

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6196

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title: SEA-TO-SKY Video

Name of Port: Port of Everett

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

1. What are/were the entry's specific communications challenges or opportunities?

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed in this entry?

- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



AAPA 2016 Communications Awards Submittal

SUBMITTING PORT:

PORT OF EVERETT

ENTRY CLASSIFICATION:

VIDEOS

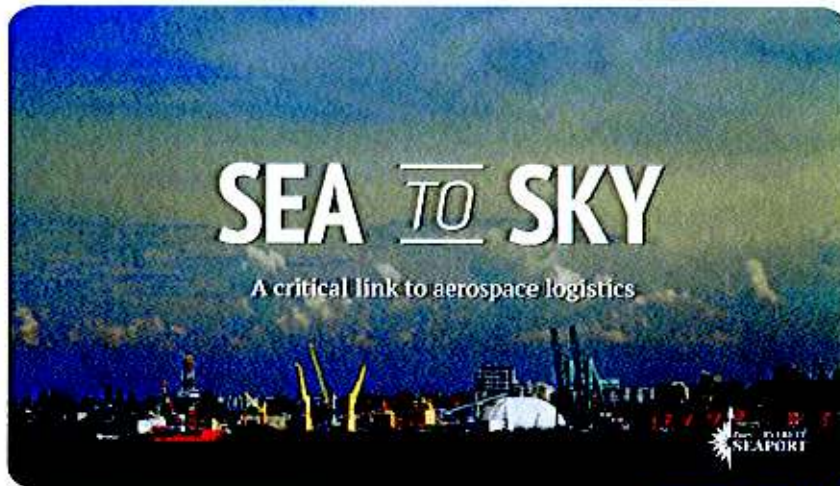
ENTRY TITLE:

SEA-TO-SKY VIDEO

6196

Descriptive Summary

The Port of Everett Seaport is a major economic driver in the region, in large part, due to its key role in the aerospace logistics chain. The Port of Everett acts as an extension of the aerospace manufacturing process, handling all of the oversized, ocean-going parts for 747, 767, 777 and soon to be 777X airplane production lines. In an effort to visually tell the story of how the Port fits into this critical supply chain, and also, to celebrate the 10 year anniversary of weekly direct aerospace ship calls, the Port worked with its logistics partners and a local production company to create a 3-minute video that takes constituents behind-the-scenes. Using a mix of fresh creative and b-roll footage provided by The Boeing Company and our international partners, viewers follow airplane production from SEA-TO-SKY and learn about the jobs and economic impacts this process creates. Since its launch, the video has been successfully integrated into the Port's communications toolkit, has been well received by our target audiences and has more than double the views of other Port videos.



The SEA TO SKY video is available for viewing at:
www.portofeverett.com/aerospacevideo

(Run time: 3 minutes 14 seconds)





1. Communications Challenges/Opportunities

CHALLENGES

Although smaller than many ports by land footprint, the Port of Everett Seaport is a critical component of our regional transportation network. The Port of Everett is considered a strategic port, and is known in the shipping industry for its niche of handling high-value, oversized cargoes. Everett's customs district exported \$24.7 billion worth of goods in 2014 alone.

Further, the Port of Everett ranks as the second largest container port in Washington State – second to the Northwest Seaport



Alliance (the ports of Seattle and Tacoma, the state's major commodity ports). A large percentage of the Port of Everett's containerized cargo accounts for its tie to the aerospace industry. Everett's seaport accommodates 100-percent of the oversized aerospace parts for the 747, 767 (military and commercial), 777, soon to be 777X, and the KC-tanker airplane programs whose parts travel in oversized containers direct from Japan to Everett.

One of the challenges the Port faces is the ability to communicate to its various audiences the strategic value of its Seaport and the economic benefit the aerospace logistics chain provides on a local and statewide level. Additionally, it is a hidden logistics chain that occurs over multiple days. The airport is visible, but with the five miles of ocean transport, restricted port operating areas and rail lines located in ravines, it's difficult to explain, and even visually capture, this multi-modal connection.

The Port's audiences range from Port District residents and businesses, to seaport customers and legislative policy makers. The Port must continue to find innovative ways to educate its constituents on this topic, while also advocating for continued investment in the infrastructure that supports this effort, as well as the more than 35,000 jobs the Port's operations support.

Prior to video development, the only effective tool beyond lengthy explanations and 1.5 hour on-site tours to convey the complicated logistics chain was the use of stats, photos and infographics. It was time to use our resources and develop something we could incorporate into various outreach efforts.



Prior to the video, the Port used an infographic and photos to convey its tie with the aerospace logistics chain.

OPPORTUNITIES

In early 2015, the Port of Everett was planning an event to celebrate a major milestone – the 10-year anniversary of weekly direct aerospace shipments from Japan to Everett via Westwood Shipping Lines. Representatives from all of the major partnering companies in the aerospace logistics chain would be engaged in the celebration, which would include a catered dinner, a speaking program and a plaque presentation ceremony.

The Port wanted to find a way to not only honor and thank Boeing and Westwood Shipping Lines for its 10 years of direct service partnership, but also, to honor and recognize all of the key players in a meaningful way. The Port's public affairs team put their heads together and decided a great way to do so would be to capture a video of the logistics chain in action, featuring each company doing their part to help us reach this major milestone and assist in job creation and other major economic impacts that our region benefits from by working together. The Port took this opportunity to work with their partners to capture the logistics chain like it's never been seen before – from "SEA-TO-SKY" – with the initial goal of creating a 2-minute video.



In addition to the 10-year anniversary celebration, the Port of Everett saw this as an opportunity to create the video in the most efficient and effective way possible. The idea was to develop it as a thank you, but also as a visual tool that could be added to our communications toolbox to assist in explaining the Port's significance on a local, regional and statewide level. The Port already had community outreach opportunities at hand where the video could seamlessly be integrated to enhance messaging, including legislative and policy outreach, a school program, community bus and harbor tours, key communicator meetings, business partnership events and more. Finding a use for this tool in addition to its use for the 10-year anniversary allowed the Port to maximize the cost of video production to create a quality and necessary video.

2. Complement to Overall Mission

The mission of the Port of Everett reads:

"The Port of Everett is an Economic Development Enterprise carrying out the public's trust to manage and develop resources, transportation facilities and supporting infrastructure to enable community opportunity."

With that said, the Port of Everett operates as a strategic port that adds value to its local community and region by acting as an economic development enterprise focused on job creation. The Port's tie with the aerospace industry is an extension of the Port's mission by way of managing and developing transportation infrastructure that supports economic development and community opportunities by supporting jobs.

The Port of Everett's operations support more than 35,000 jobs and contributes \$373 million to state and local taxes annually. Everett's aerospace logistics chain supports more than 63,000 jobs in the region. The local aerospace manufacturer, The Boeing Company, employs more than 40,000 workers at its Everett site, 20,000 of which are supported by the aerospace cargo handling operations at the Port of Everett*. In addition to



Boeing, Snohomish County is home to more than 170 aerospace suppliers, and is the second most trade dependent county in the nation, with 3 in 5 jobs tied to trade. Creation of the video allows the Port to communicate the work it is doing to fulfill its mission and enable community opportunity by way of jobs.

**2014 Economic Impact Report by Martin Associates*

3. Planning & Programming Components

GOALS

The Port's goals for the SEA-TO-SKY video were to:

- Honor the Port of Everett's Seaport aerospace logistics partnerships in a meaningful way
- Enhance communications related to the Port's role in the aerospace logistics chain for educational and advocacy purposes
- Visually convey the local and regional significance of the Port of Everett Seaport as it relates to economic development and job creation

OBJECTIVES

When the Port team set out to create the SEA-TO-SKY video, we identified what success would look like. The set objectives for the SEA-TO-SKY video were to:

- Leverage the video with use in a minimum of 10 aerospace related messaging opportunities by the end of 2015 (i.e. print, digital, event, etc.)
- Increase views on the Port's YouTube Channel by 25% within one month of video launch
- Gain a minimum of two (2) new YouTube subscribers within one month of video launch
- Get a minimum of five (5) media and/or social media mentions within one month of video launch

AUDIENCES

Primary Audiences:

The primary audience for the video is the logistics partners whose relationships with the Port and each other are key to the efficiencies of the aerospace manufacturing process. Their efforts were honored in the creation of this video, which was created to be debuted at the anniversary event. Current and potential Port of Everett Seaport customers were another primary audience. The resulting video is a way to showcase the Port's

Seaport services and its niche in handling overdimensional, high value cargoes. A video demonstrating that work in aerospace is an excellent tool.

Port District residents and businesses are also a primary audience for the video. District residents are taxpayers, and although the Port is the lowest taxing entity represented in their annual property tax pie, these funds are expended toward Port capital improvement projects, such as seaport infrastructure in support of cargo operations. In addition, this audience is the electorate of the decision makers on the Port of Everett's board of commissioners as well as of those at the legislative level who provide opportunities for state and federal funding for Port projects. By tying infrastructure investments directly to the Port's role in aerospace and the resulting job creation power of that work, residents get a clearer picture of the relevance of the Port of Everett to the regional economy.

Secondary Audiences:

The secondary audience includes members of the broader community, including our youth and school students, neighboring communities to the Port District, and our state and federal legislators and policy makers. The Port engages in bus and harbor tours and direct education in classrooms whose curriculum is focused on trade, economy and workforce development. The Port also advocates for seaport and transportation infrastructure programs with its legislators and needs tools, such as this video, to describe the impact and significance of the Port when applying for grant funding opportunities.



4. Actions & Outputs

STRATEGIES

The strategies put in place for the SEA-TO-SKY video were to:

- Create a fast-paced video that brings the viewer behind the scenes into the shipping process following aerospace parts on their journey from the Port of Osaka, Japan to the Port of Everett, and a more detailed look at the parts as they travel from the Port of Everett Seaport to The Boeing Company for final production
- Develop a storyline that will translate well with our multiple audiences and message needs, ensuring it resonates with partners, customers, Port District residents, business community, legislative representatives and our youth
- Ensure the video highlights the five key messages we want to hit:
 - The Port of Everett is an extension of aerospace manufacturing process
 - The Port of Everett and aerospace logistics create economic impacts and jobs for our region
 - Everett is the #1 customs district in Washington State by export value; 3rd on West Coast (since creation, Everett is now 2nd on the West Coast)
 - The Port of Everett's Seaport niche is handling overdimensional, high-value cargoes
 - The aerospace logistics chain is a multi-modal operation that makes efficient use of our transportation infrastructure

TACTICS

Once we had our goals, objectives and strategies set, the Port team had to figure out the steps to take to achieve this plan, which included:

- Issue a request for quotes to find a qualified local videography team
- Coordinate with the Port's Seaport team and logistics partners to develop a tentative shooting schedule based on shipping schedule, anticipated weather, longshore labor shifts, schedules of our multi-modal partners, etc.
- Work directly with our logistics partners to capture and/or collect new or provided video footage of the entire logistic chain, including the following shots:

- Containers full of aerospace parts being loaded and departing the Port of Osaka, Japan
- Arrival of the ship to the Port of Everett
- Tug operators providing vessel assist services to pull the ship into berth
- Longshoremen tying up the ship
- Unloading aerospace containers from the ship and transporting them to the yard; use a mix of traditional and GoPro technology to capture a birds' eye view of the crane and reachstacker operators to convey the highly skilled workforce
- Containers loaded onto a barge and transported to the Port's satellite aerospace shipping facility, Mount Baker Terminal
- Off-loading containers from the barge directly onto rail at Mount Baker Terminal
- Railway workers building the train and transport of the train to the manufacturing plant
- Container entering the factory
- Airplane assembly footage inside of the factory
- Completed plane in flight



IMPLEMENTATION

The goal was to capture as full of a picture as possible to show the grand scope and scale of the logistics chain, starting from our international hub in Japan and into some of our local areas otherwise restricted to the general public including the Port of Everett Seaport and Boeing's manufacturing plant at Paine Field.

Although our goal was to include the entire logistics chain in a quick video, the process itself isn't so quick. The process is a multi-day/week process. It was clear there would be multiple days of shooting and that shooting would have to be on-call in nature as things can quickly shift in the shipping industry. In the creation process, we realized that 2-minutes was not enough time to effectively tell our story, so we opted for a video just over 3 minutes with subtitles and music to keep it engaging.

Budget & Staffing:

The Port budgeted and expended \$7,500 for videography services to complete this project. Additionally, the Port's in-house staff contributed approximately 30 hours of in-kind time.

Outsourcing & Resources:

The Port engaged Everett-based Sierra Media for the videography contract to shoot and create the video. The Port also worked closely with its logistics partners to secure unique footage that would not have otherwise been available to our team. This included footage of cargo loading and ship

departure from the Port of Osaka, Japan (provided by Westwood Shipping Lines) and footage of airplane assembly inside of the manufacturing plant (provided by The Boeing Company). Further, the Port worked with its local longshore labor force and seaport maintenance crews to attach GoPro cameras on some of the cargo handling equipment to gain a point of view perspective.

Timeline:

March 2015: Event planning for the 10-year anniversary of weekly direct aerospace shipments with Westwood Shipping Lines; decided to proceed with a video to commemorate partnerships.

April 2015: The Port of Everett sought quotes from qualified, local videography companies.



May 2015: The Port of Everett contracted with Sierra Media to begin the video production process; began outreach to partners for access and authorization to shoot.

June – July 2015: Shooting and collection of all footage; began first round of edits.

August 2015: Finalized edits with Sierra Media; sought final approvals from partners featured in the video.

September 2015: Unveiled the video at the 10-year anniversary celebration; following celebration, launched the video on the Port's YouTube and began promotion and implementation into our outreach where applicable.

The video was launched at the anniversary event. Following the launch, it was promoted in a press release distributed to the Port's key communicators lists and media outlets, posted on the Port's social media channels (Facebook, Twitter, YouTube, LinkedIn), and promoted in various Port publications. The video was promoted in the Port's monthly full page newsletter advertisement, the Port Report, in the Herald Business Journal, as well as in advertisements the local paper special Boeing edition.

5. Outcomes & Evaluation

The project resulted in a completed video, 03:14 in length that was titled SEA-TO-SKY in reference to the complete journey of an airplane from delivery, production and flight. The video is available for viewing on the Port's website at www.portofeverett.com/aerospacevideo, as well as on the Port's YouTube channel at <https://youtu.be/iZaOrM1XaH4>.

The video was completed on schedule and was officially debuted at the 10-year anniversary event in September 2015. The more than 100 event attendees positively reacted to the

video and this was clear from the many comments our Port team received verbally during the event. The video played on a loop the entire event (approximately four hours) and was used as an effective talking point during the speaking program. Following the event, we sent the YouTube video link to all of our partners and event attendees to thank them and also to encourage them to share within their companies. This resulted in a request for the video file in native form so our partners could incorporate the video into their communications efforts, including their marketing presentations (PowerPoint) and other web-based communications.

Further, the video has been seamlessly incorporated as an effective communications tool for the Port's various outreach efforts, including digital communications, community events, school and tour programs, and outreach to our neighborhood, business and legislative communities.

The video has also been a critical component to the Port's effort to prepare for larger ships starting to call the Port of Everett Seaport in support of the aerospace industry and other industries including construction, manufacturing and energy. The video was incorporated into the Port's recently submitted federal grant applications in request for nearly \$30 million towards necessary infrastructure investment to handle these larger ships and continue to support the job base and regional economy.

Since its official YouTube post date on the last day of August 2015, the video has received 737 views, the highest number of any of the Port's videos with nearly seven times the views. In addition, the video has been viewed at multiple community events, and included in presentations to the business community and our school program by way of embedded video (which doesn't count towards YouTube views). The school program alone reached 1,319 4th grade students in 59 classrooms and 15 schools in 2015. In these instances the video has been well received and viewers have shared their positive impression.





Tying success back to our objectives, the following were the objective outcomes:

- Washington Public Port Association:
<http://tinyurl.com/juod7q6>
- American Journal of Transportation
<http://tinyurl.com/gn53fal>

The SEA-TO-SKY video has become an extremely effective communication tool for the Port of Everett's existing outreach, as well as the intended use of the anniversary event honoring Port partners in the logistics chain. Prior to the video, the Port used an infographic to convey the various elements and partners in the logistics chain. The complicated logistics and the resulting economic impact and job creation are more effectively told through this video. The anecdotal response, as well as the clear interest in the video online (seven times the normal audience for Port videos), reflects a successful effort.



Some samples of promotion and marketing of the video, as well as media coverage

