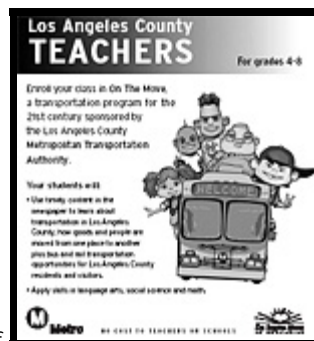


Hundreds of Schools Enroll in MTA, LA Times "On The Move" Program

BY DAVE SOTERO

(Nov. 7, 2003) Hundreds of LA-area schools with thousands of students have signed up to participate in "On the Move," a transportation curriculum sponsored by MTA and the Los Angeles *Times*.

Since the program launched Oct. 8, a total of 351 schools have registered for the "Times in Education" program. More than 587 teachers – and counting – have enrolled, representing 880 classrooms and 39,000 students.



Program flyers were faxed to every school in LA County

The program's goal is to reach approximately 1,300 teachers and 78,100 students in grades 4 through 8. That goal should be met by January, according to the *Times*.

"We are informed by the 'Times in Education' manager that this is an extraordinary response to a first-year program," says Marta Maestas Mack, project manager and community relations manager for Metro San Fernando Valley. "We look forward to working closely with the enrolled schools to make this valuable education tool a great success for all."

Direct mail campaign

To promote the program, the *Times* faxed program flyers to every school in LA County. It also is conducting a direct mail campaign, and has run half-page ads in the newspaper.

The program was developed to provide an innovative way for MTA to promote its transportation, anti-graffiti and safety education programs while helping students improve their reading, writing and social studies skills.

Students use newspaper articles to learn about the county's transportation system, how goods and people are moved from place to place and about Metro Bus and Rail transportation opportunities.

The program also will include an art and essay contest, with winners selected by MTA judges. Winning students will be honored at an awards luncheon sponsored by the Los Angeles *Times* early next spring. The program runs through March 5, 2004.

MTA plans to introduce a similar pilot program for high school students interested in transportation careers. The program will soon be unveiled at five Transportation Careers Academy Programs throughout the county.

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