***International Level Crossing Awareness Day (ILCAD)***

***June 3, 2014 in Russia***

*List of measures to increase awareness provided in Russia on June 3, 2014.*

- In the context of International Level Crossing Awareness Day, there are plans to strengthen information support for measures to ensure railway crossing safety (in regional print and electronic media, in the regional program 'Magistral,' and in corporate media.

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| **Railway** | **Special Events** | **Interaction with Media** |
| **Oktyabrskaya****Railway** | 1. International Level Crossing Awareness Day (**June 3**):- Distributing posters, leaflets, and souvenirs (vehicle air fresheners).- “Caution - Crossing!” signage at railway crossings and roadway approaches to them with the most intensive automotive transport movement on the Moscow-St. Petersburg line. - Press tour to the railway crossing within the framework of the International Level Crossing Awareness Day.2. “Halt at the Crossing” competition for drivers (**May-June**):- Launch of contest on railway website, in media for best slogan devoted to directing attention to the observation of railway crossing safety rules. Awarding of brand-name thematic prizes (cushions for automobiles, etc.). | 1. Live broadcast on Radio of Russia in St. Petersburg, with the involvement of track-complex managers (**June**).2. Interview with manager of track-complex regarding the reconstruction of four railway crossings (**June**).3. Interview with manager of track-complex for St. Petersburg - Vitebsk region for the newspaper (**June**). |
| **The Kaliningrad Railway** | 1. Manufacture and distribution of commemorative materials on passing railway crossings and promotional materials among drivers - “Act Safely at Level Crossings!” badge (**from June 1 to 25**). | 1. Distribution of informational video clips - First City Channel (**from June 6 to 30 - 50 times**).2. Distribution of informational audio clips - First City Channel (**from** **June 6 to 30 - 48 times**). |
| **The Moscow Railway** | 1. Special promo events at railway crossings, which involve promoters handing out leaflets of information about rules for safe behavior at crossings and special memorials in Moscow, Bryansk, Oryol, Kursk, Tula and Smolensk. In the context of the events:- press access to track-complex managers (**June 3**). |  |
| **The Gorkovskaya Railway** | 1. Organization of press tours with State Traffic Safety Inspectorate (STSI) to the most problematic railway crossings (**June 3**). | 1. Distribution of informational audio clips on the radio stations (Nizhny Novgorod and Kazan) (**from May 19 to September 30**). |
| **Northern Railway (The Severnaya Railway)** | 1. “Safe Crossing” spot-check (**June 3**):Examination of two-three railway crossings with involvement of media, STSI and safety specialists. 2. Joint project - radio quiz on subject “Caution - Crossing!“ (**May-June**).3. Flash mob on social networks “My Safety in My Hands.” Exhibition of best work at the end (**May-October**). | 1. Distribution of video clips - on TV (**from June 2 to 5 - 30 times**).2. Audio presentation – on the radio stations (**from June 2 to 9 - 50 times**).3. Publications in newspapers (**June 5 to 8 - 1/2 page**): informational support from railway crossing spot-checks. |
| **North Caucasus Railway** | 1. Placement of billboards (June).2. Press tour along with STSI employees of most hazardous crossings (June): shooting photo and video materials with commentary by STSI employees, employees with the Infrastructure Division for Safety Management of the North Caucasus Railway.  | 1. Video presentation - state tele-radio company Dagestan (**twice daily - June**).2. Audio presentation – on the radio stations (**twice daily - June**).3. Placement of advertising modules – regional colored inserts in weekly newspapers (**1/4 page A3 - June, once monthly**). |
| **The South Eastern Railway** | 1. Press tour for local television representatives on problematic railway crossings within road boundaries, with televised presentation of news stories (**June 3**).2. Organization of representatives regional media outlets involvement in spot-checks at railway crossings at line's regional borders (**June 3**). | 1. Audio presentation - radio NRJ (from **June 2 to 8 - 84 times**). |
| **The Privolzhskaya Railway** | 1. Press tour for journalists from regional media outlets devoted to International Level Crossing Awareness Day involving regional STSI employees (**June 3**). | 1. Placement of advertising modules in the newspapers (**1/2 page A2 - once monthly, June**).2. Audio presentation on the radio stations (**June 1 to 11, 34 times**). |
| **The Kuybyshevskaya (Kuybyshev) Railway** | 1. Joint spot-checks with STSI for preventing road traffic incidents at crossings in zone of roadway responsibility with distribution of souvenirs (“Halt at Crossing!” vehicle air fresheners) (**June 3**). |  |
| **The Sverdlovsk Railway** | 1. Organization of special interactive event at railway crossings with intensive movement - “Follow the Rules for Passing Over Railway Crossings - Flash [High-Beams],” including informational and explanatory work, distribution of commemorative materials, and brand-name souvenirs (magnets marking the event, sponges and cloths for cleaning vehicles), with media participation (**June 3**).2. Placement of stands demonstrating consequences of roadway accidents, and distribution of commemorative materials at drivers' education schools with aim of preventing and warning against violations of rules for intersection with railway routes among less experienced drivers (**May-July**).**3.** Placement with broadcast media (on rights of social advertisement) of video presentations advocating safe behavior on railway infrastructure facilities and adherence to roadway traffic rules at railway crossings (**May-June**). | 1. Placement of the message on measures to maintain railway crossings in proper condition and work to prevent driver violations of traffic rules at crossings on the TV channel “Regional Television” (**June**).  |
| **The Yuzhno-Uralskaya Railway (South Urals Railway)**  | 1. Organization and holding (from **May 20 to June 20**) of press tours at the most hazardous crossings at line grounds, including: - Distribution of commemoratives for automobile enthusiasts.- Distribution of thematically symbolic T-shirts.- Distribution of thematically symbolic air fresheners. | 1. Placement of informational audio clips on the radio stations (from **June 1 to 30, three times daily**).2. Presentation of “Caution - Crossing!” informational subjects via regional channels (from **May 20 to June 20, one and a half minutes each**). |
| **The West Siberian Railway** | 1. Broadcast of the video presentation on the city monitors (**72 times daily, May-June**).2. Spot-checks at railway crossings involving media: providing photo and video shoot, hand-outs of flags, stickers, and other prizes by promotional personnel in corporate T-shirts to drivers (**June**). | 1. Placement of informational audio clips on the radio stations (**from June 1 to 14, seven times daily**).2. Placement of advertising modules in the magazine “Auto 54” (**1/2 page, one issue - June**).3. Placement of textual banner on the website Drom.ru homepage (most popular website in the Urals for buying and selling vehicles) (**May-June**).4. Preparation of the stories for regional television channels (**June**) |
| **The Krasnoyarsk Railway** | 1. Placement of banners at the most important crossings of the Krasnoyarsk region (**for indeterminate period of time from June 1**).2. “Driver, Let Train Pass!” event at railway crossings (**June 3**): media invited, commentary to be organized. STSI of the Krasnoyarsk region organizing the work of patrol vehicles at Krasnoyarsk, Krasnoyarsk region railway crossings. |  |
| **The East Siberian Railway** | 1. Placement of banners (**May-June**).2. Placement of video clips on television screens aboard electric commuter train Baikalskaya Strela (**ten times daily - May-July**).3. Provision of A1 laminated placards to all railway crossings in Irkutsk region, Republic of Buryatia (**May-July**).4. Briefing by the management of the East Siberian Railway (VSZhD), STSI, regional authorities as part of spot-check involving representatives of municipal organizations and media outlets at railway crossings (**June 3**).5. Press tour “Learning at the Crossing” - check of on-duty personnel knowledge of their duties, modeling of situation with stalled vehicle on crossing (**June 1**). | 1. Placement of video clips on television channel AIST (regional program Magistral broadcast monthly - May-July), on video portal YouTube, on social networks Odnoklassniki, VKontakte (**May-July**). |
| **The Trans-Baikal Railway** | 1. Organization and holding of the event “Caution - Crossing!”. Hand-out of commemorative items to drivers (**June 3**). | 1. Publication of the advertising-informational materials in A4 format band in the newspapers (**June 2 to 6**). |
| **The Far Eastern Railway** | 1. Placement of the video clips (**300 times daily - May-June**).2. Placement of the animated posters (**1,140 showings daily - May-June)**.3. Organization and holding, along with STSI and media, of spot-checks of particularly hazardous crossings (**June 3**). | 1. Placement of flash banner - on the homepage of Amur region Teleport2001.ru information portal (**May-June**).2. Video presentation on the official website of the newspaper “Tikhookeanskaya Zvezda” http://www.toz.khv.ru/ (on non-remunerated basis) (**April-September**). |