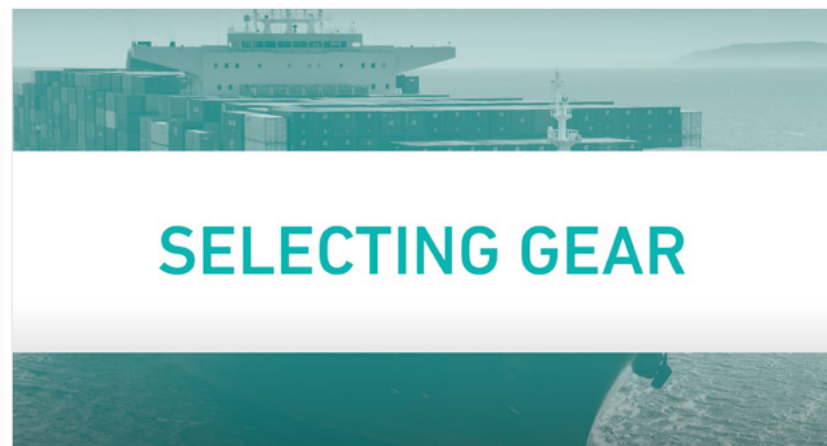






Keynote –Tim Rue  
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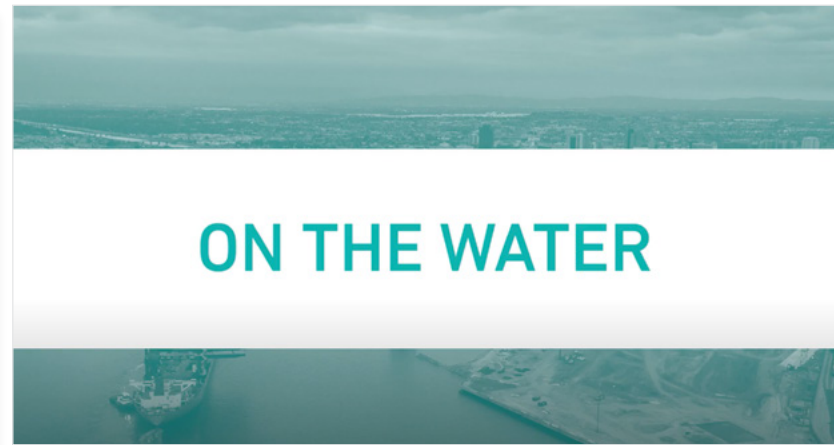




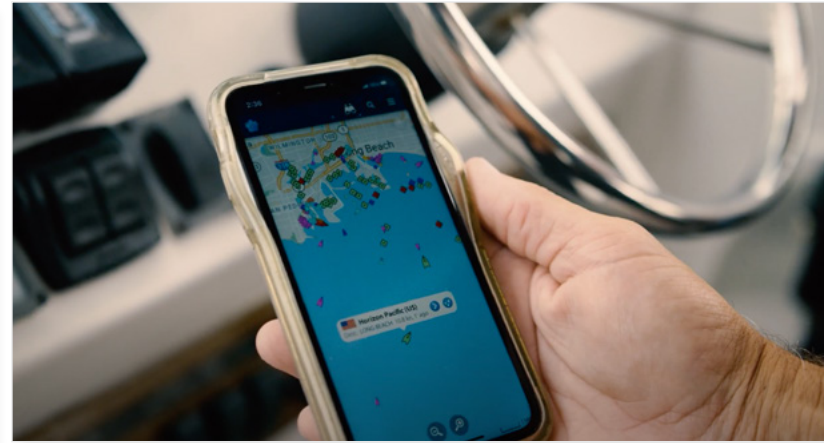


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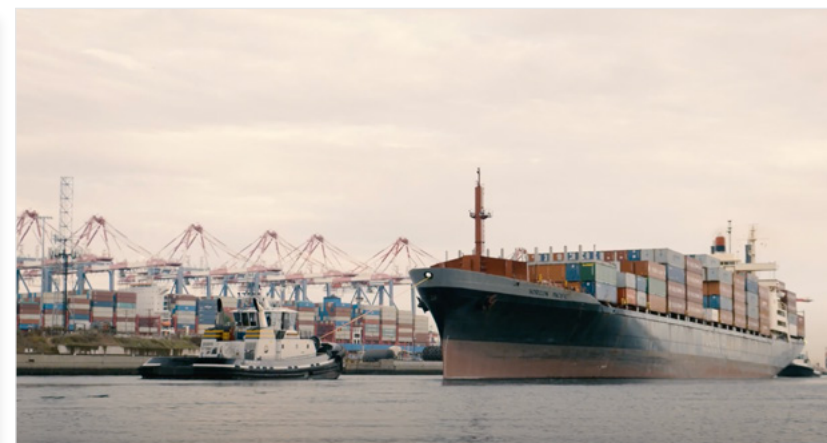
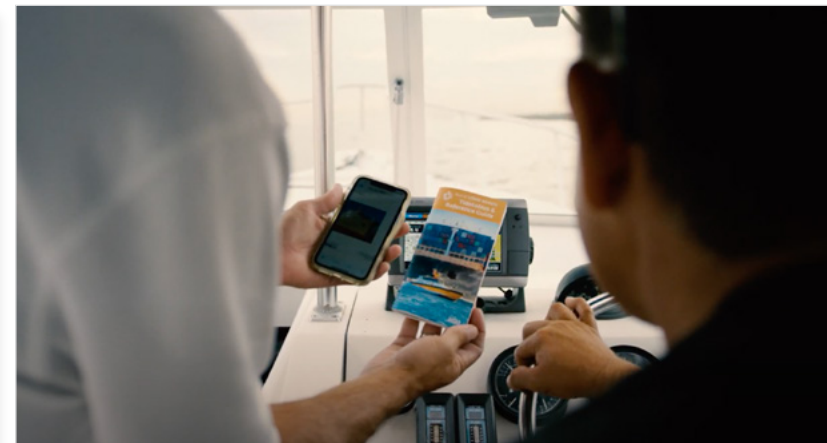
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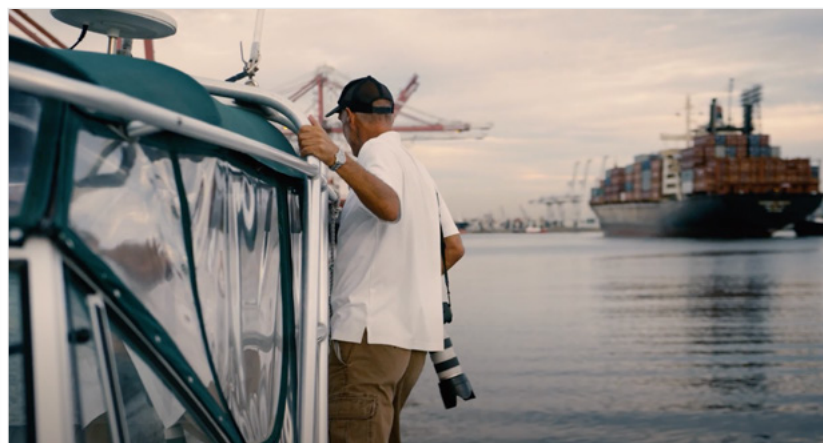






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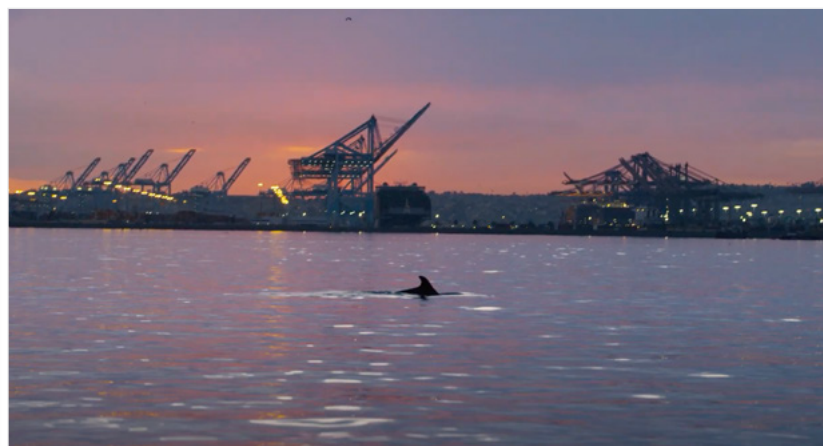






Keynote –Tim Rue  
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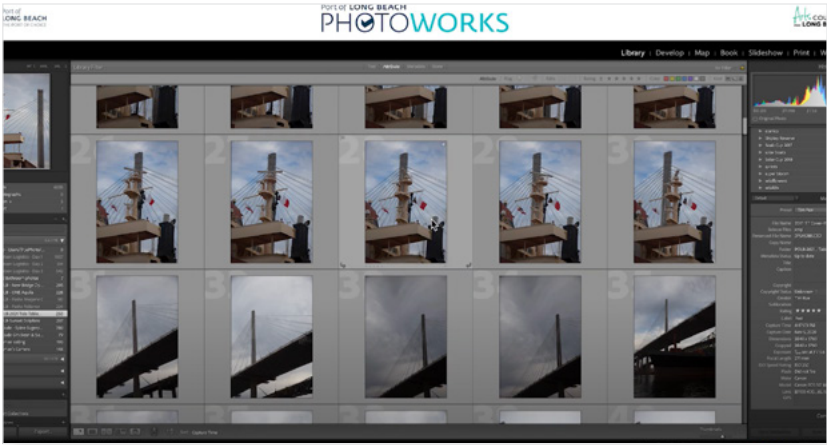
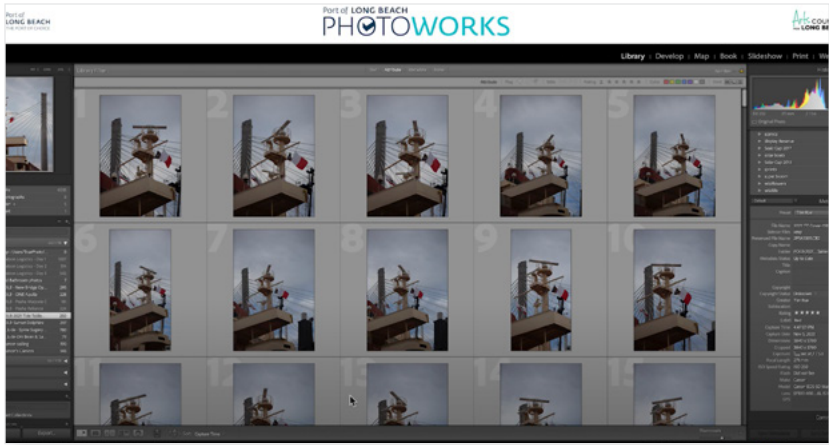
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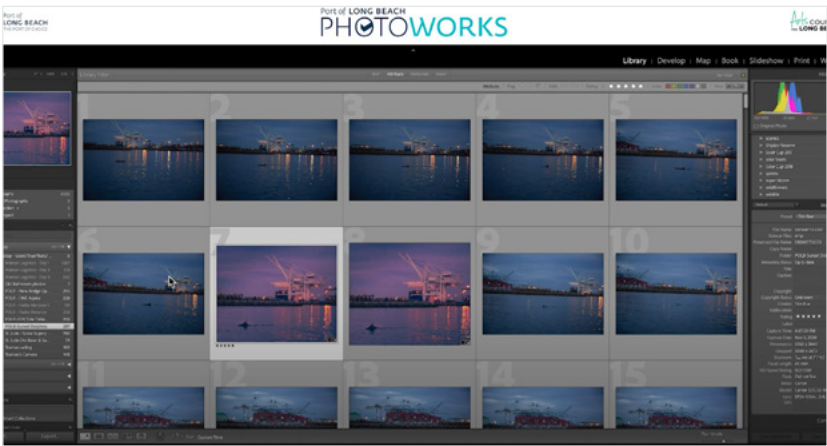
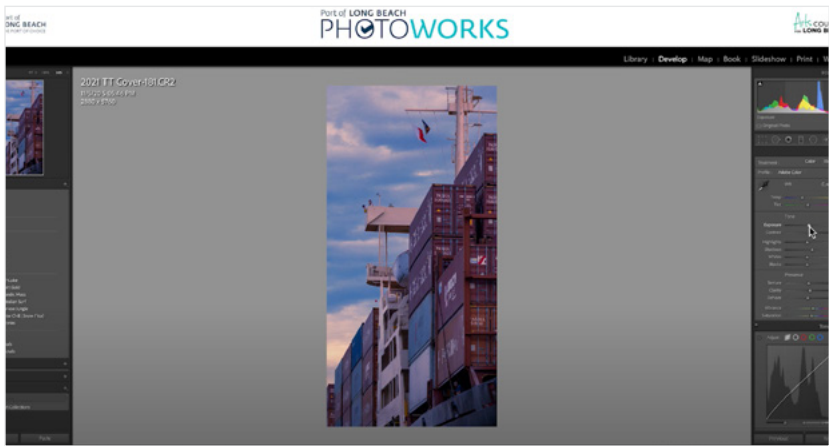
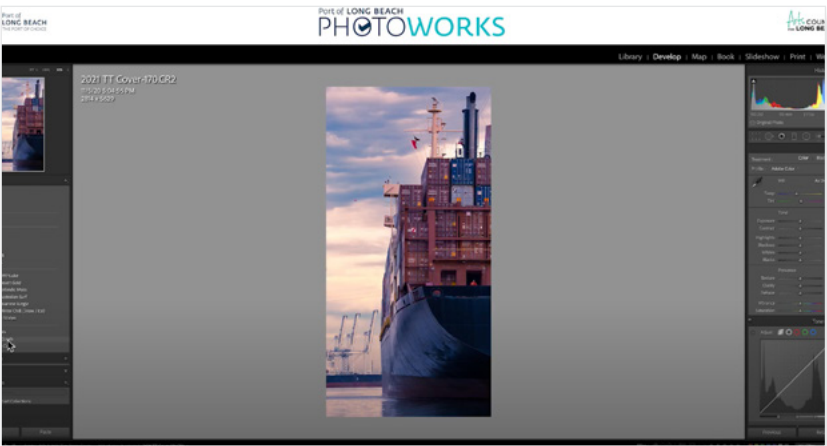
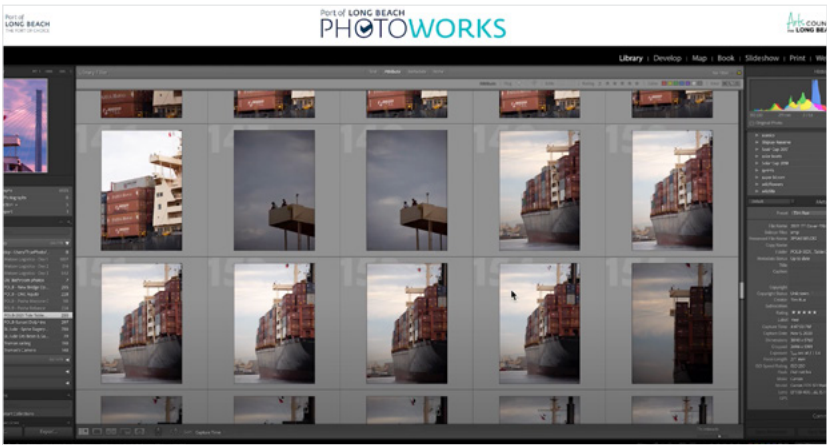
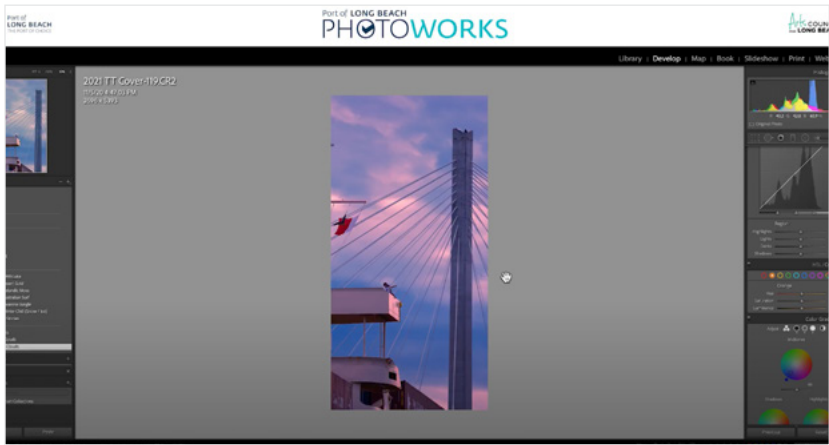


# POST-PRODUCTION

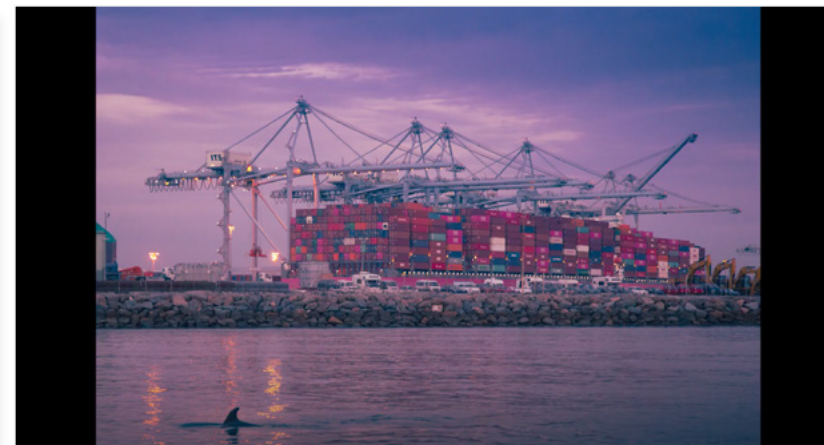
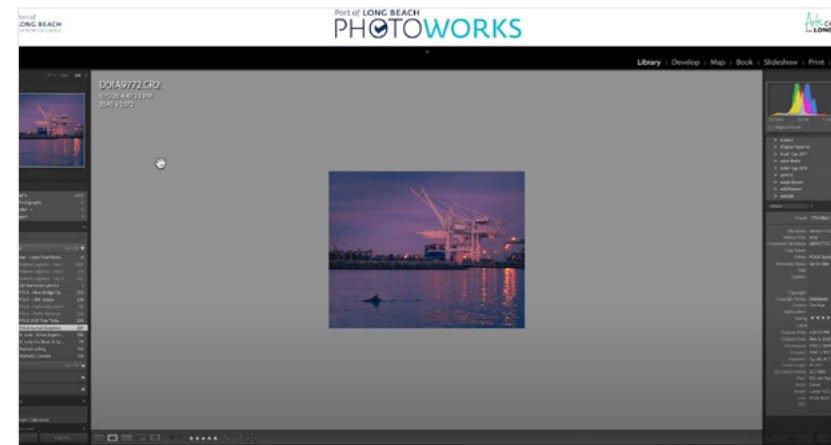


Keynote –Tim Rue  
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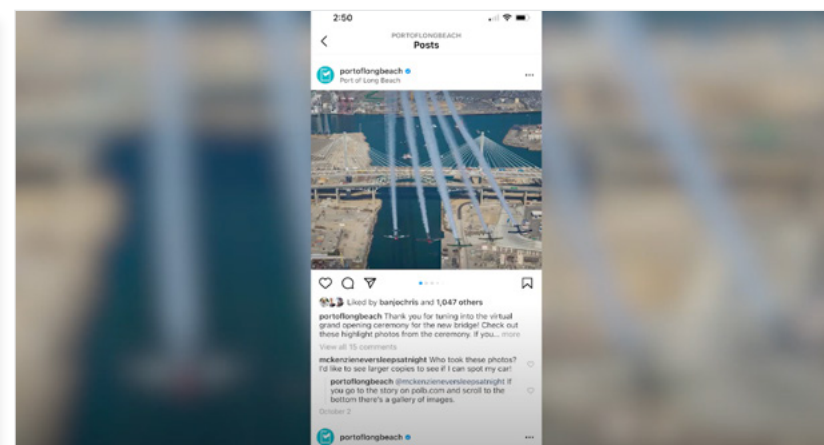
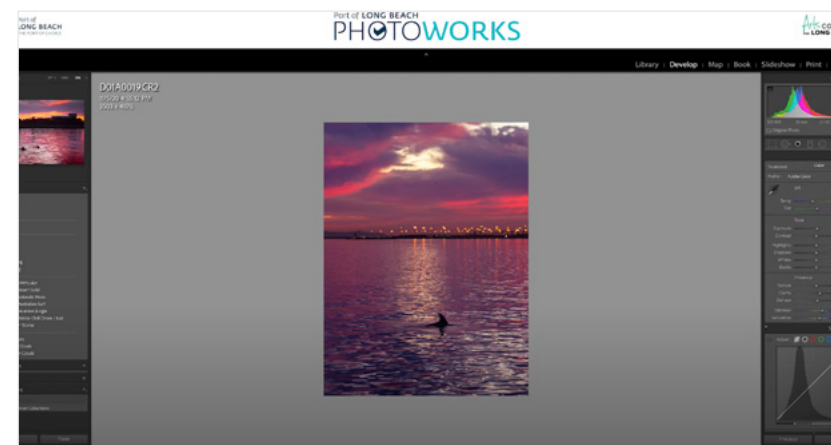






Keynote –Tim Rue  
Video Clips

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### Rail for a Green Future

On-dock rail — delivering containers directly to and from ships by train — is the most sustainable and efficient way to transport cargo. Investing in rail is critical to our commitments under our Green Port Policy and Clean Air Action Plan. Each train replaces as many as 100 truck trips, reducing traffic on roads, and trains are 75 percent more fuel-efficient than trucks.

Cargo handling and transport generated by the Port helps support hundreds of thousands of jobs, from rail workers to warehouse clerks in the inland empire. With the Port of Long Beach handling about 7.6 million containers each year and more than half of our inbound cargo headed outside Southern California, rail is a big part of our Green Future. That's why we're investing more than a billion dollars in rail facilities and working closely with our railroad partners to build tomorrow's infrastructure.

#### Rail Investments Increase the Port's Competitive Edge

- 1. Pier G North Rail Yard**  
Completed in 2012, the \$12.3 million Pier G North Rail Yard added 100,000 sq ft of on-dock rail capacity.
- 2. Track Realignment at Ocean Boulevard**  
Realigned railway at Ocean Boulevard to help remove bottlenecks on the Port's mainline track. Work was completed in 2015.
- 3. Pier F Support Yard**  
The Pier F Support Yard, finished in 2015, was part of a project that included the Ocean Boulevard track realignment. Almost 6 miles of new track was laid, allowing Port terminals to increase their use of on-dock rail, decreasing truck traffic and air pollution.
- 4. Pier G Metro Track Improvements**  
The \$16.4 million project was completed in 2017.
- 5. With Street At-Grade Railroad Crossing**  
This project, completed in 2016, enhanced rail operations by allowing for up to three additional on-dock trains each week.
- 6. Middle Harbor Terminal On-Dock Rail Yard — Phase I & II**  
Finished in 2016, these phases almost doubled the capacity of the existing rail yard.
- 7. Double the Middle Harbor Terminal On-Dock Rail Yard**  
The \$10 million rail yard expansion, which added 100,000 sq ft of on-dock rail capacity, was completed in 2018.

### VIRTUAL CEREMONY MARKS BRIDGE OPENING

#### PORT RESOURCES

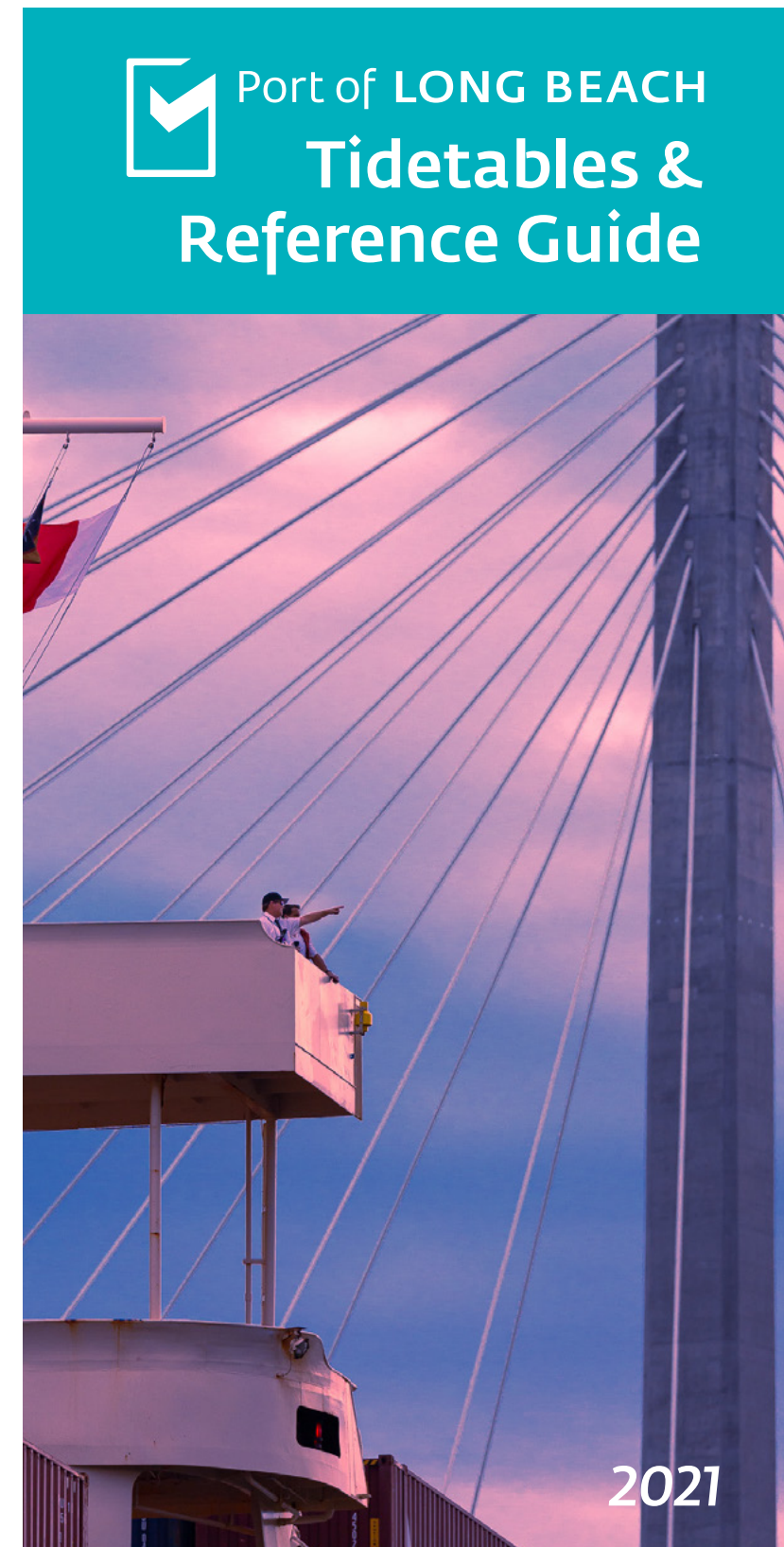
- 1. PIER G NORTH RAIL YARD**
- 2. TRACK REALIGNMENT AT OCEAN BOULEVARD**
- 3. PIER F SUPPORT YARD**
- 4. WITH STREET AT-GRADE RAILROAD CROSSING**
- 5. MIDDLE HARBOR TERMINAL ON-DOCK RAIL YARD — PHASE I & II**
- 6. DOUBLE THE MIDDLE HARBOR TERMINAL ON-DOCK RAIL YARD**



Keynote –Tim Rue  
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Port of LONG BEACH  
Tidetables &  
Reference Guide

2021

Tidetables Guide  
Photo by Tim Rue

# 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 Long Beach 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 dollars 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.

This complicated video, Keynote Speaker Video #1 featuring Tim Rue, was completed on schedule and within the allotted budget.

In addition to finishing up with an excellent video to launch the PhotoWorks Keynote Speaker series, Tim Rue also captured the perfect front-cover image for the Tidetables Guide, the assignment that was the subject of the video.

## Overall PhotoWorks Facebook Group Results

Total Group Members: 667

Keynote #1 received 28 reactions from Facebook Group members and 15 members added comments.

	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



## Comments

*"Hopefully, we will never again be faced with a crisis that equals the magnitude of the COVID-19 pandemic. That said, we're ready to meet whatever challenges lie ahead. Everyone at the Port of Long Beach had a hand in our COVID-19 response, but our Communications team instantly refocused all energy to get the word out that the Port was open, operating safely and ready and eager to be of assistance to our community."*

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

*"It's always a really great experience to go out on a job with Tim Rue. I know we're going to come back with some spectacular images, just what we need for the job. The shot Tim captured for this Tidetables publication assignment was perfect, and I can always count on Tim to take advantage of being out on the water to get spontaneous images he knows we'll be able to use."*

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

*"Everytime I think I've seen all there is to see at the Port of Long Beach, I see it through the eyes of a different photographer, and without exception there's always something new. That's what's so great about PhotoWorks, the Port story stays constant, but everybody sees it with a different perspective. So cool!"*

- Lovetta Kramer, Kramer Communications

## Comments – PhotoWorks Group Member Comments from Facebook

*"As I enjoyed the first ... this was an exceptional video. Thanks so much I love it."*

- Tami Lyn

*"Outstanding presentation. I learned so much. The dolphin images are just stunning. Makes me miss the port so much. And I miss working with Tim, too. He's such an amazing talent. And a terrific teacher and narrator. Glad to see him still at it. Great work."*

- Art Wong, freelance writer, retired Assistant Director,  
Port of Long Beach Communications Division

*"Thank you Tim, I really enjoyed your work with the Port of Long Beach pictures and presentation."*

- Gordon Hilaski

*"Loved this! So inspiring! Amazing images captured."*

- Cameron Little

*"Nice behind the scenes. Great job everyone."*

- Nick Souza, former Port contract photographer

*"Beautiful presentation Mr. Rue."*

- Justin McKeever

*"[Heart emoji] loved it. [smiley face emoji] thanks for sharing your amazing work!"*

- Laura Ojeda Rivera

*"Great video...thank you!! How do you "mark" your photos? You mention this several times in your video, so they are easy to find when you get them in the Lightroom."*

- Rosie Miller Queen



Links

Keynote Speaker Series Video #1 –  
Tim Rue:  
<https://youtu.be/wnTnt-OeGos?t=426>

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

Port PhotoWorks page:  
[www.polb.com/photoworks](http://www.polb.com/photoworks)

Tidetables Publication:  
<https://polb.com/download/397/facilities-guides-tidetables/11432/tidetables-brochure-2021.pdf>

To learn more about Tim Rue visit:  
<http://www.timrue.com/>

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

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

Follow the Port of Long Beach:



Sea Lion by Tim Rue