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► [Metro Projects](#)

► [Facts at a Glance](#)
(web)

► [Archives](#)

► [Events Calendar](#)

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Library](#)

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► [Metro Classifieds](#)

► [Retirement
Round-up](#)

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► [Strategic Plan](#) (pdf)

► [Org Chart](#) (pdf)

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Metro Employees Make Summer Day Pass Promotion a Real "Hollywood Production"



PHOTO: JUAN OCAMPO

ANATOMY OF A MEDIA EVENT

By DAVE SOTERO

(June 4, 2004) Metro's Media Relations Department holds dozens of press conferences a year. But the one it held May 28 at Hollywood/Highland to promote the "\$3 Dollar Vacation Getaway" was extra special, thanks to the efforts of scores of Metro employees.



Michael Lejeune says: Go Metro to the beach.

Metro made the event a real Hollywood production: Costumed characters (many of them Metro employees) representing key L.A. vacation destinations stepped off a Metro bus onto a red carpet greeted by cheering fans and paparazzi.

The event was planned just in time for Memorial Day weekend, the official start of the summer season, when families and their out-of-town visitors begin planning their summer vacation itineraries. With gasoline prices expected to hit \$3 by the end of summer, Metro sought to promote the \$3 Metro Day Pass as an inexpensive and convenient solution for visiting key L.A. area attractions.

And what L.A. destination is more popular to stage a media event than Hollywood, the premier tourist spot served by the Metro Red Line?

Hooray for Hollywood

For the event, Communications Manager Fran Curbello secured the participation Johnny Grant, honorary mayor of Hollywood, and several destination venues, including The Hollywood Museum, The Egyptian Theatre, Chinatown, Olvera Street and Long Beach Aquarium of the Pacific.



[Click here for more photos and more \(photos\).](#)

< Hollywood scene is reflected in the eye of Mr. Sea Otter. Photo by Roxanne Tan.

Communications Assistant Jennifer Salamanca organized a special Hollywood-bound bus full of Metro employees and others, who donned various costumes representing restaurants, beaches, airports, art museums, shopping, tourism, and more.

* See [credit roll](#) for names of Metro employees who participated in the \$3 Day Pass media event

Characters included Marilyn Monroe, Groucho Marx, Mae West, Shaquille O'Neal (played by Metro's Cedric Collins), Metro Man (played by Metro's Sal Cortez), a giant sea otter, mariachis, and mummy warriors from Universal's "Revenge of The Mummy" thrill ride opening this summer.

Former L.A. Dodger Lou "Sweet Lou" Johnson also made a special appearance to promote game shuttle service to Dodger stadium from Union Station.

Metro's Master of Ceremonies was none other than Marketing DEO Warren Morse, who led a news conference program consisting of Johnny Grant, L.A. City Councilman Tom LaBonge, and executives representing Universal Studios Hollywood, LA Inc. the Convention and Visitors Bureau, and ExperienceLA.com.

ExperienceLA.com has identified nearly 1,000 county destinations accessible via the Metro system.

Metro's Creative Services department, directed by Michael Lejeune, made the event a one-of-a-kind experience. With the assistance of Sharleen Yoshimi, the department designed oversized day passes, pole banners and other materials. The



Former L.A. Dodger Lou "Sweet Lou" Johnson with Shaquille O'Neal as interpreted by Metro Security Officer Cedric Collins.

department even created a special bus advertisement promoting the \$3 vacation.

Metro Transit Security, the Metro Red Line Operations Center and the L.A. County Sheriff's Department also ensured that the event ran smoothly from start to finish.

CREDIT ROLL> Special thanks to Metro employees for their participation in the \$3 Day Pass media event: * Jennifer Salamanca * Valerie Wade * Running Wolf * Sal Cortez * Michael Lejeune * Julia Salinas * Prince Mitchell * Paula Carvajal * Jim Montoya * Dino Gutierrez * Bob Vandiver * Martin Buford * Anthony Lawson * Luis Inzunza * Raul Naranjo * Eva Gutierrez * Amna Imam * Cedric Collins * Regino Buenostro * Angela Pina * Audrey Turner * Cora Hooks * Cynthia Garrett * Teresa Milliken * Michelle Cardenas * Michael Flores * Gloria Guerra * Fran Curbello * Erik Salazar * Metro Bus Operations Center * L.A. County Sherrif's Department *