M NEWS

METRO

MTA's HALF HOUR TELEVISION SHOW TAKES AUDIENCES ON AN URBAN SAFARI OF TRANSPORTATION IN THE PRESENT AND FUTURE

The Metropolitan Transit Authority's upbeat half hour television pilot "Metro Safari" will air on KABC, Channel 7, Saturday, April 12, at 2 p.m., and on Channel 35, Thursday, April 17 at 1p.m. and 9 p.m. The show takes a youthful and unconventional look at transportation in Los Angeles today and in the future.

Combining both film and video, this fast-paced show highlights many unknown aspects of the MTA, like the valuable fossils unearthed during construction of the Metro Red Line subway, the acclaimed Metro Public Art program, the human side of the Metro bus operators, and a sneak preview of the bus of the future – the "Advanced Technology Transit Bus."

"Metro Safari takes a light-hearted look at what's happening in transportation in Los Angeles. We've taken an expeditionary team on an urban adventure," says Rae James, MTA Executive Officer of Customer Services and Communications. "By using the format of an entertaining television program, we hope to go beyond the scope of simply advertising MTA' s services, and paint a larger picture of the agency

and its role in L.A.'s present and future."

"Metro Safari" includes interviews with distinguished L.A. artists John Outtobridge and Roberto Gil de Montes, Julie Lazar, the director of Experimental Programs at the Museum of Contemporary Art, paleontologists David Whistler, Ph.D., and Bruce Lander, Ph.D., among other guests.

The MTA is currently pursuing corporate funding in the hope of converting this half hour pilot into a television series. A Spanish-language version of "Metro Safari" is also being prepared and will be aired at a later date on a local Spanish-language television station.

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