



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

CLASSIFICATION #12: VIDEO

Chairman Mario Cordero Video Address
American Association of Port Authorities (AAPA)
March 2021 Spring Conference

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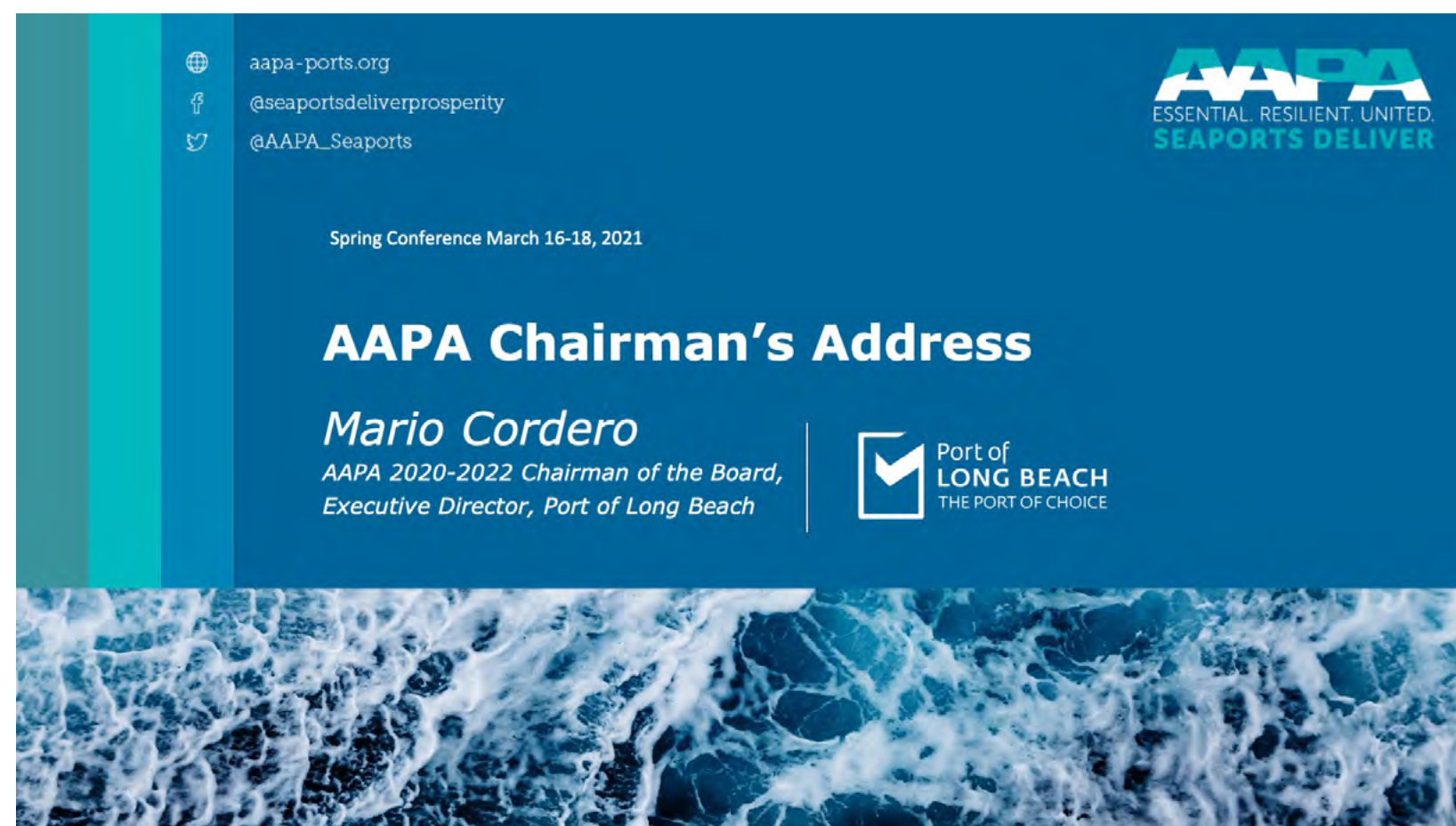
Video – <https://youtu.be/d4C9Yz31lok>

Summary

As 2020-2022 Chairman of the Board of the American Association of Port Authorities, Port of Long Beach Executive Director Mario Cordero delivered the AAPA Chairman's Address at the organization's annual Spring Conference in March 2021. Due to COVID-19 restrictions, AAPA decided on a prerecorded speech rather than an in-person presentation, leading to a short turnaround time for the Port of Long Beach Communications and Community Relations team, which had only 12 business days to write, produce, edit and deliver the finished product. Based on the success of the outdoor, on-the-docks format utilized for the Port's recent State of the Port video, also necessitated by COVID-19 restrictions, Mr. Cordero was filmed at a working Port of Long Beach terminal, allowing the sights and sounds of the Port to become part of the event. Speech content included 2020 and future industry issues and recommendations, and in addition, graphics, photos and video footage of port operations were included to punctuate appropriate parts of the address. The end of the video featured footage of Port operations solicited from AAPA member ports (and gathered with the assistance of AAPA staff), set to composer Aaron Copland's "Fanfare for the Common Man," a piece of music selected personally by Mr. Cordero. Some visual effects created by the Communications Division's graphics team for State of the Port were also included in the AAPA video. The 17-minute video was completed on time and within budget, delivered an impactful and enjoyable punch for conference attendees and, at the request of AAPA, was later distributed to the organization's entire membership.

The Team

The script was written in-house by the Port of Long Beach Communications and Community Relations Division with input from Mr. Cordero and AAPA Public Affairs who also assisted in collecting video from other AAPA member ports. Longtime Port video contractor Media 360 produced and edited the 17-minute video. Besides shooting new video of the speech itself, other footage and images were selected from the Port's extensive archive or provided by other AAPA ports.



2021 AAPA Spring Conference Chairman's Address slides

Wednesday, March 17 (all times listed are EDT)	
Welcome and Opening Remarks Chris Connor, President & CEO, American Association of Port Authorities (AAPA)	
12:00 p.m. – 12:30 p.m.	AAPA Chairman's Address: AAPA 2020-2022 Chairman of the Board Mario Cordero, Executive Director, Port of Long Beach Mario Cordero, an international maritime industry leader, Long Beach resident and attorney, is Executive Director of the Port of Long Beach, California, named to the post by the Long Beach Board of Harbor Commissioners, effective May 15, 2017. Beginning in 2003, Mr. Cordero served as a member, vice president and president of the Long Beach Board of Harbor Commissioners for eight years, before resigning to accept President Barack Obama's appointment to the Federal Maritime Commission (FMC) in 2011. He served on the FMC until May 2017 and was FMC Chairman from April 2013 to January 2017.



7 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. Goods moving through the Port of Long Beach reach every U.S. congressional district.

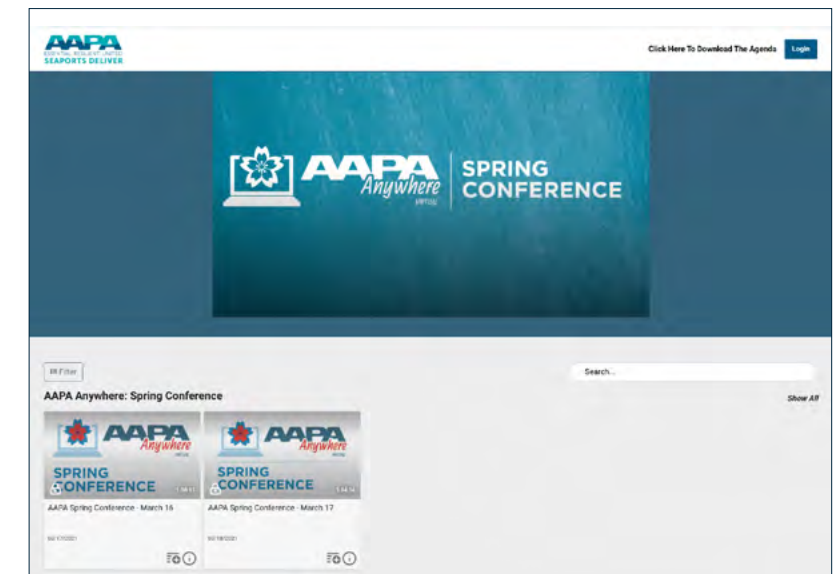
The Port of Long Beach prides itself on its top-notch customer service, state-of-the-art infrastructure and operational excellence, and in both 2019 and 2020 industry leaders named it “The Best West Coast Seaport in North America.” In 2020, the Port handled 8.1 million container units, the busiest year 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 an operating team of 500. He is also currently serving as the 2020-2022 Chairman of the Board of the American Association of Port Authorities, the unified voice of the seaport industry in the Americas, representing more than 130 public port authorities in the U.S., Canada, the Caribbean and Latin America.

Traditionally, AAPA produces an annual schedule of conferences and events that members eagerly anticipate attending, primarily a Spring Conference and an Annual Convention and Exposition in the fall of the year. Due to the far-reaching and dramatic effects of the COVID-19 pandemic that began impacting the industry – and daily life worldwide – nearly a year earlier, eclipsing large-scale in-person gatherings such as these events, AAPA developed an AAPA Anywhere brand to deliver a mix of in-person, virtual and hybrid conferences and events, while remaining committed to following all guidance and protocols regarding health and safety. Many last-minute decisions were made about presentation formats due to ever-evolving guidelines.

As 2020-2022 AAPA Chairman, Mr. Cordero was expected to deliver the AAPA Chairman’s Address to open the 2021 Spring Conference, scheduled as a hybrid event in Washington, D.C., March 15-18. It was unclear, due to COVID-19 uncertainties, whether the virtual address would be live or in prerecorded video format.

The challenges for the Port of Long Beach Communications and Community Relations Division were twofold: writing an impactful speech that fully addressed issues facing the industry, including response to the pandemic, and producing a video address on short notice. Communications was notified of the need to produce the prerecorded version on Feb. 25, 2021, for final submission on March 15, allowing only 12 business days for writing, producing, videotaping, gathering archival Port footage and images, incorporating input from the speaker, obtaining video from AAPA member ports so they would be well represented, editing and seeking approvals for the finished product.



2 Complementing the Overall Mission

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

During the COVID-19 pandemic that has had such a dramatic impact on not just the industry but everyday life, it is critical to keep the Port's core audiences and the general public informed about this major economic engine for the region and the nation – international trade.

This campaign includes advertising and publicity in traditional and web-based media, social media, trade publications, plus extensive educational outreach, community sponsorships, and outreach to customers, Port stakeholders and the industry as a whole. Port of Long Beach executives taking leadership roles in industry-related associations and participation in their events provides valuable opportunities to tell the Port of Long Beach story, enhance successful partnerships with supply chain partners and customers, and, especially, to help influence a successful future for

international trade.

Being elected Vice Chairman and then Chairman of the Board of AAPA, considered the unified voice of the seaport industry in the Americas, provides Executive Director Cordero and the Port of Long Beach the perfect platform. Conversely, the organization benefits from Mr. Cordero's extensive, varied industry experience as well as lessons learned from the Port's many years of successful operation.

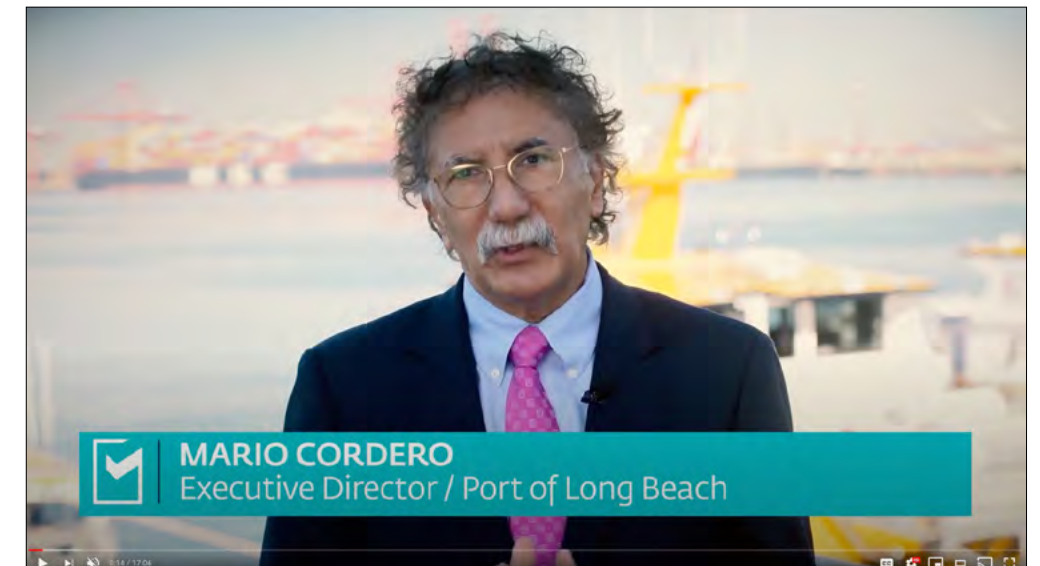
In all presentations, the Communications and Community Relations team tailors the content to focus on sharing the Port's efforts to meet the goals of its Strategic Plan – goals pertinent to the Port industry as a whole and therefore appropriate for a wider audience. The six goals set by the Long Beach Board of Harbor Commissioners for the Port of Long Beach in the most recent version of the Strategic Plan, updated and released in April 2019, are:

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

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

Added to this list in 2020 was the importance of coming together as an industry to help combat the effects of the COVID-19 pandemic for both the maritime industry and the communities we serve.

This opportunity to share suggestions on critical issues with thousands of AAPA members – Port of Long Beach colleagues and competitors in the maritime industry – translates to an important role in directing the maritime trade conversation and setting priorities for the future.



3 Planning and Programming Components

Goals of the AAPA Chairman's Address

- Thank AAPA leadership for their service and accomplishments;
- Reinforce the message that ports are a vital part of the national and world economy and are more essential than ever during a crisis like the COVID-19 pandemic;
- Promote the need for the maritime industry to advocate to elected leaders the need for funding for pandemic relief and seaport modernization;
- Advocate that AAPA lead the industry conversation on combating climate change;
- Advocate for an end to U.S.-China trade disputes and the importance of global free trade;
- Highlight AAPA's new brand and logo;
- Forecast what's ahead for the industry in 2021;
- Take advantage of the opportunity to appropriately tell the Port of Long Beach story alongside the industry story.

Objectives

- Craft a prerecorded address that appeals to the AAPA audience and provides suitable kick-off for this important conference, necessarily presented in virtual format due to COVID-19 restrictions;
- Incorporate video of AAPA member ports, music, photography and design – in addition to compelling speech-writing – to reinforce key presentation points and maximize the impact of the video;
- Produce the AAPA Chairman's speech on time and within a budget of \$10,000 utilizing as many existing assets as possible, to keep costs down and speed production time;
- Track viewership and response.

Target Audience

- Attendees of the AAPA Spring Conference
- AAPA leadership, members and staff



The Port of Long Beach's new "Bridge to Everywhere," opened in October 2020

4 Actions Taken and Communication Outputs Used

Overview

2021 AAPA Spring Conference Chairman's Address

Video – <https://youtu.be/d4C9Yz31lok>

Script – <https://drive.google.com/file/d/1ZrzXek2ZXN9XoZc5UEdipaO7dgl13VFW/view>

The Port of Long Beach Communications and Community Relations team were notified on Feb. 25, 2021, that a prerecorded speech, to be presented at the AAPA Spring Conference by Port Executive Director and AAPA Chairman Mario Cordero on March 27, needed to be delivered to AAPA by March 15 to be incorporated into the overall conference program, allowing only 12 business days to write, produce, edit and approve the video.

Based on the success of the outdoor, on-the-docks format utilized for the Port's State of the Port video completed just a few weeks before, it was decided a similar format would be effective for the AAPA presentation. Mr. Cordero was filmed (reading from a teleprompter) at a working Port of Long Beach terminal, allowing the sights and sounds of the terminal to become part of the event. In addition, graphics, photos and video footage of port operations was included to punctuate appropriate parts of the

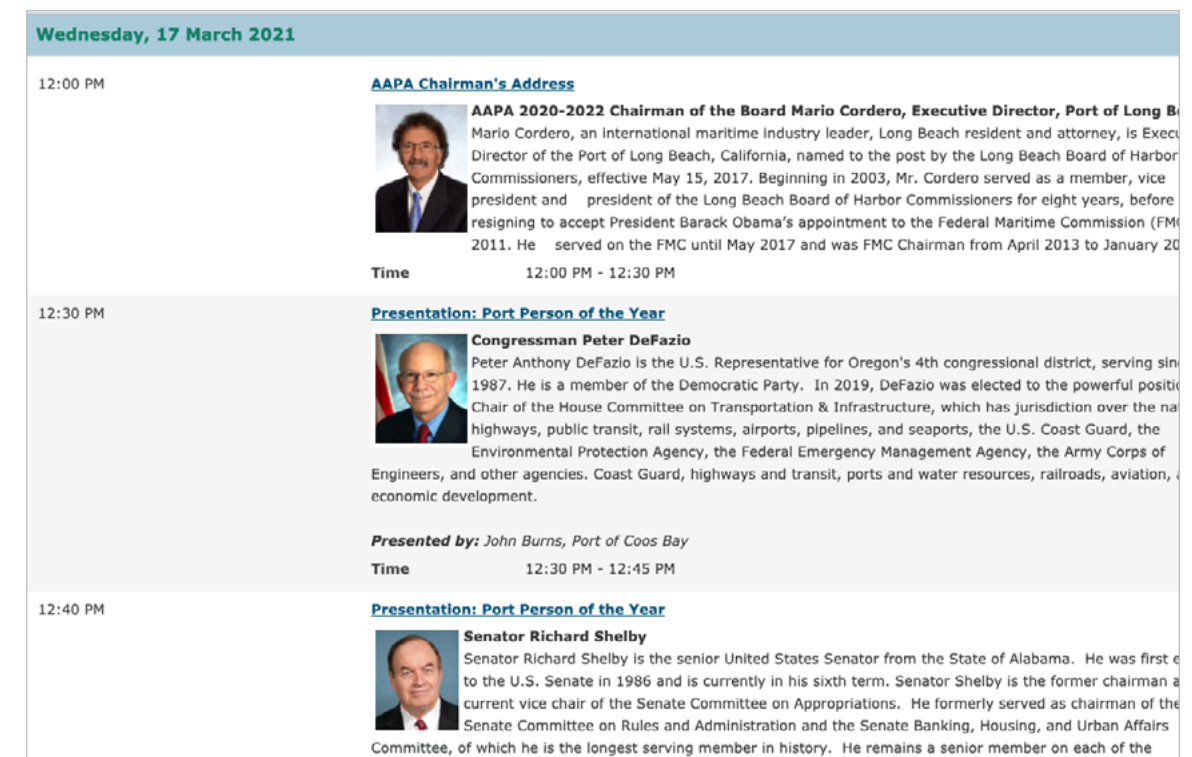
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The Budget

Besides Communications and Community Relations staff time for writing and graphics, the primary out-of-pocket expense was \$10,000 budgeted for video production and editing by Media 360.



4 Actions Taken and Communication Outputs Used

Video Content

Following an introduction of AAPA leadership and a look back at AAPA 2020 accomplishments, the speech put emphasis on:

- Vaccinations for front-line workers
- Funding for relief and infrastructure
- Climate change
- Tariffs and globalization
- AAPA's new brand
- Industry outlook

00:00 – Introduction and a look back at AAPA accomplishments in 2020

03:25 – Effects of the COVID-19 pandemic and advocacy for priority vaccination for front-line workforce, overcoming uncertainty and falling container volumes in first half of 2020

06:00 – Need for federal funding for pandemic relief and seaport modernization; AAPA to lead advocacy effort, need for national freight policy

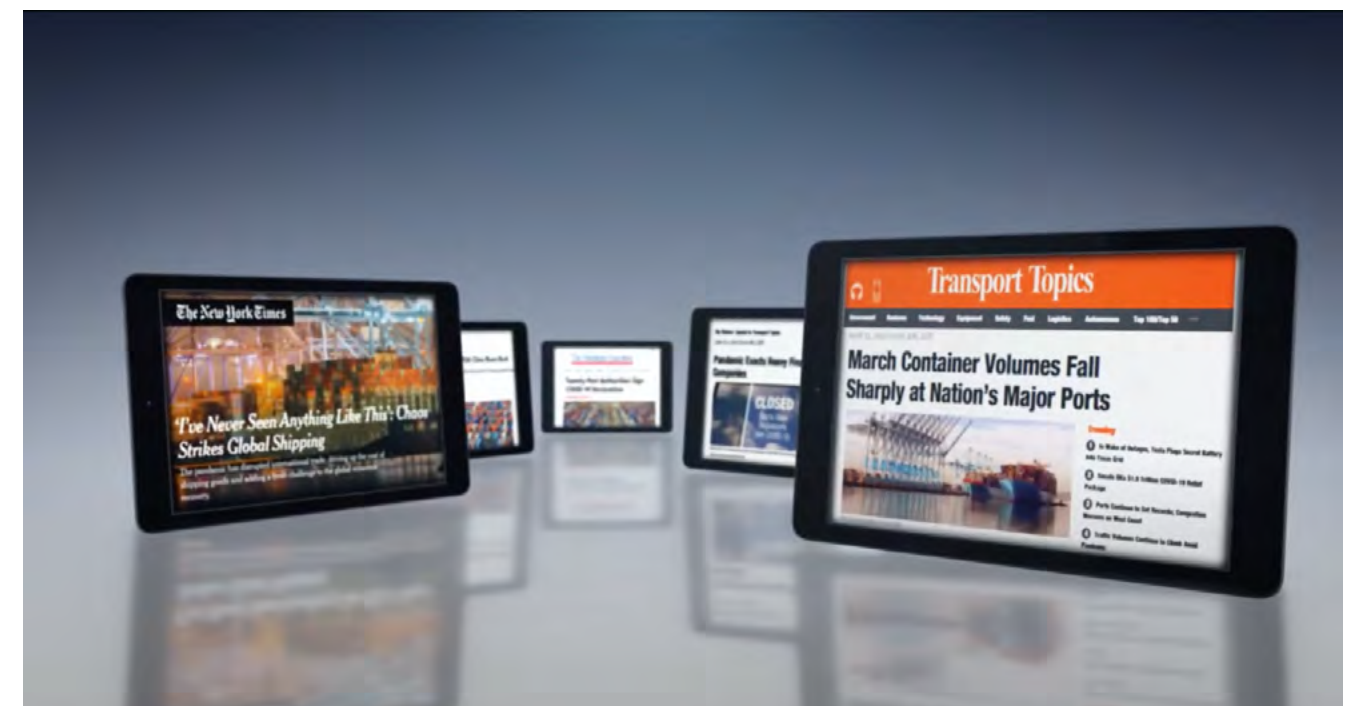
09:39 – Combating climate change – ports are well positioned to be leaders in the battle against climate change; infrastructure and clean technology investment needed; AAPA can lead discussion

12:12 – Invigorating trade – AAPA should advocate on behalf of exports and American manufacturing, as well as eliminating tariffs and promoting free trade

13:35 – AAPA's new brand and vision for the future

14:00 – Forecast for 2021 – moderate growth foreseen through 2022; focus on vital role of maritime industry

16:00 – Footage from AAPA members of port operations set to Aaron Copland's "Fanfare for the Common Man"




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Spring Conference March 16-18, 2021

AAPA Chairman's Address

Mario Cordero
 AAPA 2020-2022 Chairman of the Board,
 Executive Director, Port of Long Beach


Port of LONG BEACH
 THE PORT OF CHOICE




AAPA Accomplishments

- ACCELeRate Apprenticeship Program
- Professional Port Manager (PPM) Certification
- AAPA Brand Refresh
- AAPA Smart Guide
- App Platform for Member Communication
- AAPA Anywhere Virtual Events
- Regular AAPA Technical Committee Meetings
- AAPA Dues Billing Moves Online
- New D.C. Headquarters Lease
- Bylaws Revision
- AAPA Foundation Supports Emergency Relief



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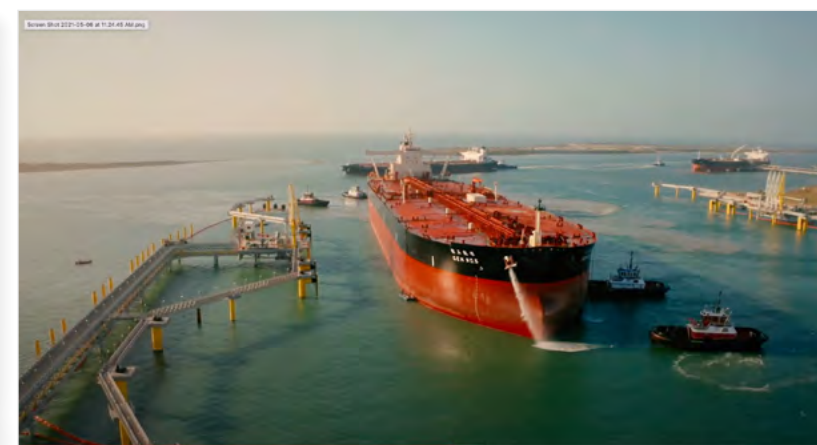
Funding for relief and infrastructure

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FMC commissioners want maritime workers on COVID-19 vaccine priority list

Maritime regulators warn of potential damage to US economy



AAPA new brand



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[@AAPA_Seaports](https://twitter.com/AAPA_Seaports)

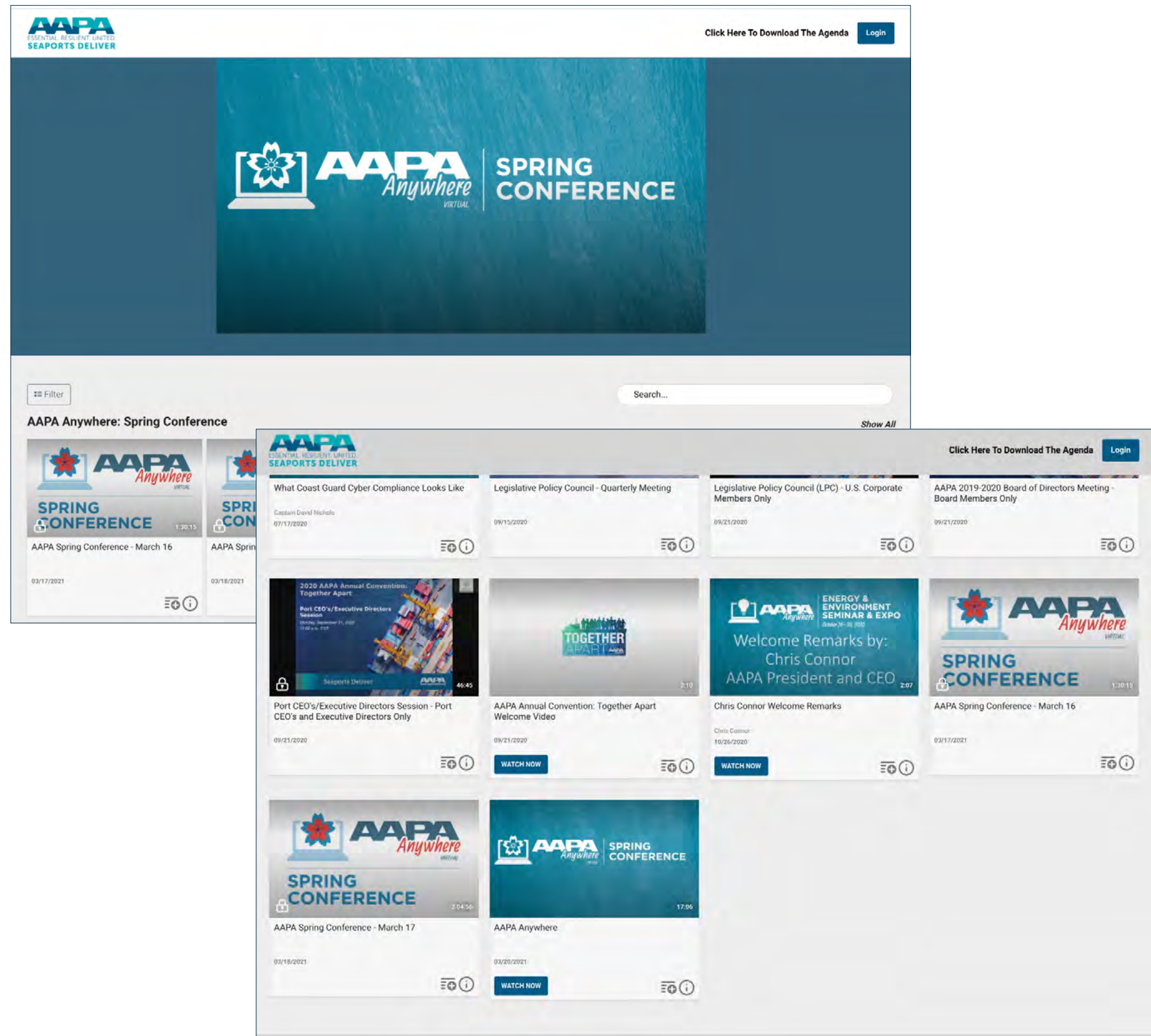


5 Communications Outcomes and Evaluation Methods

Port of Long Beach Executive Director Mario Cordero's AAPA Chairman's Address at the organization's March 2021 Spring Conference was a resounding success with the 126 event attendees, to the extent that AAPA executives asked to distribute the 17-minute video to the entire membership numbering 18,000. The video remains available for viewing at <https://video.aapa-ports.org/>. Members will need to use their AAPA login credentials to access the content.

Although the turnaround to produce the video address was short, the finished product was delivered on time at a cost of \$7,913, well under the \$10,000 budget.

As always, long-time Port contractor Media 360 did an outstanding job of shooting and editing in new and existing video and photography from the Port of Long Beach archive. And, with the assistance of AAPA staff, video from other AAPA member ports was also gathered and incorporated. The Port speechwriter successfully and appropriately intertwined Port of Long Beach messages with the overall port industry-related speech content, and natural Port background sights and sounds, along with dramatic musical accompaniment added the finishing touches.



Comments

"It's an honor to serve as AAPA Chairman and have the opportunity to deliver this speech at the spring conference in March. By necessity, all of our major events are still virtual, including our annual 2021 State of the Port event in February, even though we're well past the one-year mark for the pandemic. But, looking at the bright side, since the speeches had to be on video, it was great to be able to be out on the docks for both presentations, rather than in a meeting hall. I think cranes in the background, boats at dock and port noises all added to the production. And by now, most people probably know I'm also a musician, and I was really thrilled to be able to suggest one of my favorite pieces by an American composer to accompany the video finale – Aaron Copland's 'Fanfare for the Common Man.'"

-Mario Cordero, Executive Director, Port of Long Beach

"The Communications team had a short turnaround time to put together Mario Cordero's prerecorded speech for AAPA, but we're getting pretty good at providing materials for virtual events. I think we all prefer in-person events, but for now with the pandemic, this is just the way it is, and we have to adjust. As always, our extraordinary archival video and photography, along with great footage provided by other AAPA ports, really ratcheted up the impact of an already powerful speech. Great job, team!"

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

"Bravo everyone on an amazing video. Thank you so much for your collaboration. The video was such a hit at the spring conference we would like to distribute it in an email to our full AAPA membership."

-Jen Wilk, Public Affairs Director, American Association of Port Authorities

Links

Video – Mario Cordero's March 2021 AAPA Spring Conference Chairman's Address

<https://youtu.be/d4C9Yz31lok>

Script – Mario Cordero's March 2021 AAPA Spring Conference Chairman's Address

<https://drive.google.com/file/d/1ZrzXek2ZXN9XoZc5UEdipaO7dgl13VFW/view>

Video – Port of Long Beach February 2021 State of the Port

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

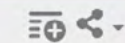
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