2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

1. Advertisements – Single _____
2. Advertisements – Series _____
3. Annual Reports ✓
4. Audio-Only Presentations _____
5. Directories/Handbooks _____
6. Miscellaneous _____
7. Overall Campaign _____

8. Periodicals _____
9. Promotional/Advocacy Material _____
10. Social/Web-Based Media _____
11. Special Events _____
12. Videos _____
13. Visual-Only Presentations _____
14. Websites _____

☑ **CATEGORY 1**   ☐ **CATEGORY 2**

Entry Title _Port of Seattle Environmental Annual Report 2009-2010_

Port Name _Port of Seattle_

Port Address _2711 Alaskan Way, Seattle, WA 98121_

Contact Name/Title _Nancy Blanton, Manager of Corporate Communications_

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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 Seattle Public Affairs_

Being as precise as posible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis *(assess all 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)*

NOTE: For a detailed presentation on strategic communications "Ingredients for Success," go to http://aapa.files.cms-plus.com/SeminarPresentations/2009Seminars/2009PublicRelations/Skeltis_Kim.pdf

Port
of Seattle·

Where a sustainable world is headed."

2010 AAPA Communications Award Program
Classification 3. Annual Reports (Category 1 Port)

Port of Seattle Environmental Annual Report 2009 – 2010

http://viewer.zmags.com/publication/8c05a0bc#/8c05a0bc/1

http://www.portseattle.org/downloads/about/environmentar09-10.pdf

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Project Description / Opportunities and Challenges

In 2007, the Port of Seattle made a commitment to make environmental stewardship one of our top
responsibilities and priorities. We wanted our environmental message and accomplishments to be
reflected all Port communications. It was key that we show real progress and commitment, not just "green
wash" our image.

This special annual report is the second dedicated to the Port of Seattle's environmental programs, both
at Sea-Tac Airport and the Seaport. It is published online only and is accessible from the Port of Seattle's
Web site. It is linked from many prominent pages on the site via an animated gif, and a "mini-version" is
highlighted on the site's publication page - http://www.portseattle.org/about/publications/index.shtml. It
was also distributed electronically to the Port's almost 15,000 e-mail update subscribers.

Challenge: The success of our first "pilot" online environmental annual report in 2009 and the
sophisticated metrics we developed spurred the decision to publish this second environmental annual
report. The challenge in the current economic climate was to create and publish and an engaging,
interactive report with a limited budget. The first cost savings was to continue with the online version. This
online report also reflected our environmental responsibility; we were able to reach our target audiences
without printing.

The decision was made to devote the entire budget to graphic design and have the outside design team
create templates that could be duplicated and populated by Port staff, thus reducing out-of-pocket costs.
With the exception of a few purchased stock photos, Port staff did all the writing, photography and video
production for the report. It was then uploaded to Zmags.com, a subscription service, and published. The
result was the product we wanted at the price we could manage. The design was completed for just
$8750.

Research and Discovery

As part of our research, we reviewed other organizations' environmental reports and confirmed that the most effective ones reported measurable accomplishments. To create a meaningful and impactful report, we needed not just to describe environmental programs, accomplishments and challenges but to show them through data. To this end, some of the work on 2009-2010 annual report actually began several years ago with baseline studies that established clear metrics against which we can measure our progress. Good examples of these metrics are on pages 18 and 19 of the report. The resulting report reflects not just good communications and graphics, but solid research.

Goals

- To heighten awareness among citizens of the Puget Sound region and Port stakeholders about the Port's robust environmental programs while being transparent about progress to date and the need for improvements
- To summarize the complex and varied Port environmental programs in a reader-friendly, easy to understand report
- To use the report to also demonstrate the positive economic impact the Port has on the region
- To demonstrate the Port's financial responsibility by illustrating wherever possible the cost savings environment programs provide
- To use new technology to better measure readership

Tactics

- Use sophisticated technology to engage readers by incorporating video and making the online report easy to navigate and read
- Use metrics whenever possible to demonstrate honesty and transparency
- Provide an overview of successes and challenges rather than cite every accomplishment
- Create content that helps readers understand not just the Port's accomplishments but also appreciate the tradeoffs that complicate environmental decision making
- Use the online format to link to greater detail about specific environmental programs on the Port's Web site
- Incorporate video to entertain while educating our readers

Target Audiences

Local environmental groups and stakeholders: The Pacific Northwest is known for its leadership and passion on environment issues. We have a large, very involved community of environment activists and sharing the Port story with them is key to successful community relations.

Port Stakeholders, including King County Taxpayers: The Port is supported by tax dollars and it is important to show our community not just as financial responsibility but also our environment stewardship.

Port Customers: The Port of Seattle's customers from shipping companies and airlines to air travelers and recreational boaters are an important audience.

Port Employees: Our employees are our best ambassadors to the community at large. We want them take pride in our "green initiatives" and to spread the word.

Fenceline Communities: Our actions of course have an environmental impact on our neighbors.

Evaluation

- Our e-mail boxes were buzzing as soon as the report was distributed - and buzzing with compliments. A sample is attached in this notebook.

- The report was posted on April 6; we can report that in just the first five days we had more 500 readers seek out the website.

- More than 15,000 people received the report in the initial distribution.

- Airports Council International–World not only posted our report as a Case Study on their website, but also touted it in a recent blog.

- Attached are samples of media outlets – local, national, and international – that touted our report.