

MTA Press Releases

Select Language | ▼

Press Release

July 17, 2007

MTA Headquarters

IMMEDIATE

MTA's "See Something, Say Something" Campaign Expands to TV

Anti-terrorism program yielded almost 2,000 tips last year, imitated globally.

[See Video and Print Ads](#)

The Metropolitan Transportation Authority (MTA) today released the next generation of "If You See Something, Say Something" anti-terror advertisements, expanding the five-year-old campaign to television for the first time. The highly successful campaign, which encourages users of the MTA's transportation network to call an NYPD hotline or tell an MTA employee if they see a suspicious bag or activity, led to 1,944 tips in 2006.

The next phase of the campaign, which is a key part of the MTA's security program, will run from July to November and cost \$3 million. In addition to approximately 10,000 posters throughout the MTA system, 84 ads will appear in 11 regional newspapers and more than 4,000 10-second spots will run on television stations.

"The 'See Something, Say Something' campaign is a phenomenally successful component of the MTA's comprehensive security strategy," said Elliot G. Sander, MTA Executive Director and CEO. "We are proud that our customers play such an active role in keeping the system safe, and I am not surprised that the campaign has been copied around the world, from Chicago to Amsterdam. Keeping our customers safe remains the MTA's top priority."

"As recent incidents from around the world have taught us, the public can play a vital role in helping to identify a threat. Engaging the eyes and ears of the ridership continues to be essential in developing a true security partnership," said Michael Balboni, Deputy Secretary for Public Safety for New York State.