



Mayor, Mayor Pro Tem, and Councilmembers —

We're thrilled that the City has been receiving excellent media coverage for the Automated Garage!

The Communications Division has worked closely with DPW and consultant teams to develop a slate of assets — photos, videos, and summary points — which have helped reporters to accurately and thoroughly capture the story in a highly visual and engaging manner.

We began distributing information and videos one week ago as a lead-up to the grand opening using the City's social media properties and we provided digital files directly to assignment-desk editors and producers/reporters via web uploads and hard-copy media kits — we've gotten great feedback from reporters on this effort. The "Inside View" video has garnered more than **11,500 views in 150 hours**; the "Time Lapse" video is poised to hit **2,000 views after just two days**. We also used Facebook's new Facebook Live feature to report, in real time, from the event; this received several hundred views.

We began cultivating media interest for the grand opening several months ago and we ramped-up pitching in late April and early May. To date, we've secured mentions or stories on every major local TV network affiliate and we've completed more in-depth stories with public radio (**KPCC 89.3, which aired on the morning of the opening**) and public television (**KCET-TV, which will air in the coming weeks on SoCal Connected**). Web coverage has been strong. We're working with the transportation and mobility reporter at the Los Angeles Times with the aim of securing a story in the coming weeks. We also received extensive national news-wire coverage from PR Newswire in business reporting outlets such as, Yahoo! Finance, MarketWatch, Los Angeles Business, and more.

Below, is a summary of selected media hits (we also have hits on CBS2/KCAL9, NBC4, and FOX11, for which we don't yet have links) — enjoy!

Thanks.  
 -Joshua Schare, Public Information Officer, City of West Hollywood

[KPCC \(89.3 FM\)](#)  
[KTLA5](#)  
[ABC7](#)  
[Curbed LA](#)

[LA Independent](#)  
[Yahoo!](#)  
[Frontiers](#)  
[LAist](#)

[WeHoville](#)  
[The Mirror \(UK\)](#)  
[UPI](#)  
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