

“The Port Delivers the Goods” Media Campaign

The Port of Houston Authority has a \$1.5 million budget for “The Port Delivers the Goods,” an integrated media campaign that aims to build local and national awareness of the port’s connection to consumer needs. Launched in January, 2003, the campaign includes placements of advertisements in print, broadcast and cable media that reach diverse ethnic and socio-economic audiences in English, Spanish, Portuguese, Vietnamese and Chinese. This dynamic campaign tells the port’s story by relating it directly to the things that matter most in people’s daily lives. 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. The campaign ads can be viewed on the port’s website: www.portofhouston.com.

The money for advertising, however, is not appropriated from tax revenues. Tax moneys are only used to pay off bond issues, which are approved by the voters of Harris County. Bond issues are only used for capital improvements. The PHA uses its revenue to pay all operational costs, including the Promotion and Development Fund.

In 1949, the Texas Legislature passed legislation allowing a Promotion and Development Fund in certain Water Code districts by creating Section 60.201 of the Texas Water Code. Section 60.202 of the Water Code established that a district may set aside out of current income from its operations a promotion and development fund of not more than 5 percent of its gross income from operations in each calendar year. Money in the promotion and development fund shall be spent to pay any expenses connected with (1) any activity or matter incidental to the advertising, development, or promotion of the district or its ports, waterways, harbors or terminals; (2) furthering the general welfare or the district and its facilities; or (3) the betterment of the district’s relations with steamship and rail lines, shipper, consignees or freight, governmental officials, or others interested or sought to be interested in the ports waterways, harbors or terminals.

Prospective Media Partners

If your publication, radio station, TV station, online service or specialized media outlet would like to be considered for participation as a media partner in PHA’s “The Port Delivers the Goods” media campaign, please submit your media kit, including an advertising rate card to:

Port of Houston Authority
Attn: Communications Department Manager
P.O. Box 2562
Houston, Texas 77252-2562

No phone calls, please.