



# Metro

November 15

**TO:** BOARD OF DIRECTORS

**THROUGH:** ROGER SNOBLE  
CHIEF EXECUTIVE OFFICER

**FROM:** MATT RAYMOND  
CHIEF COMMUNICATIONS OFFICER

**SUBJECT:** OCTOBER COMMUNICATIONS REPORT

## ISSUE

Improving awareness of communications activities.

## DISCUSSION

This *In the Public Eye* report visually recaps communications activities from October 2007. Below are images of some of the campaigns that ran during the month:



Metro TV Ridership Promotion



Wicked



metro.net mobile

## NEXT STEPS

The November report will be issued next month.

## ATTACHMENT

PDF of the October *In the Public Eye* Metro campaigns and customer information