



Greater Houston Transportation and Emergency Management Center

MEDIA ALERT

January 16, 2002

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**THE HOUSTON TRANSTAR PARTNERSHIP, TRANSPORTATION POLICY COUNCIL
CHAIRMAN ROBERT ECKELS, HOUSTON CITY COUNCIL MEMBER CARROLL ROBINSON
AND CLEAR CHANNEL OUTDOOR TO FORMALLY UNVEIL NEW STEER IT...CLEAR IT
BILLBOARDS DURING A NEWS CONFERENCE AT THE STATE OF THE ART CENTER**

(Houston, Texas) ---- On Thursday, January 17, 2002 starting at 10:00a.m., The Houston TranStar Partnership, Transportation Policy Council (TPC) Chairman and Harris County Judge Robert Eckels, Houston City Council Member Carroll Robinson and Clear Channel Outdoor Director of Public Affairs Lee Vela, will formally unveil the new multi-lingual Steer It...Clear It public service campaign billboards during a news conference at Houston TranStar. The news conference will take place at the state of the art Transportation and Emergency Management Center located at 6922 Old Katy Road on

Steer It...Clear It is a public service campaign designed to reinforce Texas Transportation Code 550.022 while reducing congestion and the number of incidents on Houston area freeways caused by minor collisions and/or disabled vehicles. Participating in the news conference will be:

- Transportation Policy Council Chairman and Harris County Judge Robert Eckels
- Position 4 Houston City Council Member Carroll G. Robinson
- METRO Chief of Police Tom Lambert
- Clear Channel Outdoor Director of Public Affairs Lee Vela
- And, numerous other individuals from the law enforcement and business community.

WHO:

Transportation Policy Council Chairman and Harris County Judge Robert Eckels
Houston City Council Member Carroll G. Robinson
METRO Police Chief and Houston TranStar Leadership Team Chairman Tom Lambert
Clear Channel Outdoor Director of Public Affairs Lee Vela
Numerous representatives from the law enforcement and business community

WHAT:

Steer It...Clear It Public Service Campaign Billboard Unveiling News Conference

WHEN:

Thursday, January 17, 2002
10:00 a.m.

WHERE:

Houston TranStar
6922 Old Katy Road