

## MTA Video, Magazine, Poster Win First-Place APTA Awards

(Oct. 8, 2003) A safety video, a magazine and a poster all sponsored by MTA were first-place winners at this month's American Public Transit Association conference in Salt Lake City.



Gary Wosk, left, and Theresa Renn are responsible for the APTA award-winning Metro Quarterly magazine. Michael Lejeune's bus recruitment poster won an APTA award.

PHOTOS: BILL HEARD

The 2003 APTA AdWheel Awards were presented to MTA for the "Metro Experience" safety video used in the agency's new mobile theater, for the "Metro Quarterly" magazine circulated to almost 60,000 addresses in LA County, and for a bus operator recruitment poster used in the Metro system.



Yoon Ham and Abdul Zohbi produced the APTA award-winning Metro Experience video.

Senior Communications Officer Yoon Ham and Systems Safety Manager Abdul Zohbi were project managers for the Metro Experience video. Zohbi obtained state grant money to finance the video and Ham supervised production.

"The video reminds people of all ages that you should pay attention around light-rail tracks," says Ham. "It says over and over again: look, listen and stay alive."

### Anniversary special

The Winter 2002 issue of Metro Quarterly magazine, a 24-page 10-year anniversary special, featured a timeline of MTA achievements. Edited by Senior Communications Officer Gary Wosk, it was designed by Graphic Designer Theresa Renn.

"It was a monumental task to collect all the achievements over the past 10 years," says Wosk. "This required a lot of research and a number of people contributed to the success of the issue."

The bus recruitment poster, with text and design by Creative Services Manager Michael Lejeune, is one of a series aimed at

recruiting bus operators.

"Welcome aboard," the bright orange poster says. "Would you mind driving?" The poster provides contact information for job seekers.

"After we began using this series of posters," says Lejeune, "bus operator recruitment spiked."

[Back to MTA Report](#)