

INDIVIDUAL SUBMISSION ENTRY FORM

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

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title Port of Portland Timeline Installation - 125th Anniversary Retrospective

Name of Port Port of Portland

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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.

Summary

Port of Portland Timeline Installation – 125th Anniversary Retrospective

Celebrating the 125th Anniversary of the Port of Portland, staff installed a 120 by 12-foot timeline retrospective in major pedestrian thoroughfare at the Portland International Airport, which is owned by the Port of Portland. It highlighted the origins of the Port as a marine gateway as well its current role in the economy.

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.

The anniversary of the Port is significant in that the Port is an essential element in why Portland is the city it is today. Trade on our rivers was what drew settlers here. The construction of railroad lines and a system of interstate highways further expanded the region's import and export capabilities and drew manufacturing and other business interests to the city.

While local citizens are aware of the airport and many consider it a source of civic pride the broader activities and role of the Port are not as well known.

This anniversary is a way to tell the Port story.

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.

An act to establish the Port of Portland was filed in the office of Oregon's secretary of state on Feb. 18, 1891. The Oregon legislature established the original Port of Portland to construct and permanently maintain a twenty-five-foot ship channel in the Willamette and Columbia rivers "at the cities of Portland, East Portland, Albina, St. Johns, and Linnton and from these cities to the sea."

The Oregon Legislature created the current Port of Portland in 1970 by merging the original Port of Portland, a public corporation, and the Portland Commission of Public Docks, a city agency dating from 1910. In 1973, the consolidated Port became a tri-county agency serving Multnomah, Clackamas, and Washington counties.

The history of the Port of Portland is inextricably woven into the story of how Portland came to evolve – from its early years as a center for river trade to a gateway to the world for travelers and products. Throughout 2016, the Port will honor its 125th anniversary with events, contests and a historical timeline display at the Portland International Airport. The anniversary is observed on Feb. 18, 1891, when the Oregon Legislature established the Port to maintain a 25-foot shipping channel in the Willamette and Columbia Rivers through dredging.

While the Port's mission may have evolved over the past 125 years, our commitment to serving the people of Oregon has remained constant. We are dedicated to ensuring future actions are aligned with the needs and values of the region. Through the Port's three airports, four marine terminals and five business parks, our goal is to help create jobs and get people and products where they need to go.

Today the Port owns and manages three airports, four marine terminals and 6 industrial parks.

The timeline placed in the tunnel of the state's largest airport was a key location to get the traveling public's attention and ensure they knew the Port's role is broader than just runways and baggage claim.

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.

The goal of the timeline was to mark the milestone of the 125th anniversary with historical narrative and photographs.

It was also designed to:

- Thank citizens for their support of the Port and create awareness of its history.
- Build a broader base of understanding of the role of the Port in the regional economy.
- Build a sense of pride about Portland's role as a gateway of trade.

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.

A theme was selected for the installation: Port of Portland, Yesterday, Today, Tomorrow; Providing Possibilities in Every Direction Since 1891.

Designers at the Port of Portland combed through thousands of photos in a collection at the Oregon Historical Society to find images that represent activities at the Port each decade; the original 1891 Dredge *Portland*, workers loading cargo on steamer ships, craning Volkswagons, even the 1934 longshore worker strike.

Brand Manager, Mike Satern, designed the layout. An important work for him, the timeline was his last major project before retiring after more than 15 years of service at the Port of Portland.

Planning and research started in spring 2015. Design took place in December 2015 with final installation just prior to the 125th anniversary celebration on February 18, 2016. A digital version was subsequently published on our website and the link sent out through social media: <http://ow.ly/4ntfYm>

Installation:



Three panels:





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.

Approximately 10,000 people work at the airport and 43,000 people travel through daily. are potentially exposed to the installation.

Anecdotal feedback is positive as staff witnessed travelers pausing to examine the photos and read stories

Tweets from the Gateway to the Globe event:

You Retweeted

 **Britt-Marie Phaneuf** @BrittPhaneuf · Feb 18
Props to marketing folks @PortOfPortland! Fabulous print + digital presentation at the #gateway2globe event!



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You Retweeted

 **Tina Penman** @TinainPearls · Feb 18
Celebrating 125 years of @PortOfPortland w/ @OregonGovBrown & @KevinFrazierORI Maryhelen, congrats! #gateway2globe



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Print version:

From the Gateway to the World to the World's Gateway

