

## 2011 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____ <u>X</u>             |

 CATEGORY 1 CATEGORY 2Entry Title Port of Seattle Centennial Map and TimelinePort Name Port of SeattlePort Address 2711 Alaskan Way, Seattle, WA 98121Contact Name/Title Nancy Blanton, Manager, Corporate CommunicationsTelephone 206-787-3364 Email Address blanton.n@portseattle.org

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of SeattleBeing as precise as possible, please attach a separate entry statement, in English, that:

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

AWARD OF EXCELLENCE

## **2011 AAPA Communications Awards Entry**

**Category 15: Websites**

**Title: Port of Seattle Centennial Map and Timeline**

**Source: [www.portseattle100.org](http://www.portseattle100.org)**

### **Situation Analysis**

Major milestones present tremendous opportunities to gain the attention of your audiences and tell your story. In 2011 the Port of Seattle is celebrating its centennial year. The timing is particularly valuable to the Port because it followed a few difficult years that included some negative media coverage and employee layoffs during the economic downturn, and arrived just at the upswing of the global economy. The centennial provides a rare chance to demonstrate to the community and region on a broad scale the important role the port has played over the decades in business development, job creation and environmental stewardship; and also to encourage individual exploration, learning and interaction with the Port.

As part of this effort, our Public Affairs Department developed a comprehensive centennial plan including events, outreach and communications. A centerpiece of the communications plan was a set of three integrated communication products that would become the information backbone and resource for all other activity during the year. These included an interactive historical map and timeline, a commemorative book and 30-minute documentary.

With 77 percent of the US population using the Internet, and with Seattle in particular being home to more than 500 technology companies (including Microsoft, Amazon.com, Expedia.com and others), we knew we wanted to create an online interactive product that would be both informative and engaging. Our research led us to produce an interactive Centennial Map and Timeline, and this will be promoted to all of our audiences, and presented throughout the year at various events and venues. The product not only presents historical information in an engaging way, but also invites users to engage with the information by posting their own stories.

### **Research**

To begin, we wanted to learn from what others had done. We started with the Port of Baltimore's remarkable Tercentennial campaign and products. Then we searched and explored centennial sites and anniversary sites created by other organizations all over the world. There were many different styles and approaches to these milestone events, but most incorporated timelines in one form or another. We focused on those that included some level of interactivity, narrowed our collection down to 20 favorites, and then down to five, using specific criteria including:

- Is it inviting – does it make you want more?
- Does it take advantage of the virtual real estate to showcase messages with visual imagery?
- Can it support our brand look and feel and still look historical?

- Does it provide functional interactivity and a place for people to research information and to share their own stories?
- Does it have a “wow” factor to engage viewers?

We provided these examples along with a clear scope of work and our branding elements to our contract site design firm, and began our content research and production. While our team members Katie and Rob explored books, annual reports and other materials to write the history of our facilities, Chris collected video elements that reflected the activity and thinking of the decades, and also videotaped interviews with some of our employees and retirees. Dusti pored through the cardboard boxes of photo negatives she found in our basement, and contacted museums and historical societies throughout the region to build relationships, collect images, and manage licensing and permissions. She created a SharePoint database to store all her findings, and this became a resource for all three communications products. We found so many outstanding images we decided to create slideshows for each decade section to make them easily accessible to viewers, and included the ability to click on images to make them larger and easier to explore.

### Goals:

Our goal for this project had to flow from the **mission statement** for the Port of Seattle Centennial, which had been stated as follows:

*In honoring the past, we will use the opportunity of the Centennial to thank and celebrate with our communities, customers, tenants, labor, tribes, business partners and employees. Our goal is to heighten awareness among King County citizens about the Port’s role in the economic vitality of the region.*

Key messages defined for the Centennial year are that the Port of Seattle is a vital component in the regional economy, and has been for 100 years; it is a catalyst for family-wage jobs; it is the Green Gateway for trade and transportation into the next 100 years; and that we thank the citizens of King County for 100 years of support and accomplishments.

Under this mission and strategy, the goals of the Centennial Map and Timeline are to:

- Honor the past with a decade-by-decade look at events and accomplishments
- Deliver the key messages interwoven with historical information in a compelling, interactive way
- Reach at least 50% of our local target audiences, and particularly King County citizens
- Develop a resource for use in products throughout the year and well into the future
- Develop new working relationships with historical community organizations, and highlight and thank them for their contributions to these products

### Audience

This Centennial Map & Timeline site is meant to serve several audiences, all of whom are part of the 1.9 million King County citizens:

- Community members who pay a tax levy to help cover port infrastructure debt, vote for port commissioners, and use airport and seaport facilities
- 1,600 active Port of Seattle employees
- 300 Port of Seattle retirees
- Customers, including airlines and seaport tenant operations
- Community and historical organizations
- Students, elementary through college who may be researching ports, travel or trade
- Other ports and government agencies

The content of our Timeline uses clear language as opposed to trade jargon, and is anchored in Associated Press Style, to keep it accessible and interesting to a multigenerational audience.

### **Budget**

To execute this project the Port ran a competitive process for an outside contractor that was skilled in producing websites and other electronic communications products. The Map and Timeline was to be produced in five phases, with a soft launch in December 2010, and full launch to our audiences in January, 2011. The total project budget came to \$46,478.75 (See budget detail attachment following this summary).

The project also involved staff time to conduct research, develop the content, and upload to the site using a content management system provided by the contractor. Our team included Corporate Communications Manager Nancy Blanton, Public Affairs project managers Katie Nowlin and Robert Walgren, our Audiovisual Manager Chris Nardine, and Communications Specialist Dusti Banazzio. Dusti had been selected as a participant in our six-month Veterans Fellows Program, and we later hired her full-time to work with us on this project, create content, and build the historical photo archive.

### **Promotion and Launch**

Production of the site took about nine months, and the site was soft-launched in December, 2010, so that we could invite users to review and make comments and suggestions. We continued to add to and improve the content throughout the month and then officially launched the site to employees and the public on January 3, 2011. [See news release, website banner, magnet and fact sheet in "Promotion" section – plus screen shots of three news blogs that covered the site.]

For employees, the Map & Timeline was demonstrated at several internal meetings, links were posted on the intranet site, and a six-week trivia contest was launched to drive users through the site. To promote the trivia contest, a "What's Happening at the Port This Week" e-mail was distributed at 9:00 a.m. on Mondays for six weeks to all administrative professionals responsible for forwarding to their respective workgroups, totaling about 1600 employees. We would have the three winners within 15 minutes of the message going out. We averaged 30 respondents for each trivia question, and the three

winners each week received a 3.5 ounce Dilettante Chocolate bar formed with the Seattle Skyline, wrapped with a bright green ribbon and Port Centennial sticker.

For the community, the site was demonstrated during Commission meetings, public speeches and presentations to community organizations, such as the CEO's recent presentation to the Propeller Club. In addition, the port hosted a reception for five local chambers of commerce and the Puget Sound Historical Guild, where the Timeline and documentary were shown. The Timeline also was promoted as part of a video feature program produced by the Port three times a year and shown on King County Television. This reaches about 18,000 viewers each time it is shown.

For students, a video contest was promoted to elementary, middle and high schools with the opportunity to win cash prizes up to \$6,000. The topic of the video is "What the Port of Seattle means to me," and students are invited to use the Map & Timeline as a resource. Many of them used photos from the site in their videos. The contest was promoted county-wide, winners were announced in late April and their videos posted on our YouTube channel.

The Timeline will continue to be demonstrated and promoted at events throughout the year.

## Evaluation / Results

While we will continue to add content and update the Map & Timeline throughout the year, we are exceedingly pleased with the results, as follows, based on our original goals:

**Honor the past with a decade-by-decade look at events and accomplishments:** Content of the Map & Timeline not only shows the evolution of each of specific facilities over the decades but also shows major accomplishments in each decade. Each time we show it we demonstrate the Port's long-term service to various segments of the community.

**Deliver key messages interwoven with historical information in a compelling, interactive way:** These messages are clearly covered by features in the "Impact of the Port" section or as timeline entries, and our "Thank you" message is part the speaking points at each public presentation. The website itself is a thank you to the community, because it is fun to explore and invites individuals to tell their own story. We will continue this invitation through 2012.

**Reach at least 50% of our local target audience:** We exceeded our goal of 50%, reaching nearly 1.2 million people through our traditional media (newsletters, press releases, website postings) and social media (Twitter, Facebook and YouTube). We integrated our social media content and cross promoted with select photo albums, and linked to the Map and Timeline. We also used employee communication channels, events and other outreach. Our Google Analytics indicates significant site usage data for the first quarter, with 5,480 visits and more than 19,000 page views. Our anecdotal comments are quite positive:

*You must be so proud. It's GORGEOUS!!! Very elegant, compelling and interesting - it really brings the subject to life.*

*Great Job--Tell the crew that put this together that they did a phenomenal job. SO MUCH HAS CHANGED SINCE I RETIRED.*

*Congratulations on this compelling site! Most impressive.*

*This is flat-out spectacular. Incredible work!!!*

**Develop a resource for use in products throughout the year and well into the future:** We knew construction of this site would force a search both deep and wide for the best photographic and video resources. We now have an archive of hundreds of valuable media assets, most of which we already own and do not have to pay license fees to use. The archive is available on a SharePoint site for all our employees to use in centennial and other relevant products, and the assets also have been used in presentations created by individuals in the community and by students participating in our centennial video contest.

**Develop new working relationships with historical community organizations:** As part of this effort we worked with the Museum of History and Industry, University of Washington Library, Puget Sound Historical Society, HistoryLink.org, Washington State Historical Archives, Puget Sound Maritime Historical Society, and dozens of other organizations and individuals. Each organization has been thanked for their assistance and recognized within our products.

## **Conclusion**

By the end of our first quarter, the Map and Timeline already has demonstrated its value well beyond the dollars and time we invested. We have two new assets for the organization (Timeline and photo/video archive), plus dozens of new relationships with local organizations. It has helped us engage employees and members of our community in our history, generated a sense of pride in what the Port means to the community, and we are seeing a high response rate to requests for volunteers for events now being planned. We will be developing new ways to keep it visible throughout the year, and will update it frequently. The Map & Timeline will remain live on the Internet for two years, at the end of which we will archive it as an excellent resource for our next major milestone.