



November 8, 1995

Los Angeles County
Metropolitan
Transportation
Authority

To: MTA Board Members & Alternates
Through: Franklin E. White
From: Barry Engelberg *BE*
Subject: Positive Media Relations Activities Report

818 West Seventh Street
Suite 300
Los Angeles, CA 90017

213.623.1194

The following is a list of positive media relation activities which occurred during the month of October, 1995. In addition, a list also is provided of activities that involved extensive research and coordination on the part of Media Relations staff in responding to various news media requests for information.

A total of seven media events/press conferences/media availabilities were planned and implemented. In addition, 20 press releases, memos to the media and photo captions were distributed.

POSITIVE MEDIA EVENTS

- MTA unveils new bus and train operator uniforms at Division 10.
- MTA announces results of study completed as to the cause of the Hollywood Boulevard "sinkhole" incident. MTA orders those responsible off the job.
- MTA holds news conference to respond to I.G.'s report on cash management controls/farebox issues.
- MTA arranges photo opportunity for electronic media at MTA's cash counting facility. KABC-TV, KNBC-TV & KCAL-TV film cash counting procedures.
- MTA conducts media tour of the Central Control Facility and announces increases in ridership since the Green Line became operational on both the Red and Blue lines.
- MTA gives media tour of new Gateway Transit Plaza and new MTA headquarters building.

- MTA officially opens the Gateway Transit Plaza.

POSITIVE MTA STORIES PITCHED TO MEDIA

- Gateway Transit Center story and photos to Urban Transportation Monitor.
- Metro Green Line story to "Travelcaster" news letter of the Automobile Club of Southern California.
- MTA's Freeway Service Patrol/Call Box Program to KPAL-TV in Palmdale.
- MTA's "Angel Walk" program linking transit and pedestrian districts of historic downtown Los Angeles to L.A. Times.
- San Gabriel Valley "Weekly" newspaper re: new regional concept for bus operations and Tony Chavira as new region general manager for the area.
- MTA's Art for Transit program for the new Gateway Transit Center to Downtown News and Los Angeles Times "calendar" section.
- National Public Radio re: MTA's alternative fuels program and C-N-G buses.
- MTA's safety procedures when boarding and alighting subway vehicles -- L.A. Times.
- California Builder & Engineer magazine on the Wilshire/Vermont subway stations to open soon.
- Ch. 56 (Pasadena Cable Television) on MTA's H-O-V program. Linda Bohlinger participated in 30 minute program.
- MTA's anti-graffiti efforts and Zero Tolerance program to the Daily News. Tony Chavira interviewed.
- Metro Green Line one month of regular operations story to KLON Radio with Art Leahy.
- Cable-TV, City of Lakewood re: Metro Green Line overview, operational review. MTA's John Byrd and Board Member Raul Perez participated in program.

- Cable-TV (Pasadena in Motion Show) highlighting MTA bus and rail service and how people can use these services to get to LAX.
- L.A. Independent newspaper re: feature story on the future development of MTA property at Wilshire/Alvarado and plans for bus service once system opens in 1996.
- Sun Newspaper, San Bernardino re: how Metrolink patrons from San Bernardino area can get around downtown Los Angeles using MTA bus and train service.

SPEECHES PREPARED FOR CEO

- Frank White speaks to the Contract Cities Association's, annual meeting.
- Frank White speaks to the Natural Gas Conference, L.A. Convention Center.
- Frank White speaks at MIT in Boston regarding Transportation Privatization.

LETTERS TO THE EDITOR PREPARED AND DISTRIBUTED

- MTA's cash management controls in place -- L.A. Times.
- MTA defends Hollywood Construction Mitigation Program -- Daily News.
- MTA responds to article on various transportation issues -- L.A. Times.
- MTA responds to article re: "Construction sweetheart deals must go", L.A. Business Journal.
- MTA defends safety incentive awards program for contractors -- L.A. Times.

NEWS RELEASES PREPARED AND DISTRIBUTED

- Metro Green Line carries average of 10,000 riders a day.

- MTA offers six month promotional fare for Harbor Freeway buses.
- MTA "Funday" fare program gaining in popularity.
- Fact sheet re: New Gateway Transit Plaza.
- MTA installs art at Blue Line stations.
- MTA Bus & Rail operators get new uniforms.
- MTA host Red Line tours to mark Wilshire Centennial.
- MTA orders engineer removal following "sinkhole" report.
- MTA Board approves meeting procedure changes.
- MTA's EMC recommend no structural changes to Board make-up.
- MTA responds to I.G.'s report re: bus revenue system controls.
- MTA hosts Vermont Blvd. Anti-graffiti clean-up program.
- MTA receives \$85 million for Red Line construction from Congress.
- MTA's rail system's nerve center -- CCF feature.

RESPONDING TO MEDIA REQUESTS/DEFENDING MTA PROGRAMS

- CBS "60 Minutes" television program. Staff worked many hours providing information regarding MTA's rail construction program to producers of "60 Minutes." Media Relations staff also assisted in arranging several "on-camera" interviews for the show. Media relations will continue to track the progress and timetable for the airing of the program.
- Continue to respond to media request for information re: MTA's Hollywood Mitigation Program.
- Provide information re: costs associated with the new headquarters building at the Gateway Center.
- Presented MTA's point of view in response to homeowners meeting set up by Sen. Hayden over concerns of subway construction in San Fernando Valley.
- Responded to media request for information re: I.G.'s report on MTA cash management audit.
- Responded to media request for information re: the release of the "sinkhole" report.
- Responded to allegations of sexual harassment against MTA Transit Police force.

- Responded to media requests for information re: I.G.'s report on Red Line builders endangering workers lives by not following their own safety plan.

Media Relations continues to write the weekly CEO Report for Franklin White as well as the monthly MTA Review newsletter that is distributed externally. Media Relations will continue to aggressively pursue additional positive news stories.