





Metro

November 4, 2005

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER 

FROM: MATT RAYMOND 
CHIEF COMMUNICATIONS OFFICER

SUBJECT: ORANGE LINE MEDIA COVERAGE AND DVD

ISSUE

Positive media coverage of Metro Orange Line Opening.

BACKGROUND OR DISCUSSION

Opening the Orange line was a momentous and memorable occasion. Countless people within the organization and throughout the community came together to introduce a new mode of transportation to the Valley and region. One of the brighter spots of the opening was the tremendous amount of media coverage that the project received. The Daily News counted down to the opening and produced an insert; the Los Angeles Times covered virtually every aspect of the line and its operation; local publications picked up the multitude of releases that we distributed; and the virtually every local broadcast media covered the Orange Line and its opening.

When all was said and done, it is estimated that the Orange Line opening generated more than \$3 million in positive media value – the value if time and space were purchased as advertising. Attached is a DVD of some of the news coverage that the Metro Orange Line received.

NEXT STEPS

Continue working with media as Orange Line operations mature and issues and opportunities arise.

Attachment: DVD of Orange Line news coverage