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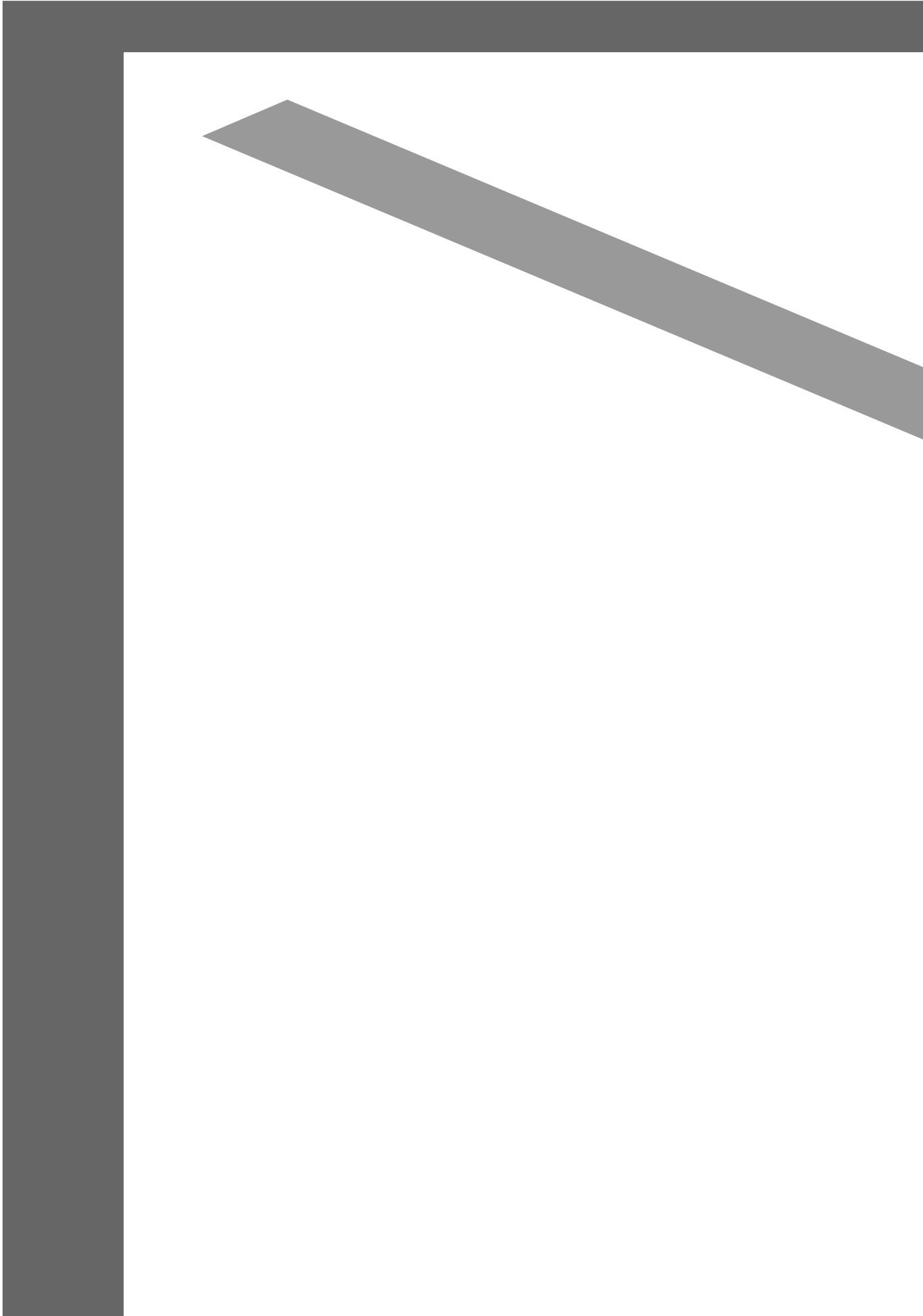
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## **Marketing & Communications Department**

The MTS Marketing & Communications Department plays a key role in how the general public, passengers, visitors, employees and key stakeholders perceive MTS. This department works with both the bus and trolley divisions to ensure the MTS brand and key messages about service are reaching the public.

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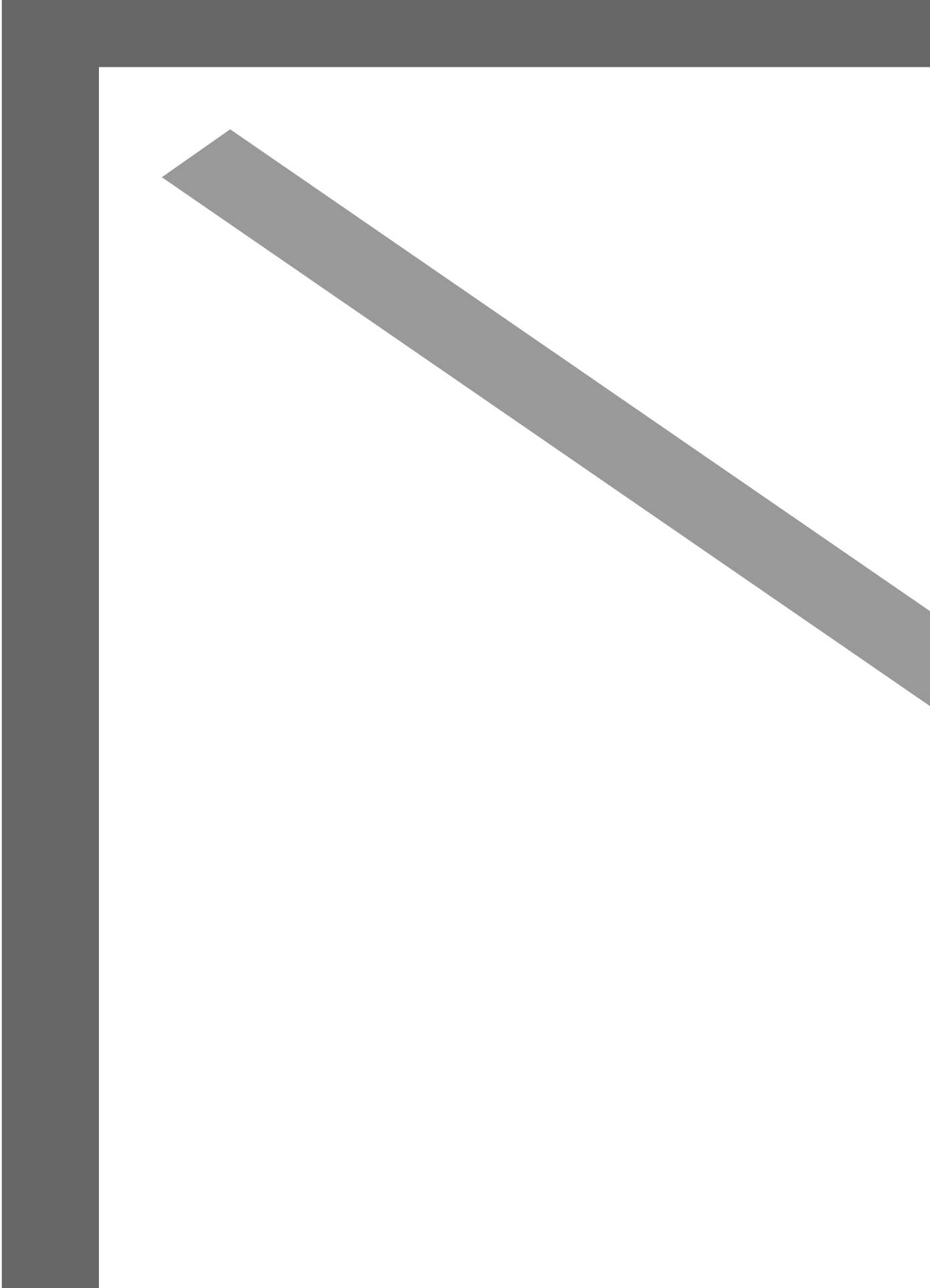


## **Advertising**

MTS uses advertising to help promote the MTS brand and services. Marketing's advertising strategy increases awareness of MTS services, initiatives, events and positive impacts to the region. To spread the word, Marketing utilizes newspapers, billboards, social media, radio, and television. From developing media buy strategies to creating copy and creative development, the Marketing team acts like a private advertising agency. All the work typically done by ad agencies is done by the Marketing team without the high fees and mark-ups.

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## **Community Outreach**

Did you know that MTS employees work at more than 40 special events every year? Marketing organizes teams and manages outreach efforts all over San Diego to meet with residents, distribute informational materials, build relationships with community leaders and promote MTS services.

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## **Design Team**

Marketing has an in-house graphic design team that brings the MTS brand identity across MTS department projects. Design team work includes published media such as Take Ones, brochures, advertisements, timetables, rider guides, trolley and bus wraps, all station signage and more. The design team is happy to help with your projects and ensure the MTS brand identity is represented at it's best. Employees with requests for the design team should contact the Creative Design Manager Quincy Marin at [quincy.marin@sdmts.com](mailto:quincy.marin@sdmts.com).

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## **Media Relations**

MTS is mentioned in more than 2,000 broadcast news stories each year! Marketing distributes more than 50 news releases annually to highlight MTS service and activities in the news media. Marketing employees act as a point of contact and public spokesperson when the media calls MTS. Employees should direct any calls from the media to the Marketing Department Director Rob Schupp at [rob.schupp@sdmts.com](mailto:rob.schupp@sdmts.com) or (619) 557-4511.

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## **Social Media**

More than 70 percent of MTS passengers carry a smartphone. And more and more passengers every year check MTS Facebook and Twitter accounts for service updates and to provide feedback. MTS regularly monitors activity and shares posts about service and promotions through its Facebook, Twitter and Instagram accounts. Follow MTS on social media to keep up to date on the latest goings-on at the agency!

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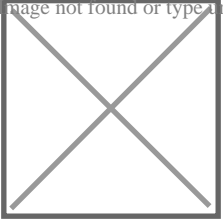


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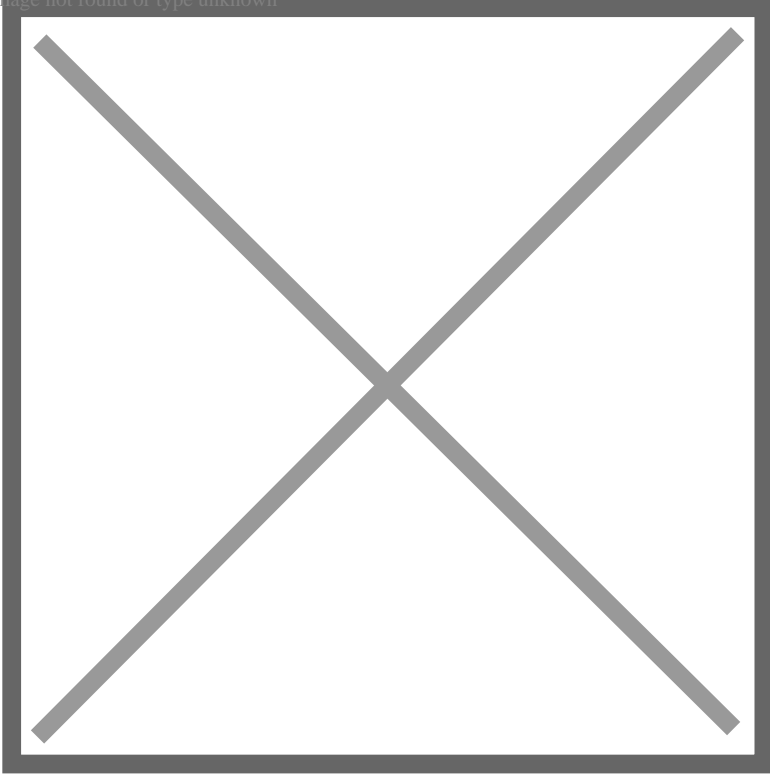
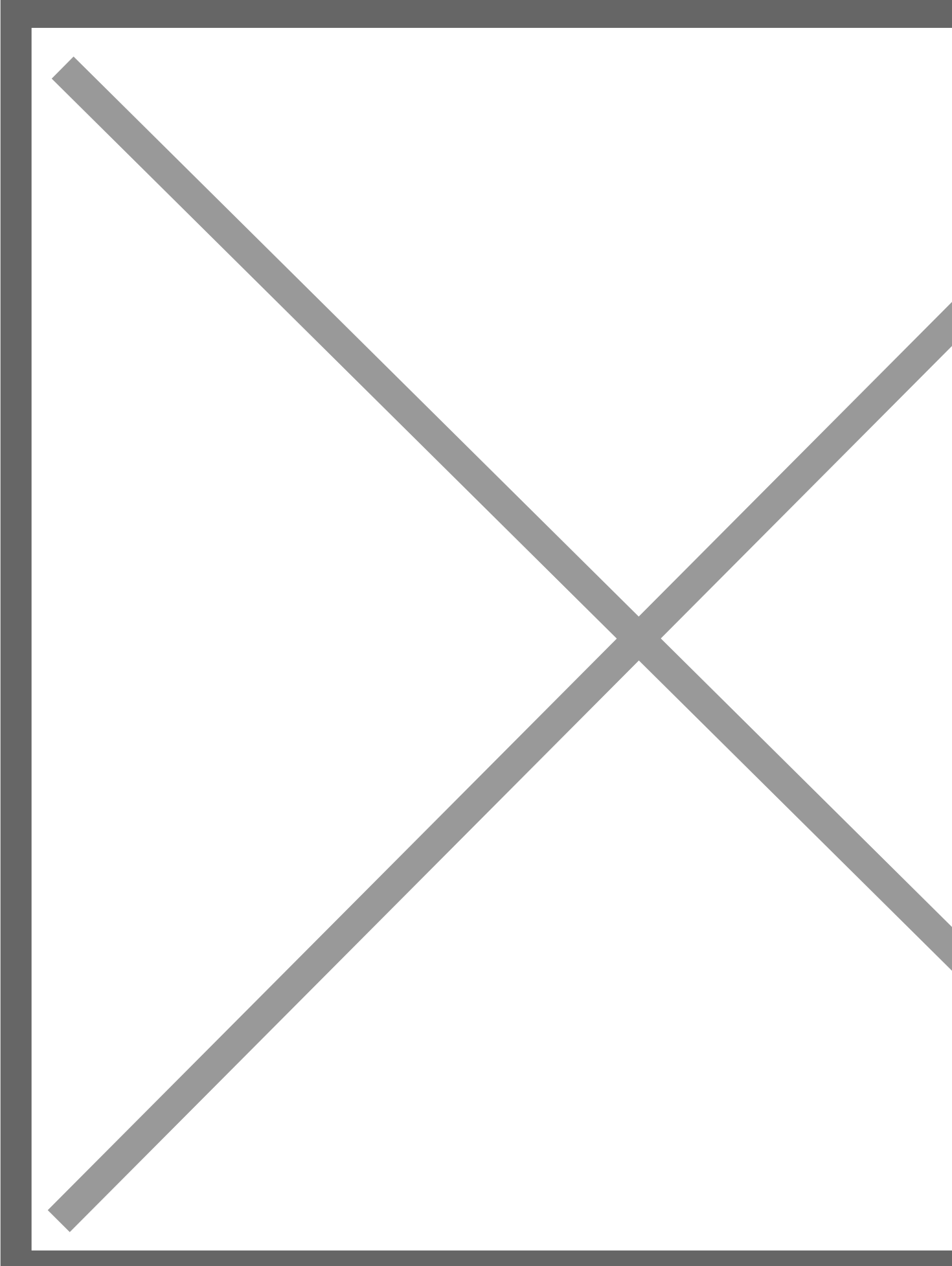


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## Digital Content Management

In addition to managing the social media accounts for MTS, Marketing also manages and produces content for the MTS website, employee Intranet and monitors on the Broadway pylons in downtown San Diego. This content includes real time information, system delay alerts and other service information. The team also oversees Mobile Ticketing. Questions about content can be directed to MTS Digital Content Specialist Katie McCanna at [Katie.McCanna@sdmts.com](mailto:Katie.McCanna@sdmts.com) or (619) 557-4590.

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## Quarterly Newsletters - MTS Connections and MTS Express

Marketing is responsible for writing, editing, designing and distributing the quarterly employee newsletter *MTS Connections* on-board rider newsletter *MTS Express*. *MTS Connections* is designed to keep employees informed, provide a line-of-sight across the organization and shine a spotlight on the great work employees are doing every day at MTS. *MTS Express* is designed to keep passengers informed about agency news and important rider-related information. Have a tip for a good *MTS Connections* story? Contact Public Relations Specialist Mark Olson at [mark.olson@sdmts.com](mailto:mark.olson@sdmts.com) or (619) 557-4588.

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