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Transportation
Authority

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TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND
CHIEF COMMUNICATIONS OFFICER

SUBJECT: MTA CABLE TELEVISION PRODUCTION

MTA has teamed with nonprofit cable television producers in Los Angeles and Santa Monica to produce a series of half hour shows that spotlight the array of transportation programs supported by MTA while encouraging viewers to give ridesharing a try. The shows are shared with several dozen cable television operators throughout Los Angeles County who are interested in quality programming that is topical. Attached are video copies of two recent shows.

Metro Motion is a half hour news show jointly produced by MTA and Santa Monica CityTV that debuted last summer. Four shows were produced in the past year, each highlighting MTA programs in a different geographical corridor of Los Angeles County. This latest show features the Metro Gold Line and an interview with Director John Fasana.

All Aboard Metro, produced jointly by MTA and Los Angeles City Channel 36, is the pilot for a series of four half hour shows that will air this fiscal year. Each will explore different ways to discover fun places in Los Angeles County via Metro.

Marc Littman, MTA Deputy Executive Officer for Public Relations, conceived the shows in partnership with Robin Gee of Santa Monica CityTV and Steve Grace of Channel 36.

Feel free to call Marc at 922-4609 if you have questions or to offer feedback.