



## MTA Press Releases

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Press Release

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[MTA Headquarters](#)

IMMEDIATE

### MTA Begins Communications Blitz to Alert Riders to Possible Service Disruption

***Print and Radio Advertisements, Social Media, Email and Text Alerts to Customers, News Release, MTA.info Website Update, Digital Signs All Employed in Push***

With MTA Chairman and CEO Thomas F. Prendergast in Washington, D.C., briefing members of Congress on the possibility that a labor action could result in the loss of LIRR service, the Metropolitan Transportation Authority (MTA) today began a communications blitz aimed at alerting New Yorkers to the potential for a service disruption as early as July 20.

"We continue to hope that we can avoid a work stoppage at the bargaining table," said Chairman Prendergast. "But nevertheless, we want LIRR customers and all Long Island residents to be aware that there is a potential for a disruption of service and what that might mean."

Print ads are appearing in seven daily newspapers. An example is attached. A sample of radio ads airing on 11 stations is available at this link:

<https://soundcloud.com/mta-press-office/lirr-strike-prep-radio-admp3>

In addition to the advertisements, the MTA has updated its website to include a page alerting LIRR customers for the potential for a service disruption. The page is accessible via a prominent yellow link at [www.mta.info](http://www.mta.info), or at this link: <http://web.mta.info/LIRRStrikePlan/PossibleLongIslandRailRoadStrike.html>

The MTA is sending out this press release in support of the communications initiative, and today will also begin alerting customers via multiple communications channels, including alerts to customers sent via email and text messages, digital signs at stations and its social media accounts, including those on Twitter and Facebook.

Print ads are appearing in Newsday, The New York Times, The Wall Street Journal, New York Daily News, New York Post, Metro and amNew York. Radio ads are airing on 1010 WINS, WCBS NewsRadio 880 as well as FM stations WALK, WBAB, WBAZ, WBEA, WBLI, WBZO, WEHM, WKJY and WWSK.