



Metro

Los Angeles County
Metropolitan Transportation Authority

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August 18, 2008

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND
CHIEF COMMUNICATIONS OFFICER

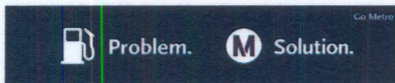
SUBJECT: JULY COMMUNICATIONS REPORT

ISSUE

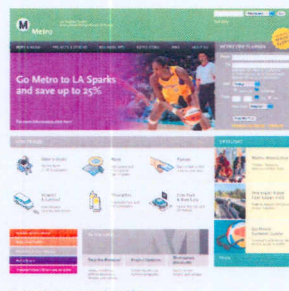
Improving awareness of communications activities.

DISCUSSION

This *In the Public Eye* report visually recaps communications activities from July 2008. Below are images of some of the campaigns that ran during the month:



"Opposites" Ridership Campaign



New *metro.net* Home Page



New System Map

NEXT STEPS

The August report will be issued next month.

ATTACHMENT

PDF of the July 2008 *In the Public Eye* Metro campaigns and customer information