



OFFICE OF THE COUNTY EXECUTIVE
Milwaukee County
SCOTT WALKER • COUNTY EXECUTIVE

FOR IMMEDIATE RELEASE

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STATEMENT ON TRANSIT VIDEO REVENUE PROJECTIONS

MILWAUKEE – Tom Nardelli, Milwaukee County Executive Scott Walker’s Chief of Staff, issued the following statement in response to a release from Supervisor Johnny Thomas regarding projected transit video advertising revenue:

We took the Vice Chair of the Finance and Audit Committee at his word when he introduced vendors to the Transportation Committee meeting in July who stated advertising revenues would be up to \$2.5 million initially, and substantially more as the video system was added to more buses. Supervisor Thomas commented to a reporter that the plan would generate \$2 million:

‘The main purpose of the video service would be to raise money for the cash-strapped bus system, Thomas said. He hopes to see 20 minutes of commercials each hour, raising some \$2 million a year for transit.’

Milwaukee Journal Sentinel, 7/26/10

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