

4. AUDIO OR VISUAL PRESENTATIONS

Submissions in this classification may include promotional and educational CDs/DVDs (containing little or no audio), radio interview or talk show programs, PowerPoint presentations containing little or no audio, audio recorded speeches, etc., and can be submitted either on a standard audio cassette tape, DVD or CD-ROM. (Note: Please include running time, when applicable, on entry label. Please do not submit video presentations in this classification.) ***You must complete the questions on this page for each entry and include a print image of the submission (for display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.***

CATEGORY 1 XXX CATEGORY 2

Entry Title: The Pierce County Port Report TV Show **Running Time:** 30 minutes
Port Name: Port of Tacoma

- 1) Was this entry produced in-house? by an agency? or a combination? XXX
- 2) To what audience(s) was this entry directed? General audience of citizens in Tacoma/Pierce County.
- 3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)?
Pierce County citizens voted to create the Port of Tacoma in 1918. Today, there are more than 700,000 citizens in Pierce County, the true “stakeholders” of the Port. This show is part of the Port’s overall outreach program to keep citizens informed and up-to-date about the Port’s latest developments, local business and economic impacts, and future plans.

TV Tacoma is a station run by the City of Tacoma. Many governmental entities and boards use the station to communicate with their constituents, often by televising their regular council and board meetings. *TV Tacoma* is broadcast throughout Pierce County. In 1998, the Port of Tacoma Commission informally considered a similar approach—i.e. televising regular Port commission meetings. The *Port Report* TV show concept was developed by Port staff as an alternative approach—to use the power of television to inform citizens about the Port of Tacoma’s progress, range of activities, and importance to the local community, and to do so in an educational and entertaining way. The “magazine-style” format is used to highlight various Port shipping activities (such as military cargo), show how the Port is working to improve the environment, as well as how Port activities help improve the overall economic vitality of the Pierce County region. On average, two *Port Report* shows are produced each year.
- 4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry? Total production cost (including writing, shooting, editing, etc.) for each half-hour show is about \$20,000.
 - a. If produced for the web, how did you assess “visits”? NA
 - b. If applicable, how many audio tapes or data disks (e.g., CDs) were distributed? About 20 copies of each show are made to share with companies/individuals who are part of the show, and for use by Port staff in other presentations (e.g. community outreach, school use, etc.)
- 5) How did you evaluate the success of this entry and what were the results? The show reaches a total of 145,000 households throughout Pierce County. *TV Tacoma* willingly airs the show at no cost to the Port, because it provides their station with a quality program that has proven popular with their viewers. Each episode is shown 15 times (at various times of the day and evening) during a two-week period. The show provides excellent frequency and reach to our targeted audience of Pierce County citizen households.

Segments of the show have also been used by Port staff and Commissioners in presentations to civic groups, school groups, and other targeted audiences, as well as on the Port’s website. The show is also replayed in its entirety at the Port’s annual Maritime Fest event in September, which attracts an average of 1,500 people. The September 2006 and 2005 *Port Report* aired for the two-week period prior to Maritime Fest, and was mentioned by many of the Fest attendees as how they found out about the popular annual event.