

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 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 <u>X</u> _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title A Century of Determination: A Decade of Diversification

Port Name Port of Grays Harbor

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

Name Port of Grays Harbor

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 Communication Awards Entry
Port of Grays Harbor
A Century of Determination, A Decade of Diversification
Video: Category 2

1. **Defining the communications challenge** (10 points max.); including how well the entry explains the situation that requires communicating with target audiences, and inclusion of a particular problem or opportunity statement that has measurable outcomes.

**Communication Opportunity and Challenge
Opportunities**

Formed in 1911, the Port of Grays Harbor, the second port district formed in Washington State wanted to use their centennial celebration to share with the citizens of the county the role their public port has played in the development of their community. Grays Harbor was once the leading log export port in the country. Today, this diverse port is home to thriving businesses, an export center for American made products, a jet-capable airport and the center of the largest fish landing, seafood processing capacity and cold storage facility in the Pacific Northwest. □□ For a rural community like Grays Harbor, a public port is about more than just the infrastructure, it's about the lives that are made better because of the jobs, access, stewardship and investments resulting from port activities.

To take advantage of this historical event, the Port of Grays Harbor developed a comprehensive outreach plan to highlight the history of the Port and the success Grays Harbor has experienced in diversifying it's natural resource based economy.

One objective of the Port of Grays Harbor Centennial public outreach plan was to develop a tool that visually communicated the diversity, perseverance, and partnerships that have shaped the Grays Harbor waterfront and industrial community. The result is the video A Century of Determination, a Decade of Diversification.

2. **Planning and programming components** (20 points max.); including how the entry identifies goals, objectives and target audiences.

Goals and Objectives:

- Develop a single tool that communicated to diverse target audiences.
- Utilize intriguing photos and music that captivated the viewer for the duration of the video.
- Communicate to the importance of the four major facilities of the Port of Grays Harbor – both past and present.
- Familiarize the viewer with the primary functions of the Port of Grays Harbor, both as a business operation and as a public entity.
- Highlight the strong foundation in natural resources that the Port of Grays Harbor was built upon since its founding in 1911.

- Demonstrate the ties between past and present by visually comparing the similarities and differences between the eras.
- Share the importance of the relationships that help to build a community asset.
- Accomplish all of this with a limited budget of \$5,000 for the video element.

Target Audiences:

- **Port Partners** – Defined as customers and partners of the Port with a direct link to the Port of Grays Harbor– includes tenants, shippers, transportation providers, facility users,
- **Public Partners** – Defined as local, state and federal organizations that work with the Port on the development of facilities, implementation of policy and other issues.
- **Grays Harbor County Citizens** – Defined as the 72,797 citizens that live in Grays Harbor County. This audience is divided into two groups – students and adults.

3. **Actions and communications outputs** (20 points max.); including the extent to which the entry specifies appropriate strategies and tactics, implementation agenda, timeline(s) and staffing.

Strategy:

Reaching Diverse Audiences

A challenge of the video project was developing a single tool that communicated to diverse audiences. To address this issue it was determined that a montage of photos that contrasted the past with the present, defined with subheadings to help identify the “port purpose”, and set to music would allow each viewer the opportunity to feel the impacts the Port of Grays Harbor has had on them.

Communication Tool: in Combination and Alone

The video was designed as an opening for port presentation and events. The video would be introduced at the beginning of a speech or event and then a Port speaker would follow up with a more detailed presentation on the Port of Grays Harbor tailored to that audience.

In addition, the video was posted on the Port’s website and YouTube and stood on it’s own as a communication tool.

Production –

The video was produced by the Port’s retained consultant using images from the historical photo files and current photo files. The greatest expense of the project was properly licensing the background music for usage. This required license agreements with the music company and the songwriter/performer. The entire project was completed for \$5,000. Port staff burned the CD’s in-house and used desktop publishing for the labels.

Implementation -- Efficient use of existing staff and opportunities

Distribution network

- Port presentations
- YouTube
- Partner presentations

The centennial celebration created a number of opportunities to share the video in combination with Port speakers, tours and events. Port representative presented the video as an opening at over 125 events or presentations. Existing staff were used as the primary distribution tool. Primary partners like customers and economic development also used the video in their presentations. Although these were important outreach events, these numbers were not incorporated into the evaluation methods identified below.

4. Evaluation methods

Since the video was released, more than 5,000 people have seen the video in captured settings and another 290 have completely viewed it via YouTube at their leisure. As YouTube does not measure partial views it is difficult to say how many more have experience the video. In addition, another 3,000 were exposed to the video at trade shows and other events.

Evaluating strategy – personal reports

The Port initiated the strategy of captured viewing, where the audience was assembled for an event or presentation. This allowed the Port representative to gauge the reaction of the audience during the video and immediately following. Allow a formal written survey of the video was not appropriate, Presenters did get positive direct feedback following every presentation. Perhaps more important to the goals of the production was the emotional reaction visible to the presenters. Members of the target audience, particularly the Port Audience, were visibly touched by the images.