

MTA's 'Metro Motion' Cable TV News Show Debuts July 16

By ED SCANNELL

(July 9, 2002) Ask people what the MTA is and what it does and some will say, "MTA? It's the bus company." Others might add that the MTA operates "a train or two."

The MTA hopes "Metro Motion," a series of 30-minute television shows that debuts July 16 on CityTV in Santa Monica and Channel 36 in Los Angeles, will fill in the information gaps, encourage viewers to become more involved in the future of transportation in Los Angeles County and to try public transit.

The first show in the series will cover general countywide transportation topics and focus on specific issues and projects in the South Bay and Westside.

"Metro Motion" is a joint production of the MTA and CityTV which is owned and operated by the City of Santa Monica. Marc Littman, MTA's deputy executive officer for public relations, believes television will prove to be an excellent way to reach large numbers of people.

Traffic is an important issue

"Concern about traffic is the one issue that the nearly 10 million residents of Los Angeles County agree on," says Littman. "Given that common interest, MTA is using cable television as a vehicle for allowing viewers to explore the array of mobility options MTA is funding in various parts of the county. The hope is that commuters and others will give public transit or other ride-sharing options a try after learning they have choices besides driving solo."

Story topics will include the growing network of MTA-funded carpool lanes, the video security system on board Metro buses, the Metro Rapid Bus Program and the EZpass regional transit pass program, among others.

Three public service announcements will feature information about free services provided by MTA, including the Metro Freeway Service Patrol, the 1-800-COMMUTE customer relations line, and the Metro Trip Planner on MTA's web site.

MUST SEE TV- "Metro Motion" Air Times on Santa Monica CityTV and L.A. Channel 36
 July 16 at 8:30 p.m. July 20 at 6:30 p.m.
 July 25 at 9:30 p.m. July 28 at 8:30 a.m.



Anchors Kena Chin and Neal Oshay deliver the news in "Metro Motion," a 30-minute television news show that debuts July 16. Below, Chin interviews MTA Board Member Pam O'Connor during a segment of the first show.



PHOTOS BY ED SCANNELL.

The first "Metro Motion" show also will feature an interview with MTA Board member and Santa Monica City Councilwoman Pam O'Connor.

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