

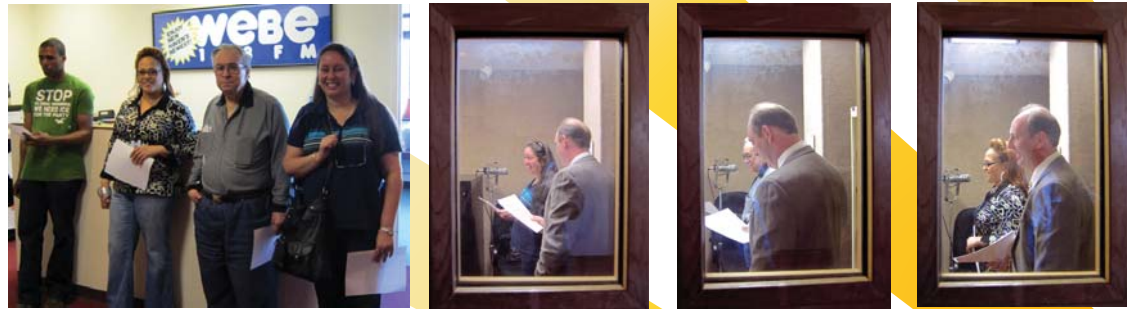
Radio Spot Promotion

1. Rider Outreach

We asked riders if they were interested in volunteering to help us record a radio spot

2. Riders Volunteer

Riders helped us record the spot at local WICC/WEBE studios in downtown Bridgeport



3. Radio Goes Live

Radio spot launches on local radio on May 3, 2010

4. Online Promotion

We promote the spot on our website, Facebook and Twitter

gogbt.com



- Audio is hosted online on social media sharing site, esnips.com
- We issued a news release about the riders on the website with a link to the audio
- We posted a story about the riders and the spot on Facebook and Twitter
- We sent emails and links to the rider volunteers who then helped spread the story

commuters
sustainability
real-time information
transportation
tell us your story
energy savings
website

