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Photographer Mark Clifford documented the adventures of Metro kids on the job in Creative Services.

**Metro's "Daughters and Sons Day" Excels in Innovation and Fun**

By CEAN COLLIER

(April 27, 2004) Nearly 700 youngsters were excused from school, last week, to get a behind-the-scenes look at what their parents do during Metro's 10th annual "Take Our Daughters and Sons to Work Day."

As part of a national program created by the Ms. Foundation, Metro kept in theme with the program's motto, "Today's Vision, Tomorrow's Reality," by scheduling events that focused on professionalism, creativity, technology and safety.

"Including Gateway Plaza, we had 15 different divisions planning events for the children," says Georgia Miller, Sr. Administrative Analyst in Human Resources. "All of the departments that participated developed programs that not only gave the children insight into what the department does but also presented the information in a fun way."

Senior Human Resources analysts Jeanette Bell and George Lee presented informative lectures on professional interviewing skills and how to find your dream job.

**Learned rail safety**

Tours of the Metro Experience mobile theater, hosted by the Community Relations Department, helped the children learn rail safety, while tours of the Regional Rebuild Center gave the kids an opportunity to wear safety vests, operate the bus simulator and tour the robotics area.

Creative Director Michael Lejeune, Production Manager Carolynne Clifford and Senior Marketing and

Four groups of Metro kids met with Creative Services to teach them about the work of graphic design professionals and copywriters. Each group was given an assignment to develop a corporate campaign about transit safety. The results are presented here.



Communications Officer Donna Lafont gave a demonstration on how to create bus ads from conception to print. They wowed the children with bus billboards that included headlines written by the children and a photo of each group.

"They were really excited to see the process of making ads," said Carolynne Clifford, "and they really liked seeing themselves on a billboard."



Design Studio illustration: Photoshop composition by Volker Durre, senior designer; digital photography by Volker Durre and Laura Woodward; campaign coordination by Michael Lejeune, Design Studio Creative Director and marketing campaign by Donna Lafont, Marketing AE.

The boys and girls flocked to the 15th floor Copy Center to see the giant copy machine and receive note pads made of scratch paper with their names on them.

Donain Martinez of Copy Services leads visting children from Risk Management/Worker's Comp group through the copy-making and binding process. Crystal Martinez, at right, picks up a memo pad printed with her name.



PHOTOS BY GAYLE ANDERSON

Metro Rail' document control assistant, Angela Pina, hosted tours of the Metro Red Line cars. The kids and their chaperones boarded at Union Station and rode the subway to a place passengers never go – the Division 20 rail yard.

"The children seemed to really like this tour because they got to go down in the tunnel and ride underground on a train," said Miller.