



Host Lesley Machado (left) and members of the "Pulse of the Port" production staff prepare to tape a segment.

CABLE TV SHOW FOCUSES ON PORT

"Pulse of the Port" Features People, Behind the Scenes Tours

Get a close-up look at the people that make the Port of Long Beach one of the most successful hubs for international trade.

The Port of Long Beach is no stranger to Hollywood. Over the years, the Port has been used as a backdrop for hundreds of movies and television shows. Now a new television program is headlining the Port.

"Pulse of the Port" – a half-hour cable TV program produced by the Port of Long Beach – is taking viewers on a behind-the-scenes tour of one of the world's busiest seaports.

Climb aboard a giant cargo ship. Explore a busy shipping terminal. Get a close-up look at the people who make the Port one of the most successful hubs for international trade.

Featured in a TV news magazine format, "Pulse of the Port" airs at 7:30 p.m. each Monday, Wednesday, and Saturday on Long Beach Television 8, the City's government access channel on Charter Communications' Channel 8. Friday airings are broadcast at 7 p.m. in Spanish, and future episodes will be broadcast in the Cambodian language, Khmer. In the near future "Pulse of the Port" will be broadcast to an even larger regional audience.

Hosted by Lesley Machado, each episode in the series features segments on happenings at the Port: cargo operations, environmental programs and the people who work at the Port.

Scheduled for November are segments on environmentally friendly harbor locomotives, a proposed liquefied natural gas import terminal and the Green Port Open House celebrating the Port's environmental programs.



Series producer Sandra Holden (right) reviews "Pulse of the Port" footage.



(top) The "Pulse" production team works to finalize the latest footage.

(middle) Port of Long Beach Executive Director, Richard D. Steinke, is interviewed in front of the Port Administration Building.

(bottom) Robert Kanter, director of the Port's Planning and Environmental Affairs Division, talks with Sandra Holden for a segment on the Port's Green Port Open House (see page 4).



Port Launches New Web Site

The Port of Long Beach has remodeled its home – its "home site" that is – and the public is invited to come look around.

Re-designed with an updated look and format, the Port's www.polb.com web site now features easier navigation and expanded sections.

The Port's environmental Green Port initiative takes center stage in the new layout, with pages focusing on the many aspects of the Port's "green" programs, from air and water quality to wildlife habitat restoration.

Visitors are invited to sign up for "E-Inform" to receive instant e-mail updates on the latest happenings at the Port of Long Beach. Visitors can personalize their updates by choosing topics of interest or publications they want sent to them via e-mail. Visitors are also able to view and subscribe to electronic versions of Port publications.

Easy-to-use buttons provide links to pages on employment, contracting opportunities, the latest news and statistics, and information on Port tenants and other members of the transportation industry. For those wishing to see what the Port is all about, a photo gallery offers visitors glimpses of the different operations and facilities within the harbor. The site also features streaming videos, including the Port's new cable TV program, "Pulse of the Port."