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PORT AUTHORITY COMMISSION APPROVES
“THE PORT DELIVERS THE GOODS” MEDIA CAMPAIGN

Other agenda actions address cruise business, Homeowners Value Assurance Program

HOUSTON – The Port of Houston Authority (PHA) Commission approved a \$1.3 million media campaign in addition to several other recommendations involving contract awards, bids and proposals, professional services, and general administrative and operational items during its monthly meeting on **Monday, December 16, 2002**. Chairman James T. Edmonds presided over the meeting at the **Lou Lawler Seafarer’s Center** in Morgan’s Point.

“The Port Delivers the Goods” Media Campaign

The Port Authority’s Public Affairs Division has developed an integrated media campaign with the theme “The Port Delivers the Goods,” which is aimed at building local and national awareness of the port’s connection to consumer needs. The campaign is scheduled to be launched in January, 2003, with the placements of advertisements in print, broadcast, and cable media that reach diverse ethnic and socio-economic audiences in English and Spanish.

“This is a dynamic campaign that will tell the port’s story by relating it directly to the things that matter most in people’s daily lives,” stated Chairman Edmonds. “Our goal is to highlight the port's economic impact, involvement in the community, commitment to the environment, rapidly rising stature in global trade and commerce, and overall contribution to the quality of life in Houston and the surrounding region,” Edmonds added.

Earlier this year, the Port Authority initiated its public awareness media campaign with print ads and a series of TV commercials featuring on-camera appearances by Chairman Edmonds and several prominent business and civic leaders. Under the direction of the Port Authority's Public Affairs Division, the 2003 campaign will demonstrate how the port delivers to the consumer through a series of ads featuring new creative concepts designed and produced by Gilbreath Communications, a certified small business contractor that participates in the Port Authority's Small Business Development Program (SBDP).

"Our designs for newspaper and magazine ads will reflect a consumer catalog style while the TV commercials will incorporate exciting visual special effects," stated Audrey Gilbreath, President of Gilbreath Communications. For the TV commercials, Gilbreath plans to secure the talents of Chairman Edmonds for the English voice-overs and newly-appointed Commissioner Janiece Longoria for the Spanish versions. "Ultimately, the overall campaign will strike a balance between creativity and credibility by delivering important information about the Port in entertaining ways," Gilbreath explained.

The campaign's messages for radio will be crafted in-house by the Port Authority's Public Affairs Division. Highlighting various "factoids" about the Port, the messages will air throughout 2003 as local news, weather, and traffic sponsorships announced by several local talents on eight radio stations owned by Clear Channel Communications and 18 radio stations affiliated with Metro Networks' Shadow Broadcast Services.

As required by the Port Authority's policies, the Port Commissioners approved advertising contracts totaling more than \$25,000 each for Clear Channel Communications, *Houston Chronicle*, Houston Community Newspapers, Inc., KHOU-TV (Channel 11), KPRC-TV (Channel 2), KRIV-TV (Channel 26), KTRK-TV (Channel 13), KXLN-TV (Channel 45), Metro Networks, and *Texas Monthly*. Campaign advertising placements totaling less than \$25,000 each for the year, which did not require Port Commission authorization, will appear in several other media, including: *African-American News & Issues*, *Bayshore Sun*, *Baytown Sun*, *Black Business Journal*, *Chinese Daily News*, *The Baycomber*, *El Dia*, *El Mexica*, Greater Houston Partnership's *International Magazine*, the Greater Houston Convention and Visitors Bureau's *Meeting Planner's Guide* and *Official Guide to Houston*, *Gulf Shipper*, *Houston Business Journal*, *Houston Defender*, *International Guardian*, *La Voz de Houston*, *Minority Business News*, *Ngay Nay*, *Pasadena Lifestyle*, *Semana*, and others.

Cruise Business Matters

The Commissioners approved a recommendation authorizing the Port Authority's executive director to negotiate and execute a berthing agreement with Norwegian Cruise Line. NCL recently announced that it would resume leisure passenger cruises from Houston next November by offering West Caribbean itineraries that include calls at the ports of Roatan, Honduras; Belize City, Belize; and Cancun and Cozumel Mexico.

NCL opened up cruising from the Gulf ports in 1997 with its breakthrough Texaribbean program from Houston. The cruise line has described Houston as "a great drive up market" as well as an extremely attractive port of embarkation, especially for vacationers in the western half of the United States.

"We are delighted to herald the return of NCL to the Port of Houston," stated Chairman Edmonds. The Chairman also noted that Houston's port has become increasingly appealing to cruise line operators because of its close location to several popular Mexican and Caribbean vacation destinations. "The cruise industry's rapid expansion underscores the need for the Port Authority's proposed Bayport project, which will feature three berths to accommodate the growing fleets of sleek, modern and luxurious passenger vessels," Edmonds stated.

The Bayport Container and Cruise Terminal remains under review by the U.S. Army Corps of Engineers, which recently announced that it expects to issue a final environmental impact statement (FEIS) in April, 2003. Pending the FEIS and anticipated construction permit approvals soon afterward, the Port Authority is committed to meeting ISO 14001 standards upon completion and opening of the Bayport Terminal.

Homeowners Value Assurance Program

The Commissioners approved a resolution to implement a Homeowners Value Assurance Program upon approval of a City of LaPorte permit for the Port Authority to build a truck entry station at the Barbour's Cut Terminal. Under the program, interested homeowners who live within specified blocks adjacent to the proposed project area may elect to either sell their home at current appraised value any time within the next five years, or they may accept the Port Authority's guarantee to buy their homes at the pre-determined current market values within the next five years. Additionally, the program requires the Port Authority and interested homeowners to agree on the appraised value of the homes.

“This program shows that the Port Authority is listening to the concerns of its neighbors,” stated Chairman Edmonds. “The Port Authority is committed to being a good neighbor while advancing the progress of the Port’s capacity for trade and commerce,” Edmonds added.

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The Port of Houston Authority

The Port of Houston Authority owns and operates the public facilities located along the Port of Houston, the 25-mile long complex of diversified public and private facilities designed for handling general cargo, containers, grain, other dry bulk materials, project and heavy lift cargo and other types of cargo. The Port of Houston Authority plays a vital role in ensuring navigation safety along the Houston Ship Channel, which has been instrumental in Houston’s development as a center of international trade. The port -- sixth largest in the world -- is ranked first in the United States in foreign waterborne tonnage and second in total tonnage. Each year, more than 6,600 vessels from around the world call at the port. For more information, please visit <http://www.portofhouston.com>.