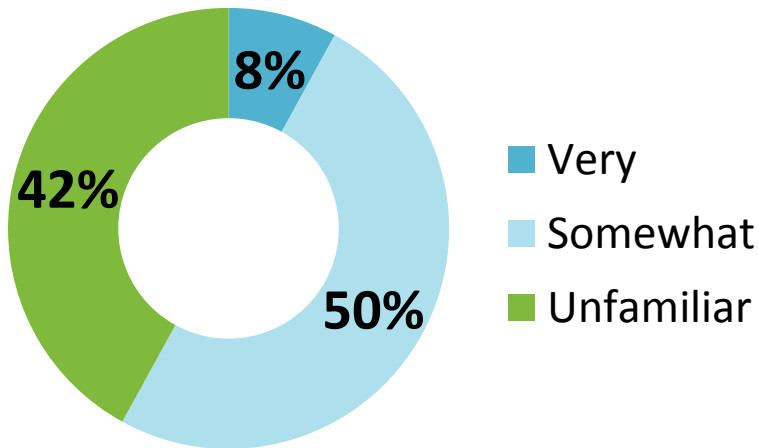


2017 Communications Strategy

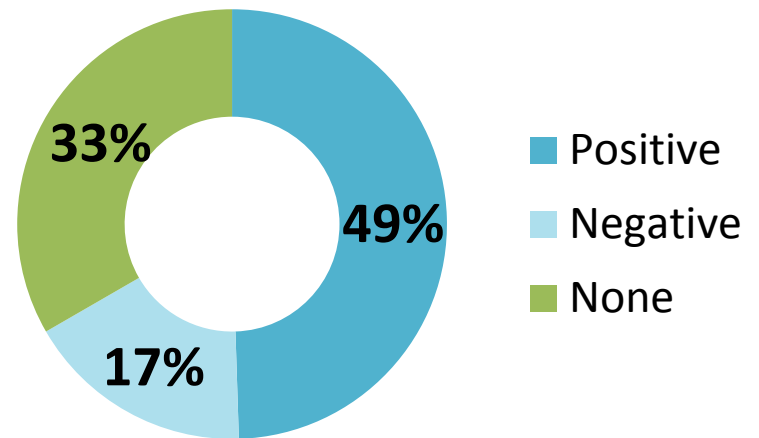
The story of an economic and community development innovator.

Public Awareness in 2016

How familiar are residents with the Port of Seattle and what it does?



What is the public's impression of the Port of Seattle?



Need to Increase Public Awareness

Communications Goals

Improve understanding of Port of Seattle work as economic and community development tools.

Engage public for input and support as new initiatives and projects develop.

Establish Port of Seattle as leading in its industry and making vital contributions to Washington State.

Reaching local leaders, residents, potential employees

The Port of Seattle Story

Economic development that helps businesses compete and grow.

Investments that help communities shape their future and services improve quality of life in our region.

Environmental, economic and workforce benefits to all residents.

Building towards an economically diverse and globally competitive future for King County.

Serve the Public & Earn Support to Keep Going

Core Components

MEDIA OUTREACH

Create new relationships and opportunities.

Ground hard and soft news in Opportunity, Livability & Inclusion.

EVENTS & MARKETING

For example, 38 Cities awareness presentations.

Events to drive leadership or persuade an audience.

Signage & handouts.

PAID STORYTELLING

Compelling, values-driven narratives.

Using digital to reach existing influencers and find new audiences.

DIGITAL & SOCIAL

New website comes online in 2017.

Connections, Facebook, Instagram, Twitter connect public to our news.

Four Unique Communications Channels