



EXTERNAL RELATIONS COMMITTEE MEETING  
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

THURSDAY, JULY 25, 2024

ATLANTA, GEORGIA

[IMMEDIATELY FOLLOWING OPERATIONS & SAFETY COMMITTEE]



**Agenda**

1. Approval of the May 23, 2024, External Relations Committee Meeting Minutes
2. Briefing – Media Impressions March – June 2024 – **Stephany Fisher, Senior Director Communications**
3. Other Matters

Media Impressions: March - June 2024

# Briefing Report

**Meeting:** External Relations Committee - Jul 25 2024  
**Subject:** Media Impressions: March - June 2024  
**Voting** N/A  
**Requirements:**

## BUSINESS PURPOSE:

Provide the committee with and update of MARTA's media impressions during March - June 2024.

## ATTACHMENTS:



Media Impressions: March - June 2024

**Report Approved by**

Peter Andrews, CHF LEGAL COUNSEL  
Collie Greenwood, General Manager/CEO

**Status:**

Approved - Jul 19 2024  
Approved - Jul 19 2024





National Transit Employee Appreciation Day

16 Press Releases

1,100

\$500,000

98.3%



19 Press Releases

1,230

\$2M

100%

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Juanita Jones Abernathy Bus





## APTA Bus Safety Gold Award

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15 Press Releases

1,040

\$1.6M

98.5%



## 13 Press Releases

MPD APTA Gold Award  
Artbound Black Music Month  
FY2025 Budget Adopted  
Five Points Transformation Paused  
Peachtree Road Race Service  
MARTA Markets Summer Season  
Atlanta Streets Alive

1,900 Impressions

\$6M Advertising Value Equivalent

100% Positive & Neutral in Tone

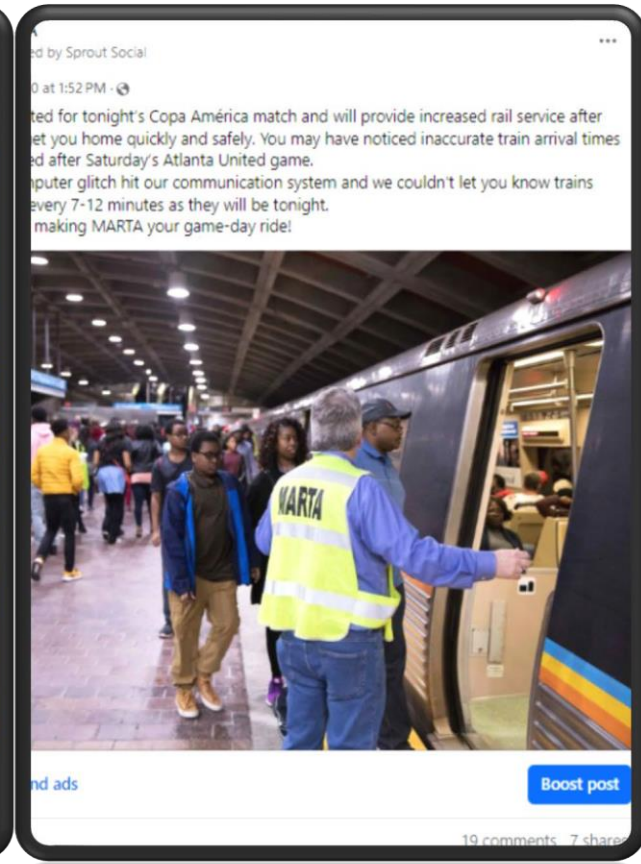
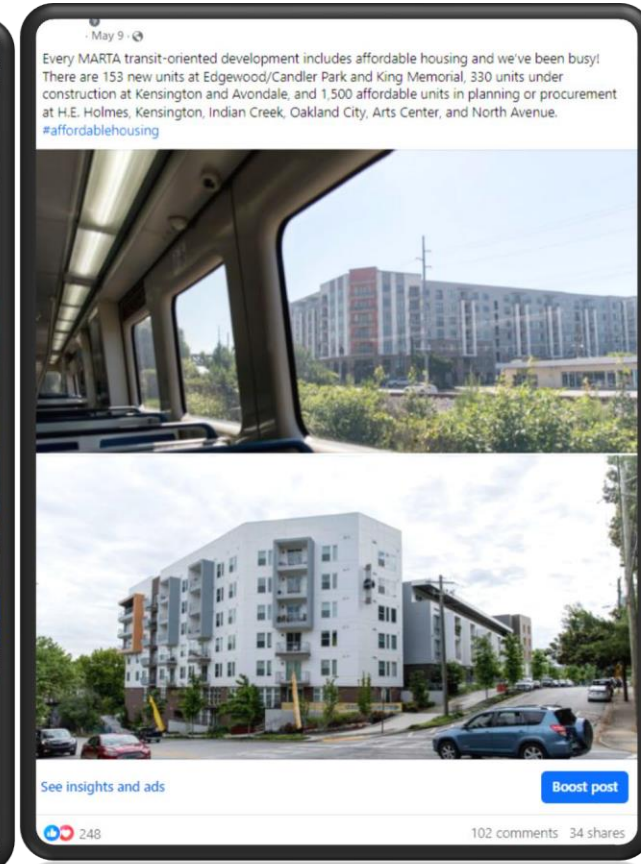
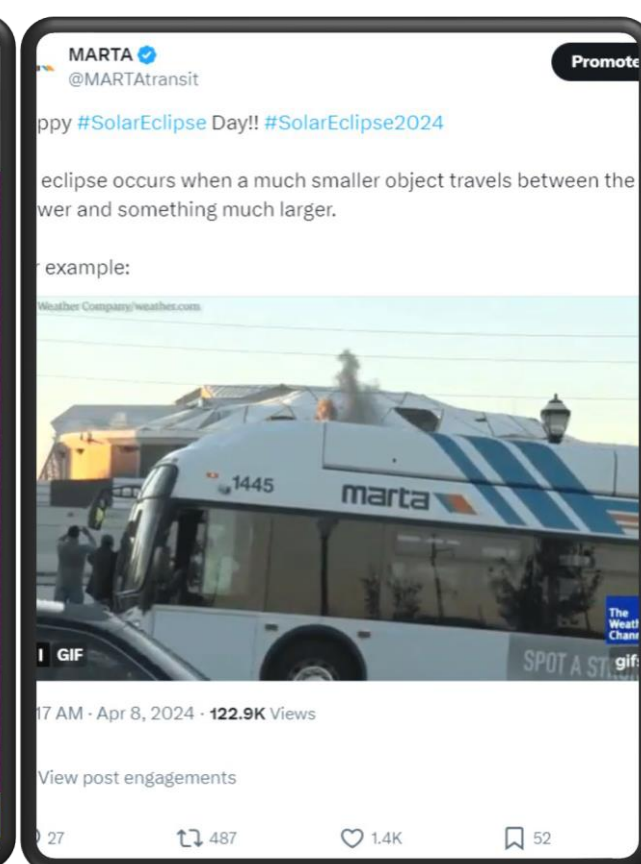
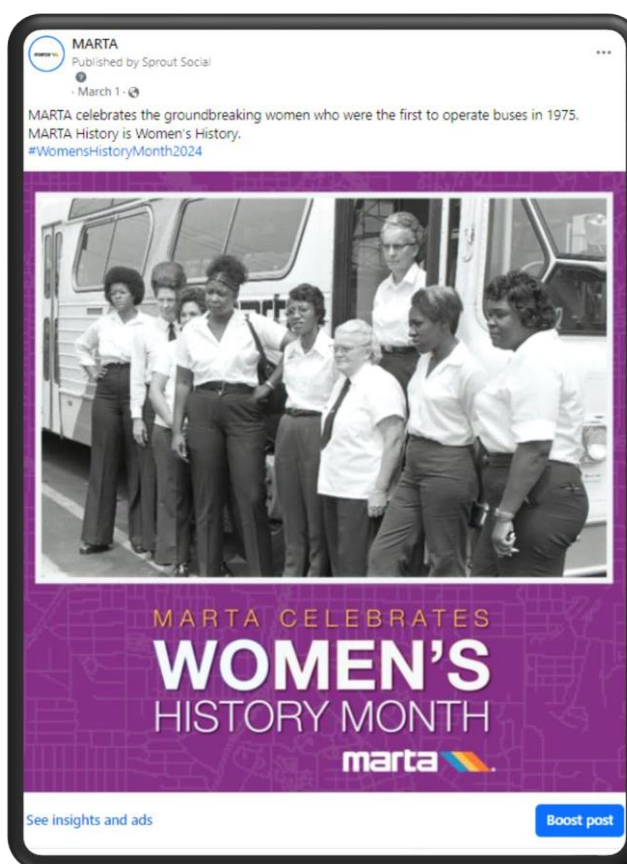
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# JUNE

Copa América Watch Party







MARCH  
APRIL  
MAY  
JUNE

1,056,655 Impressions	46,527 Engagements	6,471 Link Clicks
1,392,017 Impressions	86,967 Engagements	12,104 Link Clicks
1,031,671 Impressions	70,812 Engagements	14,009 Link Clicks
630,021 Impressions	39,085 Engagements	10,329 Link Clicks

# QUESTIONS

