

[Home](#)[CEO Hotline](#)[Viewpoint](#)[Classified Ads](#)[Archives](#)[Metro.net](#) (web)

Resources

[Safety](#)[Pressroom](#) (web)[CEO Hotline](#)[Metro Projects](#)[Facts at a Glance](#) (web)[Archives](#)[Events Calendar](#)[Research Center/ Library](#)[Metro Cafe](#) (pdf)[Metro Classifieds](#)[Retirement Round-up](#)

Metro Info

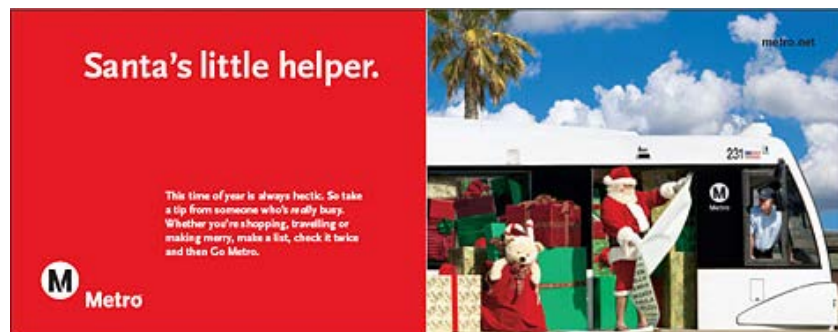
[Strategic Plan](#) (pdf)[Org Chart](#) (pdf)[Policies](#)[Training](#)[Help Desk](#)[Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[E-Mail Webmaster](#)

Printing Services Supervisor Rob Hartert is Santa in "Go Metro" ad.



Employees Star in "Go Metro" Campaign

- Fame doesn't come easy for hard-working cast and crew of Metro Design Studio photo shoot. See '[Go Metro to Roll Credits](#)'

By GAYLE ANDERSON

(November 24, 2004) When duty and stardom come calling in the same e-mail, what's an employee to do?

Offered an opportunity to appear in a Metro Design Studio photo shoot, a number of employees jumped at the chance.

In a recent Metro Design Studio production conducted in mid-October, Geri Brodie, of the Chief of Staff office, was transformed into a blissful bus patron at Dodger Stadium who has bonded with a Metro Bus operator played by Metro Rail Operator Miguel Rukos.

Brodie, who beat out other aspiring celebrities for the sought-after role, was chosen for her "bubbly, exciting, open and warm-hearted" persona that captivated Creative Director Michael Lejeune.

PHOTOS: MICHAEL LEJEUNE



Geri Brodie gets ready for her close-up, complete with a new hair style and wardrobe.

"Employees really are the spirit of Metro," says Lejeune, "and that energy shows up in the ads. Besides, it's fun to assume a different identity for a few hours. In this shoot, Metro Transit Security Lt. Keith Bowlin is a businessman commuter, Jose Miranda's son is a summer-fun beach boy, and Print Shop Supervisor Rob Hartert makes an ideal Santa."

Responses to Metro casting calls are growing. In addition to a welcome change of pace and a new identity,



Jose Miranda, Jr., son of Service Planning Supervisor Jose Miranda, gets ready to "Go Metro" to the beach. At right, is Transit Security Lt. Keith Bowlin, who plays a business commuter. Below, method actor Rob Hartert gives Santa a distinctly California interpretation.



Metro stars go on location for out-of-the-ordinary backdrops, such as Dodger Stadium, a city park, the Metro Gold Line maintenance yard and a photographer's studio.

Now in the second installment of a successful campaign, "Go Metro" delivers a new message every month, popping up on billboards, newspapers, posters, banners and the familiar "king ads" posted on the sides of Metro buses.

Will fame and fortune ruin these upcoming Metro stars? Not until March, says Brodie, when her image goes up all over Southern California.

"I'm telling all my friends to 'go Metro' to see my ad," says Brodie, " but I'm still going to be the same down-to-earth person I've always been. Just have your people call my people."

Go Metro to roll credits>

- Production: Metro Design Studio
- Photography: David Zaitz
- Casting call and production assistance: Sr. Marketing AE Grisel Sanchez



Rail Operator Miquel Rukos tries the driver's seat of a new 45-foot Metro Rapid bus to prepare for his starring role as a Metro Bus operator.

STARRING

Metro Bus scenes:

- Geri Brodie - Bubbly, Warm-hearted Patron
- Miquel Rukos - Metro Bus Operator
- Jose Miranda, Jr. - Beach boy
- Elba Higueros - passenger
- Eric Rapp - passenger
- David Singer - passenger
- Keith Bowlin - Businessman commuter
- Nate Lu - Fitness guy

Metro Rail scenes:

- Rob Hartert - Santa Claus
- Sharleen Yoshimi - passenger
- Carolynne Clifford - passenger
- Giovanni Higuera - passenger



- Paula Carvajal - passenger
- Anne Flores - passenger
- Corazon Arellano - passenger
- Dotti Kesinger - passenger
- Charmayne Avant - passenger



[Home](#) | [Phone Directory](#) | [Forms Online](#) | [FIS Online](#)