

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 <u>1</u> |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title Centennial Video Contest
 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 11: Web-based Media

Item: Port of Seattle Centennial Video Contest

TITLE: What Does the Port Mean to Me?

YouTube: <http://www.youtube.com/user/PortofSeattle/videos>

Purpose:

Because of budget cuts, the Port of Seattle had reduced the reach of its popular "Sea-Air School" for King County students. However, we did not want to miss the opportunity during our Centennial year to do something special for area students. At the start of the year we launched a Centennial Video Contest, inviting elementary, middle and high school students to create and submit a short video on "What the Port Means to Me." The contest was intended to help raise visibility of the port in the community, but also to engage students in the media they use -- in this case, video and YouTube. We hoped to promote the creative use of video among King County students, and encourage them to learn about our Centennial and the port's economic impact on the region.

Research:

To begin, we researched extensively online to see what others in our community or in other regions had done for video contests. *Seattle Times* had done such a contest, and there were others that we could learn from in creating and adapting our forms and processes. We used entry forms, copyright forms, and parental release forms.

Goals:

- 1) To engage King County students in the Port's Centennial and to encourage students to learn about the Port of Seattle and its economic impact on this region, especially by using our online historical timeline.
- 2) To encourage students to creatively use video/audio to convey what the port means to them, by offering a cash incentive for their school.
- 3) To highlight students' creativity by featuring it on our YouTube channel.

Audience:

We targeted all schools in King County, Washington, both public and private.

Process: We established contests rules and a timeline (see "Overview"), and established prize values. All information about the contest was communicated to schools via our website, e-mail lists from our tour group database, e-newsletters, Facebook and Twitter.

While we did not get as many schools participating as we expected, we realized that creating a video, even a short one, was a lot to ask of busy teachers and students that might not have had room in their study plan for such an activity. However we were pleased with the participation we received which was highly creative and very invested in the projects and opportunity.

We received about a dozen videos. We did not filter or edit any of them, but submitted them as received to our judges, which included two external experts and one Port of Seattle Commissioner.

Results:

We posted six of the videos on our YouTube channel and invited the public to select their favorites. Views of these videos ranged from 256 views to 1,059 views per video.

Meanwhile our judges awarded prizes as follows:

First Place (\$6,000)

More Than a Dock on the Shore -- Kentwood High School, Covington

No Port, No Seattle -- Home Education Exchange, Shoreline

Second Place (\$4,000 cash)

Port of Seattle: A Loving Relationship and *The Port to My Heart* -- Aviation High School, Des Moines
Port of Seattle Love -- Islamic School of Seattle, Seattle

Determination of Success:

We received some terrific videos, which were judged by an all-star local panel that included media, marketing, and historical professionals as well as our own Port Commissioner Tom Albro, who originally inspired the contest. The contest generated lots of excitement and increased viewers and subscribers to our YouTube channel. Most of the entries used our historical timeline for content and photos. And we met our goals by engaging school students, encouraging their creativity, and helping them learn about the Port of Seattle.