

Huffman ISD partners with Steep Creek Media

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Kathy Parks



Advertising dollars benefit district

In November, Huffman ISD school board members approved a partnership with Steep Creek Media in a program which will provide an additional source of income for the district with no cost to taxpayers for materials or administration.

“We’re real excited about the bus advertising program,” said Dr. Douglas Killian, superintendent. “Any income earned from the program will be earmarked for the transportation department. We hope to earn enough to purchase a new bus and/or offset bus maintenance expenses.”

In April 2008, Steep Creek Media began helping Texas school districts and nonprofit organizations struggling to balance budgets by providing a new source of revenue. Steep Creek Media sells ads to supporters of public schools and nonprofit organizations, and the majority of the money collected is donated to those entities.

“We do it all: sell the signs, install them and collect the fees. All the district or nonprofit has to do is cash the checks,” said Cynthia Calvert, owner of Steep Creek Media.

The advertising firm, the first of its kind in Texas, has been featured in magazines such as BrandWeek, AdWeek, MediaWeek and the Hollywood Reporter.

Since the business’ inception, Steep Creek Media has received inquiries from across the country and has signed exclusive contracts with six Texas school districts.

For more information on Steep Creek Media, call 281-962-4390 or visit www.steepcreekmedia.com.

Photo: Dr. Douglas Killian, Huffman ISD superintendent, represents the sixth Texas school district to sign up with Steep Creek Media for supplemental income through the school bus advertising program. Photo by Kathy Parks



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