

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 | <u> X </u> | 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 | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

☒ CATEGORY 1

☐ CATEGORY 2

☒ CATEGORY 3

Entry Title Port of Portland Portfolio – 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 Portfolio – 125th Anniversary Retrospective

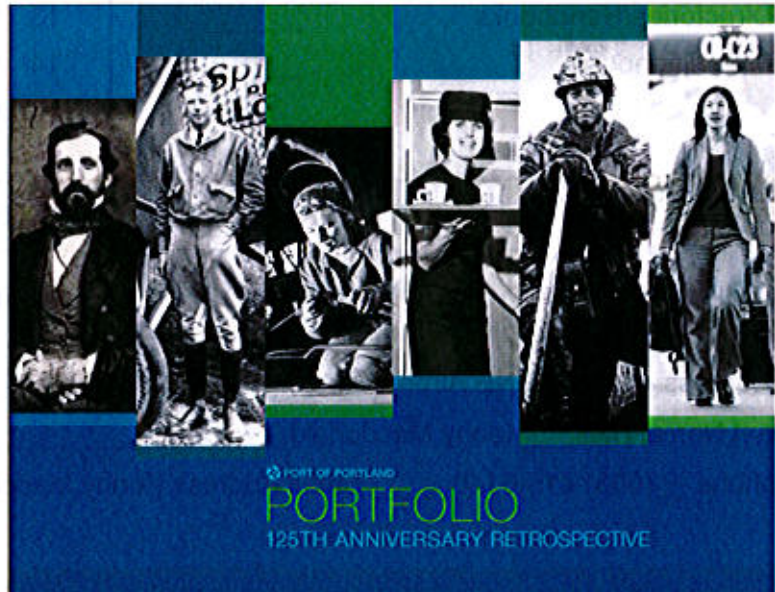
The FY 2014-2015 annual report doubled as a beautiful retrospective of the Port's 125-year existence.

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.

Today Oregon's statutes explain the Port's role this way..."The object, purpose and occupation of the Port of Portland shall be to promote the maritime, shipping, aviation, commercial and industrial interests of the port as by law specifically authorized. Subject to ORS 778.016, the port may acquire, hold, use, dispose of and convey real and personal property, make any and all contracts the making of which is not by this chapter expressly prohibited. It may do any other acts and things which are requisite, necessary or convenient in accomplishing the purpose described or in carrying out the powers granted to it by law. The port may supply surface and air craft with fuel and other supplies at reasonable cost as may be for the best interests of the port." [Amended by 1959 c.362 §1; 1971 c.728 §104; 2013 c.689 §1]

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

In this issue of our annual report, *Portfolio* we chose to produce a 125th anniversary retrospective to show how the Port of Portland and the Commission of Public Docks drove Portland's growth through robust marine terminals, popular airports and industrial land developer.

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 entry was to serve as an annual report to Port Stakeholders for FY 2014-2015 as well as 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 event: 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 Volkswagens, even the 1934 longshore worker strike.

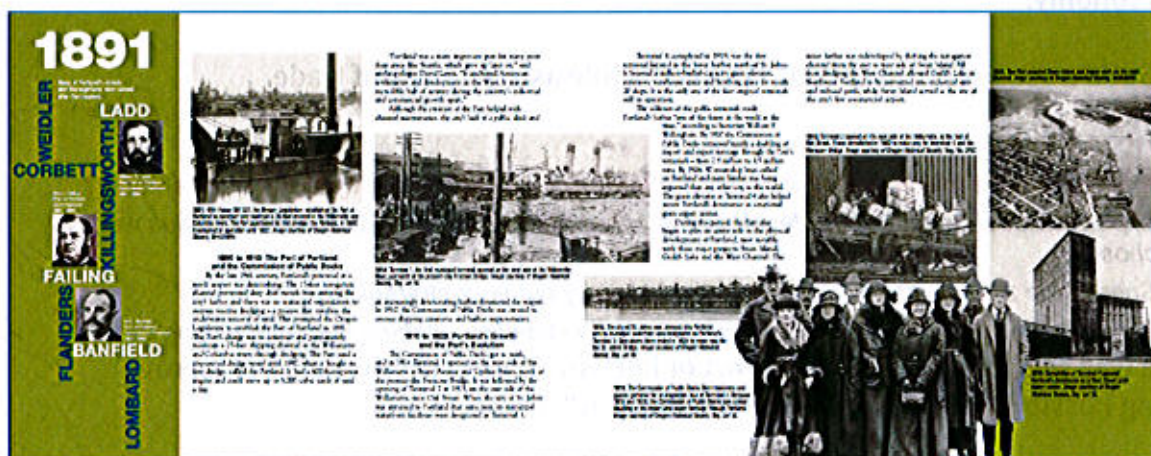
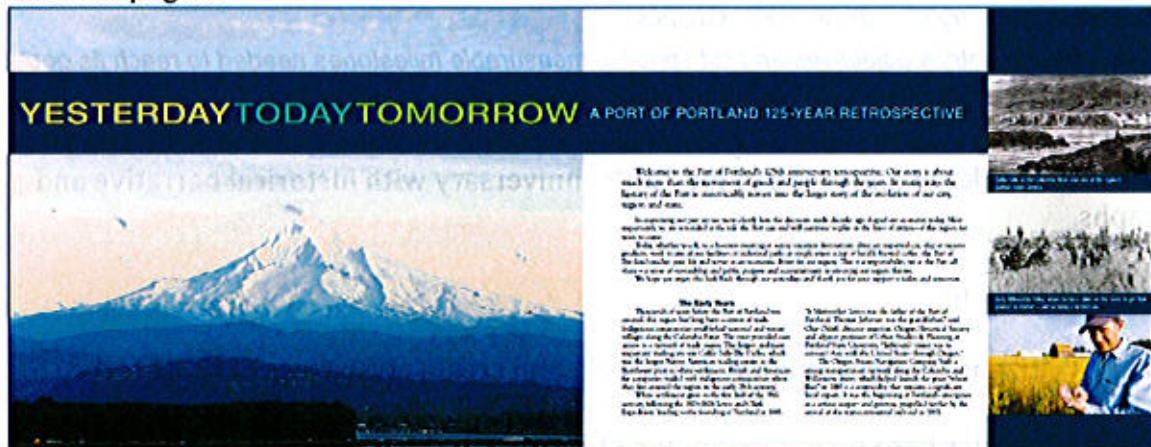
The Port worked with Morgan Young, an independent researcher to take a deep dive into the history of the Port to pull together facts from the Oregon Historical Society and state archives.

Port staff writer Melanie Mesaros and Director of Corporate Communications, Martha Richmond developed the copy.

Brand Manager, Mike Satern, designed the layout. An important work for him, *Portfolio* 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 publication 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>

First two pages:



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.

The Port of Portland printed more than 20,000 for distribution with *Portland Business Journal*, *Oregon Business Magazine* and through our own mailing list.

Extra copies are available for Port staff to take to meetings and speaking engagement. Informal feedback indicated a strong desire by those audiences to delve into the rich history of the organization.

The subsequent quarterly newsletter *Portside* was published in April and contained a comment card asking about the frequency and importance of online and print publications including *Portfolio*. The results of that survey are still being tabulated.

Tweets from the Gateway to the Globe event:



Print version:

