

MTA Internet Web Site Launches New 'Pressroom' Feature

(March 30) MTA Media Relations has added an important news-oriented feature to the agency's Internet web site at www.mta.net.

The new web pages, titled Pressroom, are especially designed for use by reporters, editors, news planners and broadcast news producers.

Any Internet user also may access the pages to read MTA news releases and other up-to-date information. A link to the new feature is located on the left-hand navigation bar of the MTA Internet home page.

The new web pages will make it easier for news outlets to track the transportation services and programs provided by the MTA in Los Angeles. They also will give the media prompt access to the latest MTA news, according to Rick Jager and Jose Ubaldo, the senior communications officers who developed the Pressroom pages.

Internet Webmaster Joe Simpson of MTA Marketing designed the graphics and links for the new web pages.

Beyond the mainstream media

"The MTA has to go beyond the mainstream media headlines to tell its story," said MTA Public Relations Director Marc Littman. "The Internet gives us immediate access to hundreds of media outlets around the world and also lets us communicate directly to our customers and the general public here in Los Angeles County."

Pressroom resources will include English and Spanish versions of documents, a Viewpoints section, an archive of previous news releases and MTA Facts at a Glance. It will feature information about the Metro Rapid bus program, bus and rail ridership figures and Metro Rail system maps.

Readers will find the MTA's Long-Range Transportation Plan, the new MTA State of the Bus Report and links to other major transit providers in Los Angeles County.

Pressroom also will feature a Photo Gallery that highlights some of the programs and services offered by the MTA.

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**Pressroom
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