

# 2012 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous <u>1</u> _____              | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title Rising Tides + Tailwinds  
 Port Name Port of Seattle  
 Port Address 2711 Alaskan Way, Seattle, WA 98121  
 Contact Name/Title Nancy Blanton, Manager Business & Corporate Communications  
 Telephone 206-787-3364 Email Address blanton.n@portseattle.org

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Seattle

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (assess major internal and external factors)
  - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
  - Goals (summarize desired outcome or end result)
  - Target Publics (be specific; list primary and secondary audiences if appropriate)
  - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
  - Strategies (identify media choices, etc., that require tactics to complete)
  - Tactics (specify actions used to carry out strategies)
  - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
  - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
  - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

## **AAPA 2012 Annual Communications Awards Entry**

### **Category 7: Miscellaneous**

#### **Item: Commemorative History Book for Port of Seattle's Centennial**

#### **TITLE: Rising Tides and Tail Winds: The Story of the Port of Seattle, 1911 – 2011**

##### **Purpose:**

As the Port of Seattle celebrated its centennial year in 2011, we realized the port's story is also the story of the City of Seattle and the Pacific Northwest region. The book was intended to

- (1) Engage our audiences in the port's rich history,
- (2) Update earlier histories in a format more palatable to today's readers, and
- (3) Create a core centennial product that would be the cornerstone and source document for all other centennial products during the year.

We created a 138-page, full-color, coffee table style book that would be a treasured keepsake, a valued gift, and a lasting commemoration of our centennial.

##### **Research:**

The Port of Seattle had produced three history books in the past which served as the basis for the new work. The most notable was published in 1976, and an updated version in 1995. Both of these books were dense with text and used only black & white photos. The book was an important piece in our three-pronged communications approach, which also included a video documentary and web-based interactive timeline. We worked with local historians and the Museum of History and Industry to review other books and met with numerous publishers and book printers to determine our best options. We believe the 2011 book is an important new resource for Port of Seattle history that also visually presents the interesting incidents of the past and the changing look of our waterfront and airport facilities over the years in a way that had not been done before.

##### **Audience:**

We targeted this publication to King County, Washington, voters, who support the Port of Seattle through a small tax levy; local community citizens age 29 and above who have interest in history; community and agency leaders; elected officials; customers to port facilities, and employees.

##### **Cost Effectiveness:**

Much of the content of this book was developed in-house, including research, collection and licensing of historical photos, plus review, editing and proofreading. We contracted with local organizations:

HistoryLink.org, and The University of Washington Press. Our budget, including concept, development and writing (\$ 49,000); graphic design (\$20,000); indexing, color correction (\$3,000); printing, distribution (\$27,000); came to a total of \$99,000. All costs were negotiated down 20 to 30 percent from the original estimates, and our unit cost for printing was less than \$8 per book. It took about a year to produce and involved two writers, and editor, designer, indexer, special photo processing, contract management, licensing, numerous rounds of proofing by several people as well as professional proofreader, and then promotional activity, sales and distribution. Considering the amount of effort required effort required for this product we feel it was very cost effective. The book is a welcomed gift to our customers, tenants and delegations, as well as business contacts – and every time we give it to someone the immediate response is: "Wow!"

#### **Special Factors:**

We held a number of events to promote the book, including a reception with local historical societies. However, the book launch event was the biggest event, held in conjunction with the annual Fishermen's Fall Festival, held at our oldest and most historic facility, Fishermen's Terminal. We partnered with the Virginia V, an historic steamship that provides tours in Seattle, and had the decorated ship steam into the terminal shortly after the festival began, then opened the doors to thousands of visitors where they could purchase the book, view the documentary, and also tour the ship. Elliott Bay Bookstore provided the books and a salesperson. This event was a great success, not only for promoting the book but also for setting the stage for audience members to think about the history of the port and the locale.

#### **Determination of Success:**

The photo and print production quality were beyond expectations. The University of Washington sold 500 copies in the first two months after the book's release, considered exceptional for this kind of publication. The book is for sale on the UW site as well as amazon.com and other independent bookseller sites. The port gave 400 copies to American Association of Port Authorities national convention, hosted as part of our centennial, and to 400 participants in a Chamber of Commerce gala dinner held in the port's honor. Recipients expressed great excitement about it, demonstrating the engagement we sought in Goal 1. Instead of a dense history heavy with text as in previous efforts, this book makes great use of photos and imagery, minimizing text and integrating with a video and electronic timeline, meeting Goal 2. For Goal 3, the book is a primary source for historical information about the Port of Seattle, now available at all local libraries and historical organizations.

#### **Special Factors:**

Work on this book was in addition to, and not in place of, our ongoing regular jobs, and staff members worked many nights and weekends out of dedication to the project. We were able to hire a transitioning veteran for a 6-month fellowship, who not only handled all photo research and licensing for the project, but learned the SharePoint platform so that she could create a valuable digital archive of historical photos from our boxes of old negatives. She performed so well that we have now hired her full-time.