



NEWS

Oct. 22, 2001

Editors/Assignment Editors/Reporters please note:

MEDIA SATISFACTION SURVEY

MTA Media Relations is conducting an informal survey of selected reporters, editors and assignment editors to better serve your needs. Please complete the following survey and fax back to MTA Media Relations at (213) 922-2704/2705. Should you have any questions regarding the media survey, please contact Rick Jager at (213) 922-2707. Thank you for your participation. The survey should only take a few minutes to fill out and return. ***Please return by Tuesday, Oct. 30, 2001.***

(Please circle the answer that best describes your experiences)

1. Have you ever contacted MTA's Media Relations Department?

Frequently

Occasionally

Never

2. Does MTA's Media Relations Department respond to your requests in a timely manner?

All the Time

Most of the Time

Sometimes

Never

3. Is the information given adequate for your needs?

All the Time

Most of the Time

Sometimes

Never

4. Can you reach MTA's Media Relations Department during normal business hours?

All the Time

Most of the Time

Sometimes

Never

5. Can you reach an MTA Media Relations Representative in case of emergency after hours?

All the Time

Most of the Time

Sometimes

Never

If sometimes or never, please explain why:

More...

6. Do you use MTA news releases, fact sheets, press kits and media advisories in preparing your stories concerning the MTA?

All the Time Most of the Time Sometimes Never

7. Do you use MTA's Internet Pressroom web page? (www.met.net/press/pressroom)

All the Time Most of the Time Sometimes Never

If sometimes or never, please explain why:

8. Can you or would you use digital photos and/or video provided by MTA in your news stories?

All the Time Most of the Time Sometimes Never

If sometimes or never, please explain why:

9. Please feel free to make any suggestions on how we can improve our media relations service for you and your organization:

10. Please circle what best describes your organization:

TV Radio Daily Newspaper Weekly/Community Newspaper Trades

****Optional Information:** Name:
Media organization:
Phone:

Thank you for completing the survey. Please fax completed survey to MTA Media Relations at (213) 922-2704 or 922-2705, ATTN: Rick Jager/MTA Media Relations.
Please return completed survey by Tuesday, Oct. 30, 2001.

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