

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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| 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 _____ X _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

 CATEGORY 1 CATEGORY 2Entry Title "VOICES OF THE PORT" CENTENNIAL DOCUMENTARYPort 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 13: Videos****Entry: Port of Seattle Centennial Documentary****Title: Voices of the Port****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, "Voices of the Port."**

We chose video as one of our primary message carriers not only for its power to tell stories, but also because the medium is emerging as a key message delivery system for both for-profit and non-profit organizations, precisely because it so effectively conveys information and emotion in a single package.

We also felt a video documentary would be valued by local cable stations and would help us reach the audiences that our website and book might not be able to penetrate.

Product Overview

We planned our documentary to emulate the style of the PBS *American Experience* series and the works of filmmaker Ken Burns. This style makes extensive use of panning and zooming across still photos, with sound effects and period music, and adds brief reenactments to make story come to life. The project also employs a "then and now" technique of melding views of port landmarks today and in the past, through video montages.

The core of the project is a series of video interviews with Port of Seattle employees, retirees, friends and business partners, as well as local historians. Their stories are woven together with archival photos, films and contemporary video footage of port operations. To give the documentary a "first person" feeling, we used these interviews as the primary storytelling device, filling in with formal narration from historians as needed to round out the story.

Multiple interviews on topics helped us provide different perspectives as well as show diversity in our program. Any interviews we captured that are not used in the video will be used on the Timeline and/or in shorter vignettes that will be produced later in 2011. As is always the case with information, it is better to have more to work with than not enough when proceeding to the editing stage of production.

Since the actual script could not be created until all the interviews were conducted, transcribed, edited and placed into chapter segments to which the quotes best fit, an outline of material to be covered was generated from a draft of the commemorative book that was already underway. Reenactments highlight specific turning points critical to the story, such as discovery of the depth of Seattle's harbor, and the vote which made creation of the port possible.

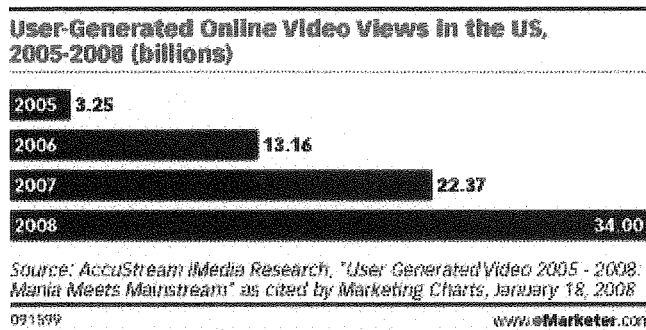
The presentation has a sense of authority, and the information is colorful and interesting. The tempo of delivery varies somewhat with the people interviewed, but the program is edited for a comfortable but energetic pace. A good number and variety of visuals helps maintaining viewer interest.

The program starts with Seattle background information that explains the eventual creation of the Port of Seattle. Within the Port's history lie many engaging stories that are included to add depth and maintain viewer interest. Essentially, the video shows the Port's importance to the region and the world, the job creation so vital to the local community, and how far the Port has come over its first 100 years.

Research

To begin, we wanted to learn from what others had done. We started by viewing a number of other historical videos, particularly those produced in the local region, to consider their content and style. The strongest ones—those we felt delivered their messages effectively while immersing the viewer in the story—confirmed our decision to use both historical photos and reenactments as described previously.

We also looked into whether the medium would attract the hoped-for viewership in both our television and online options. To do this we queried all the local cable channels in the Seattle/King County area to gauge interest. Of the 80 percent that responded, all were affirmative that they would want to show this program on their stations. We also found a recent study that demonstrated vast growth in online viewership in the US from 2005 through 2007 – 22 billion views of user-generated video in 2007 – so that we knew our intention to post the video on our YouTube channel was valid. YouTube is not just a place where people upload their own videos; they are watching videos produced by others.



22 billion views of user-generated video in 2007, was projected to rise to 34 billion views in 2008.

Because our budget did not allow for pre- and post-testing of audiences to measure the penetration of our message delivery through this medium, we would rely on the numbers we reached and the responses received as indicators of success.

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
- A catalyst for family-wage jobs
- The Green Gateway for trade and transportation into the next 100 years

And, we wished to thank the citizens of King County for 100 years of support and accomplishments.

Under this mission, the goals of the centennial documentary "Voices of the Port" were to:

- Honor the past through visual storytelling about events and accomplishments that establish the Port's role in the region
- Deliver the key messages interwoven with historical information in a compelling, visual way
- Reach at least 50% of our local target audiences with messaging about the documentary
- Create additional short video products to be posted on our website and YouTube channel
- Engage employees, students and community members where possible in the product's creation

Audience

The documentary, "Voices of the Port," 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

Budget

To execute this project the Port hired Vaun Raymond, an independent video producer and instructor at The Art Institute of Seattle. Mr. Raymond has a background in producing short historical documentaries featuring local history, and had long dreamed of producing a documentary about the development of Seattle's waterfront. Project development began in April 2010, the documentary was completed in December, and its first public showing was in January, 2011. The total project budget came to \$42,500. (See budget detail in appendices). In addition, the project relied on the valuable time and resources of a number of people in our community.

The project also involved staff time to conduct research, review content, and assist the contractor with reenactments. Our team included Corporate Communications Manager Nancy Blanton, Audiovisual Manager Chris Nardine, Public Affairs Project Managers Robert Walgren, and Communications Specialist Dusti Banazzio.

Promotion and Launch

Prior to completion of the video, Chris Nardine contacted cable TV stations throughout the county to gauge interest in a locally produced documentary from the Port of Seattle. The response was high (see table in appendices), and upon completion the video was sent in various requested formats to:

- King Co TV
- Seattle Channel
- University of Washington TV
- Seattle Community College TV
- Bellevue College - BTV (City of Bellevue)
- City of Burien
- City of Bothell
- City of Issaquah
- City of Enumclaw
- City of Sammamish

With the exception of UWTV, the stations have not provided airing schedules, but we know that UWTV, Seattle Community College, King County TV and the Seattle Channel have aired the program multiple times.

In addition, the documentary was demonstrated during Commission meetings, public speeches and presentations to community organizations, such as the CEO's recent presentation to the Propeller Club. In February, the port hosted a reception for five local chambers of commerce and the Puget Sound Historical Guild, where the Timeline and documentary both were shown. The documentary also was highlighted as part of a video feature program, "Portfolio," 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 employees, brownbag premiere showings were arranged, complete with popcorn, at both the seaport and airport office building locations during January. Sections of the video were shown at staff meetings (for example, aviation senior management showed an 8-minute segment specific to airport history). Segments were posted on YouTube as they were created, and then the final product was posted. At the Spring Employee Forum, DVD copies of the full documentary were distributed to all 420 employees who attended.

As a post-production follow-up, our videographer arranged a reception and HD premiere for all persons who had assisted in the production, including more than 30 students, employees and members of the local community, and each person received a DVD copy.

Going forward, the documentary will continue to be shown on the cable channels, on YouTube and on our website, and will be used in several community events. In May the video will be shown to public audiences at the Maritime Festival, and in September it will be featured at the AAPA Convention in Seattle, and will help launch the publication of our centennial commemorative book, *Rising Tides and Tailwinds*.

Evaluation / Results

This documentary exceeded our expectations in terms of its storytelling quality and technical quality, and we are pleased with the results, as follows, based on our original goals:

Honor the past through visual storytelling about events and accomplishments that establish the Port's role in the region

The video tells the story of Seattle's seaport and airport, from their beginnings to the present accomplishments, in a highly engaging way. It covers the original need for the port in 1911 and why the community voted for it, and demonstrates how the port continued to respond to those needs with the creation of Sea-Tac Airport, and continues to respond to and address community needs through economic development, job creation and environmental stewardship.

Deliver the key messages interwoven with historical information in a compelling, visual way

In addition to presenting some of the best historical photography available in this region, the video also incorporates some technical tricks, like the morphing of a forested landscape into a busy port harbor, that tell the story visually. But the focus on individual stories, and the reenactments in period costume, bring the story to life the way no narrated product could have. Our "Thank you" message is delivered indirectly, by showing what the community has created through its support. The documentary itself is a thank you to the community, because it is enjoyable to watch and celebrates the community ownership of the port.

Reach at least 50% of our local target audience with messaging about the documentary

We exceeded our goal of 50%, reaching nearly 1.2 million people with messaging about the new documentary through our traditional media (newsletters, press releases, website postings) and social media (Twitter, Facebook and YouTube), plus employee communications, events and other outreach. Viewership on the cable stations could not be measured using the standard of Nielsen ratings due to the considerable expense involved, but the stations provided valuable estimates. University of Washington

TV provided information from a survey in 2010, which showed average station viewership at approximately 225,000 viewers weekly. Also, they have higher viewership on the weekends with viewership between 180,000 and 350,000 in some cases. As our program has been aired at least twice on a weekend, prime-time timeslot, we should have received some favorable viewership numbers. King County TV has shown the documentary several times in different day-parts. Their research from Comcast Cable shows that at any given time, they have approximately 18,000 viewers tuned in. Estimating from this viewership alone, we can estimate more than 400,000 viewers, not including the several other stations showing the documentary, or the internal and public presentations. On YouTube, to date we have received 251 views of the full documentary plus another 65 views of the extracted section on the history of the airport, "No Way But Up."

In addition to numbers, we have received favorable anecdotal feedback:

From Gordon Strand, one of our reenactors:

"BTW several people, including a stranger in a coffee shop, have mentioned that they saw me on television. Don't know if I can handle the fame."

From Seattle photographer Kerrigan A. Swan Garcia:

"Your piece has a natural flow that encompasses the wide range of history, humanity, and commerce that comprise our Port and expresses it in an engaging, entertaining manner. The people of Seattle will surely enjoy your work for years to come."

From a Port employee attending a premiere brownbag:

"This documentary makes me feel so proud to work for the Port. It ought to be shown once a month!"

Create additional short video products to be posted on our website and YouTube channel

We continue to leverage our documentary work on additional products that can be built using the original interviews and materials that did not make it into the 30-minute documentary. In addition to short clips like "No Way But Up" that come directly from that finished piece, we have identified the following additional "mini-documentaries" covering:

- Green Gateway
- Fishermen's Terminal
- Battle of Smith Cove
- Asian Trade
- Art at the Port
- Parks and Marinas

Engage employees, students and community members where possible in the product's creation

There were nine students from the Art Institute of Seattle who were involved in production of this

documentary. Some simply helped for an hour by holding a microphone during an interview, while others spent two days shooting the steam train near Mt. Rainier. The Art Institute is now using a short video about their work as an informational piece for prospective students.

Among our volunteers were 12 costumed history re-enactors, including two members of the Snohomish Indian Tribe, who provided the beautiful Puget Sound canoe we used in the Horse Shoe scene. Other volunteers included 13 community members, ranging from a University history professor to a former dock worker, who lent us their thoughts and voices through interviews.

The original musical score was created entirely by local musicians, including a student from Cornish College of the Arts.

Local organizations involved were Historylink.org, Somewhere in Time Unlimited, Fort Nisqually, Cornish College of the Arts, the Art Institute of Seattle, Waterfront Workers History Project, Museum of History & Industry, Seattle Metropolitan Police Museum, Klondike Gold Rush National Historical Park, Virginia V. Foundation, Mt. Rainier Scenic Railroad, MV Skansonia, University of Washington, and the Washington State Archives.

Conclusion

By the end of our first quarter, "Voices of the Port" already has been seen by numerous viewers and copies of the DVD given as gifts to hundreds of employees and participants. 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. In the coming months it will be shown at Maritime Festival, Fishermen's Fall Festival and AAPA National Convention. The video encapsulates what can be a long and complex story, and makes it interesting and accessible to the local community we serve. We believe this was a worthwhile investment in a strong product during a valuable, "teachable moment" in the Port's history.