

2017 Communications Plan

Issue Area & Lead	Jan. 2017	Feb. 2017	March 2017	April 2017	May 2017	June 2017	July 2017	August 2017	Sept. 2017	Oct. 2017	Nov. 2017	Dec. 2017
Fund for the Future (Kathy Roeder)		Community launch event	Commission and CEO engagement; see media tours			Commission and CEO ongoing engagement; see paid media						
Industrial Lands, T5/NWSA (Peter McGraw)	Industrial Land op ed (Hamburg Steering Committee); <i>Key Arena Reactive; Expedia Reactive</i>	See paid media plan		See paid media plan	FT Revitalization; ULI Conference; See paid media plan	Cruise Kick Off; see paid media plan <i>Key Arena Reactive</i>						
Capital Projects/SAMP/ Airport Communities (Perry Cooper and Brian DeRoy)	Flight Corridor Safety public engagement event	NorthStar Groundbreaking Friday 2/3; TBD possible planting event	IAF Groundbreaking; Airport Communitiies Ecology Fund Criteria			SAMP Environmental	Tri-Annual Airport Exercise					
Sea-Tac Experience (Brian DeRoy)	Mamava/New Mother Suite; ADR Lease Group 3 announced	ST Walkway Ribbon Cutting	Virgin Atlantic	Sea-Tac App rolls out								Holiday shopping experience
Sustainability (Susan Stoltzfus)	Biofuel infrastructure report/Good Traveler carbon offset partnership			Biofuel financing study								
Economic Development (Peter McGraw)	Tourism grants opened		Tourism grants awards announced	NERA 2 & 3 ground-breaking		Econ Dev Awards 2017 Cruise Kick Off						
Workforce Development (Susan Stoltzfus)		<i>Contracts & community hires TBD</i> Kent building workforce training center Intern: Port-Related Employer recruitment	Airport Career Pathways implementation plan			Internship program kick off			Career-connected learning thought leadership			
Small Business (Brian DeRoy)	ADR Workshop/Expo Small Business IPP goal											
Media Tours (Peter, Perry & Brian)	KUOW - Seaport w/ NWSA TNT Seaport w/NWSA	Seattle Times Editorial board PSJB Editorial board	Geekwire	<i>Reporter papers; fenceline communities</i>	Specialty media roundtable							
CEO Communications (Kathy Roeder)	All hands email when IPP determined	Live webcast/town hall @Sea-Tac		All hands email - Congrats on groundbreaking, P66 completion	Live webcast/town hall @P66	All hands email - welcome to interns, thanks for hosting		Live webcast/town hall @FT			Live webcast/town hall	All hands email - Year end accomplishments
Paid Media Native Story	Small business success story (Firewerks & Dilette /supplying the airport)	Intern Employer recruitment story	Workforce -- Airport Pathways Story	Working Waterfront Environmental story	Fisherman's Terminal "Prep for Alaska"	Small business Cruise success story			Intern summary story			
Paid Media Digital banner	Mamava/New mother suite	Working waterfront jobs	IAF - What's coming; Workforce -- creating middle class jobs	Sea-Tac App rolls out	Visit Fisherman's Terminal (Billboard #2)	The Tourists are Coming!/Fund for the Future opportunity messages	Fund for the Future opportunity messages	Fund for the Future opportunity messages				
Video Owned and Earned	Intern Employer Recruitment; Small Business Success Stories	Fund for the Future leadership; Sea-Tac through the years for use with groundbreaking -- SCCTV	Tourism success stories for award announce -- SCCTV			Fund for the Future - Stakeholders and community groups			Intern summary video			
TBD	Port study on vocational training Apprenticeship Utilization & Priority Hire Potential landfill gas					Single family home insulation Incentives for airlines to reduce emissions Wildlife management open house Highline schools career day at airport						