



FOR IMMEDIATE RELEASE
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RTD Communications Staff Honored at CSU Alumni Media Festival Awards

Denver, Sept. 28, 2010 – The Regional Transportation District (RTD) Communications team was awarded top prizes at the 2nd Annual Colorado State University (CSU) Alumni Media Festival Awards Sept. 24 at the Lory Student Center on the CSU campus in Fort Collins. The CSU Media Festival Awards recognize CSU Department of Journalism and Technical Communication (JTC) alumni, students and faculty for excellence in communications, journalism and media relations.

RTD FasTracks Public Information Manager Pauletta Tonilas and FasTracks Public Information Team Member Liz Viscardi, both CSU journalism alumni, entered the projects on behalf of the team, which was awarded a first place Cammy Grande for the 2009 "FasTracks at Work" public relations campaign. The campaign was created to inform the public of the FasTracks program's construction progress and to promote the short-term and long-term economic benefits of FasTracks. Campaign tools included a "FasTracks at Work" logo, educational video, brochure, newsletter, construction signage and advertisements. The effective, limited-budget campaign was implemented using several in-house and free communication tools such as the RTD sign shop, advertisements on the RTD Liquid Crystal Display (LCD) screens at major stations, e-newsletters, RTD and FasTracks websites, Your Hub.com and YouTube.com. The campaign generated a strong message of job creation and economic benefit that continues to resonate as a key positive impact of the FasTracks program. The "FasTracks at Work" campaign will be given a fresh look and feel each year throughout the build-out of the FasTracks program to help educate the public at-large about the progress of FasTracks.

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The team also was awarded a second place Cammy award for RTD's social media campaign. The RTD FasTracks Public Information Team and RTD Marketing Division collaborated to launch a social media program to extend the agency's outreach to local and national online audiences. After much thought and consideration on the most appropriate and streamlined process for launching into the social media realm, a Facebook page, www.facebook.com/RideRTD, and Twitter account, www.twitter.com/RideRTD, were established to share news about the existing RTD bus and light rail system and the multi-billion dollar FasTracks transit expansion program in a cost-effective manner using existing internal resources. Postings on both Facebook and Twitter cover both the current RTD system and FasTracks, creating a one-stop shop for users. The launch also included videos streamed from the FasTracks YouTube.com channel (www.youtube.com/user/RTDFasTracks). RTD's Facebook and Twitter tools were officially launched on March 1. RTD now has more than 1,100 fans on Facebook and more than 550 Twitter followers of @RideRTD.

For route and schedule information, please call RTD's Telephone Information Center at 303.299.6000. Call 303.299.6089 for the speech and hearing impaired. Visit RTD's web site at www.RTD-Denver.com.

FasTracks is RTD's voter-approved transit program to expand rail and bus service throughout the RTD service area. FasTracks will build 122 miles of commuter rail and light rail, 18 miles of bus rapid transit service, add 21,000 new parking spaces, redevelop Denver Union Station and redirect bus service to better connect the eight-county District. The FasTracks investment initiative is projected to create more than 10,000 construction-related jobs during the height of construction, and will pump billions of dollars into the regional economy.

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