

Operations Statistics Include a Moral to the Story **Never a Dull Report When Satin-Jacobs** **Features Antics of Uncle Pete, Aunt Edith**



By Bill Heard, Editor

(October 1) Ever nod off while reading an MTA report? Well, you haven't read one by Jake Satin-Jacobs.

If you had, not only would you be wide awake, but you'd be as familiar with his Uncle Pete, Aunt Edith, Aunt Mina and other relatives as you would be with the performance statistics he compiles each week for Transit Operations.



For the past year or so, Satin-Jacobs, 51, a chief administrative analyst, has spiced up the operational minutiae of on-time pullouts, mechanic attendance, revenue service hours and assignment ratios by prefacing them with tales of his quirky family members. Written at home on his own time, each of Satin-Jacobs' vignettes has a management object lesson or moral that applies to a business situation.

Jake Satin-Jacobs

In recent issues of the operations performance report, readers learned that Uncle Pete had fallen down an elevator shaft, Aunt Edith beat up a used car salesman and Aunt Mina had no lips, but painted them on like clown make-up. The lessons in these three stories - like the people, themselves - are genuine. They involved the importance of good performance, the value of communications and the need for objective reporting.

"We want to get people to open and look at this important report and to think about the information it provides," he explained. "By using humor, we can raise everyone's expectations of the report and also can share a thought on management philosophy."

"Jake is someone who's thinking about how he can utilize his talents to be more effective in his job," says Tom Conner, Transit Operations executive officer. "Through his initiative, he's gone the extra mile for the benefit of all of us in the organization.

"His stories make the performance data report so interesting, I've shared it with executives in other departments," Conner added. "If they understand what we're trying to accomplish, they may have some suggestions that will help us improve."

The writer of the fables, himself, led an interesting life before joining the MTA in 1996. The son of a German immigrant father and a first-generation German-American mother, Jake Jacobs grew up in Buffalo, N.Y. After high school, he majored in Biology at Cornell University, then taught English to disabled students in Sweden before joining the Peace Corp.

The young man spent a year in India working in an agricultural program, then enrolled at Rochester Institute of Technology in New York, where he earned a Bachelor's degree in photography. Moving next to San Diego, he became interested in acting and writing for publications and for the screen. His 50-plus screenwriting credits include an episode of "Star Trek: The Next Generation."

Satin-Jacobs' 12 years in acting included roles in six feature films, including the 1987 movie, "Driven to Kill," and a Movie of the Week feature with Lewis Gossett Jr., "Gideon Oliver." He also had roles on the TV situation comedies "Coach" and "Golden Girls."

With that background, what inspires him to write a report preface? "Generally speaking, some issue will arise in the week prior to when I write a story," said Satin-Jacobs. "Some stories come from life experience, some from management text books. I prefer lessons that come from regular people, sometimes very weird people like my family."

Satin-Jacobs is married to Patti Satin-Jacobs, a senior administrative analyst in MTA Quality Assurance. Who, he says, is a normal person.

Click here to read [Jake's story](#) about Uncle Pete.

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