



# **2019 AAPA Communications Competition**

**Entry Classification:**

**Miscellaneous**

**Entry:**

**Port of Tacoma Centennial Magazine**

**Category 3**

## Centennial magazine

In 2016, the Port of Tacoma began planning its communications and outreach efforts for its centennial year in 2018. At that time, some of the Port's five commissioners expressed interest in having a book produced highlighting the Port's centennial. The Port of Seattle and the Port of Long Beach are two of many ports who have done that for their centennial.

After researching the high cost of writing, researching and printing a centennial book (\$100,000 to \$200,000), Port staff recommended producing a centennial magazine as a more cost-effective alternative. The Port commission agreed.



Port staff worked with a freelance writer and JAYRAY, a local communications and PR firm, to produce the book. A total of 10,000 copies of the 28-page magazine were printed. The title of the Port's 28-page centennial magazine is "Portrait of a Century."

The total cost for the project was about \$25,000, making the magazine a very cost-effective way to help tell the Port's centennial story. In addition to highlighting some of the port's history and evolution over the last 100 years, this publication was designed to highlight the Port's key role in our region's economic vitality—both historically and today.

The cover of the magazine features the Port's centennial logo. Historical and current photography and graphics were used throughout the publication to help tell the Port's centennial story.

To avoid having the magazine just be "a look back" on port history, the overall theme chosen for the magazine was "Trade." This helped frame the key sections of the magazine, enabling it to be a "look ahead" as well.

The story of trade is told in these seven sections of the magazine:



- Trade is Movement
- Trade is People
- Trade Drives Innovation
- Trade Evolves
- Trade Changes
- Trade Connects
- Trade is Our Future

The centennial magazine made its debut at the Maritime Fest (July 28-29, 2018). Copies were available near the Port's timeline display inside the Foss Waterway Seaport and also at the Port's information table where people loaded the boat for the free Port harbor tour on July 29.

According to the Port's post-tour survey, more than half the people who attended one of the Port's boat tours picked up a copy of the publication.

The magazine was also distributed at more than 20 other Port centennial events throughout the centennial celebration and used with the Centennial Container.

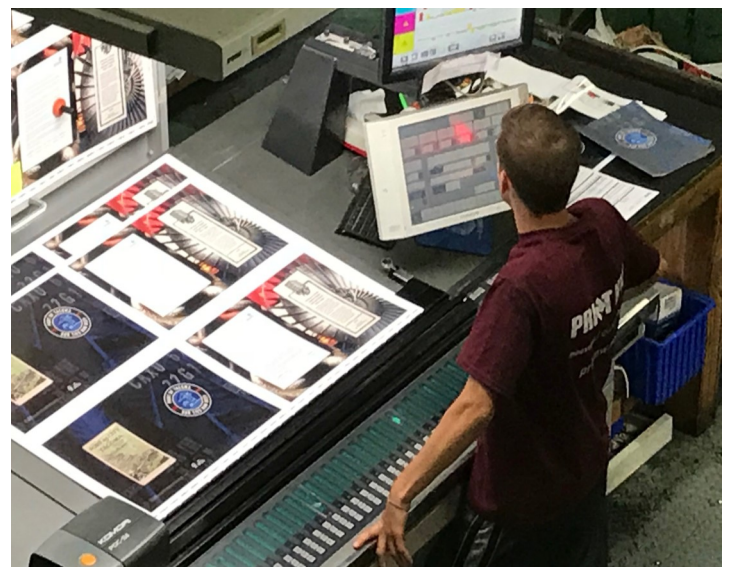
It was also sent about 300 Port retirees. In addition, an estimated 2,000 copies of the magazine were also distributed to local schools and libraries.

Port staff continues to use the magazine in 2019 in our speaker's bureau, monthly bus tours, farmers markets and other business and community events.

As of April 2019, the Port only had about 500 copies of the original 10,000 in stock.



**TIMELINE:** The center spread of the Port's centennial magazine uses key dates and a photo montage to highlight the historical development of the Port and the region.



**PRESS CHECK:** The magazine was printed by Print Northwest, a Tacoma-based company. Port and JAYRAY staff members, along with the Port's summer intern, were on hand for the final press check.