

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 4b

Date of Meeting October 4, 2011

DATE: September 28, 2011

TO: Tay Yoshitani, Chief Executive Officer

FROM: Patricia Akiyama, Director, Public Affairs
Jane Kilburn, Director, International Tourism
Nancy Blanton, Manager, Business and Corporate Communications

SUBJECT: Special Order of Business: Communications Awards for Centennial Products

BACKGROUND:

The Port of Seattle's Centennial provides a rare opportunity 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.

To honor our Centennial year and inform the community about our history and ongoing mission, the Public Affairs Department has created a number of products and publications. We are pleased to inform you that two of those products have received significant national recognition.

SUMMARY:

In early January 2011, the Port launched and promoted the interactive "Centennial Map and Timeline." This site has won three national awards, including an Award of Excellence from The Communicator Awards, awarded by the International Academy of Visual Arts; a Clarion Award from the National Association for Women In Communications; and an Award of Excellence from the American Association of Port Authorities (AAPA). The Centennial website encourages visitors to explore our history, from 1911 to the present, by clicking on a map, a decade, or a property. The site includes slide shows, videos, events listings, and the opportunity for anyone in the community to add their own story.

AAPA also selected our 30-minute documentary, "Voices of the Port," for an Award of Excellence, and noted that this work was "an absolute standout" with judges, garnering a perfect score in its category. The project employs a "then and now" technique of melding views of Port landmarks today and in the past, through video montages. It also features a series of video interviews with Port of Seattle employees, retirees, friends and business partners, as well as local

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historians. Their stories are woven together with archival photos, films and contemporary video footage of Port operations.

“Voices of the Port” was widely distributed to cable stations across King County and has been shown numerous times. It also has been presented at organization and community meetings throughout the year.

The two AAPA awards were presented September 14 during the AAPA’s 100th annual convention, which was hosted in Seattle as part of our Centennial year.