

^ Game show host "Momma" puts contestants Mark Moorhusen of Support Services, and Karin Hodin of Planning, through their paces.

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## Not Ready for Prime Time, Maybe, but Show Launches MTA's 'Safety's First' Campaign

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(Jan. 11, 2002) It'll never make the networks, but Friday's game show kickoff of the new "Safety's First" campaign – with "Momma" leading the way – was a smash hit, judging from the applause.

CEO Roger Snoble opened the rollout event with a "Safety Contact" – exercise caution on escalators – and the message that safety is every employee's responsibility.

But, then the floor...and the morning...was "Momma's." In frowzy yellow wig and print housedress, sneakers and knee-length hose – not to mention five-o'clock shadow – she moved the standing room only crowd to wild applause and catcalls.

^ "Momma" and CEO Roger Snoble join winning Transit Operations team ( from left, Nadine Beffa, Steve Schupak, Beth Kranda, Norma Carrasco, Jeff Neely, and Matt Barrett) for a congratulatory photo.



Teams from Transit Operations, Construction, Countywide Planning and Support Services vied for first place in a wild game that had the contestants answering safety-related questions and spotting "What's

Wrong with this Picture?"

"Lifting should always be done by using the hips, shoulders and arms only," asked "Momma," demonstrating the action to laughter from the crowd. "True or false?"

"How can you protect yourself in an emergency at Gateway? In an emergency, it's always best to take the elevator for a fast getaway. True or False?"

The questions flew thick and fast, but, after two rounds, the Transit Operations team was declared the winner.

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