



### **Port TV Program Wins National Award 'Pulse of the Port' Earns Prestigious NATOA Recognition**

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The Port of Long Beach's newsmagazine television program, "Pulse of the Port," has won first-place honors from the National Association of Telecommunications Officers and Advisors (NATOA). The awards recognize excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies throughout North America.

"Pulse of the Port" takes viewers behind the scenes at one of the world's busiest seaport complexes, showcasing the big machines, innovative technology, creative people and pioneering programs that make Long Beach a world leader in seaport management and environmental stewardship. The half-hour program is broadcast on cable television, on Long Beach Television 8 in English and Spanish, and available for viewing anytime on the Port's web site, [www.polb.com](http://www.polb.com).

At NATOA's 22nd Annual Government Programming Awards last month, "Pulse" claimed a first-place award in the newsmagazine category, one of the most competitive. Overall, NATOA received more than 1,200 entries representing 180 agencies from 31 states across the country and Canada.

"Not only does this programming look great, local governments are using this medium to provide pertinent information to their communities on matters that may affect their residents on a much higher and more personal level," said NATOA President Lori Panzino-Tillery. "This is truly important work in today's sometimes challenging and uncertain times."

"Pulse of the Port" is produced by Media 360 of Long Beach. In addition to the national NATOA award, the Port TV program has won awards from the regional chapter of NATOA (California, Nevada, Arizona), the California Association of Public Information Officials (CAPIO) and the American Association of Port Authorities (AAPA).

The current episode shows how giant cranes are shipped and installed at the Port, how the Port's public boat tours are giving residents a firsthand look at seaport operations, how the Port is working to protect harbor wildlife and how the Harbor Commission functions.

The program airs on LBTV 8 on Mondays and Wednesdays at 7:30 p.m. and 11 p.m.; Fridays at 7 p.m. and (in Spanish) at 7:30 p.m.; Saturdays at 7:30 p.m.; and Sundays at noon. It is available for viewing anytime on the Port's web site, [www.polb.com](http://www.polb.com).

**Contact:** Art Wong, Port of Long Beach Assistant Director of Communications/Public Information Officer, (562) 590-4123, (562) 619-5665 (cell), or [wong@polb.com](mailto:wong@polb.com).