

Appendix J

NEXTransit News + Media Report

For each of the six Themes, team members worked with Port Authority staff on garnering news media coverage about NEXTransit and promoting the online public meetings that were held for each Theme. Talking points for each Theme were drafted by consultant team and provided to Port Authority staff for review and edit. Press releases were issued and interviews coordinated by Port Authority staff. Messaging was used by all Port Authority staff who conducted news media interviews. Messaging was also used to draft Port Authority CEO Katherine Kellerman's project report at the monthly Port Authority Board Meeting, which are generally covered by print and electronic news media.

Specific news media outlets were targeted throughout, including:

- Pittsburgh Business Times
- Pittsburgh Post-Gazette
- WESA-FM
- Tribune-Review
- New Pittsburgh Courier
- Pittsburgh City Paper
- East End PRINT
- KDKA radio
- All three local TV stations
- WZUM-FM

As a result, significant news media coverage was garnered as the project milestones were reached and online public meetings conducted. Below is a listing of the dates where NEXTransit news articles were published and aired.

New Pittsburgh Courier:

- August 1, 2020

Pittsburgh City Paper

- March 11, 2021
- May 26, 2021

Pittsburgh Tribune-Review

- February 17, 2021

East End PRINT:

- February 17, 2021

WTAE-TV:

- July 16, 2021

Appendix J

WPXI-TV:

- July 17, 2020
- Our Region's Business (Katherine) Feb. 21, 2021
- February 26, 2021

Pittsburgh Post-Gazette:

- May 30, 2020
- July 20, 2020
- July 27, 2020
- November 16, 2020
- February 21, 2021
- February 26, 2021
- April 7, 2021 (editorial)
- May 21, 2021
- May 24, 2021
- July 27, 2021

KDKA TV/Radio:

- February 5, 2020
- February 17, 2020
- June 1, 2020
- July 1, 2020
- July 17, 2020
- November 17, 2020
- May 24, 2021
- May 25, 2021
- February 17, 2021
- February 25, 2021
- July 16, 2021

WESA-FM:

- January 29, 2020
- November 17, 2020
- March 2, 2021
- May 2, 2021
- May 24, 2021