## SCHEDULE of MESSAGES & EVENTS

**Unifying Theme:** "STOP TRACK TRAGEDIES"

<table>
<thead>
<tr>
<th>DATE</th>
<th>THEME</th>
<th>ACTIONS &amp; EVENTS</th>
<th>STAKEHOLDERS</th>
<th>STAKEHOLDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/23/2018</td>
<td>Lasting Impact</td>
<td>Share #RailSafetyWeek2018 and #StopTrackTragedies hashtags; encourage partners to share new campaign infographics, videos, social media posts and RSW logo throughout the week</td>
<td>All partners</td>
<td>Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media</td>
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<tr>
<td>9/24/2018</td>
<td>No Photos/Videos on Tracks</td>
<td>National, state, local proclamation signing ceremonies. Media interviews with national and state OL reps. National and state media outreach to local photographers and national photographer associations</td>
<td>State, local, county law enforcement agencies, sheriff's association, chiefs of police, other emergency response organization</td>
<td>Light rail, streetcar, commuter rail systems, rail transit and rail passenger nonprofit organizations</td>
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<tr>
<td>9/25/2018</td>
<td>Law Enforcement Partnerships</td>
<td>Operation Clear Track in U.S. with crossing enforcement and awareness exercises at high-incident crossings; Officer on the Train events; other positive enforcement events for Emergency Notification System awareness</td>
<td>OL volunteers and state programs, USDOT and Transport Canada, state/provincial/local governments, RR gov't affairs reps, labor unions, high school and college administrators and students, other nonprofit groups</td>
<td>State, Provincial DOTS and highway depts., OL Authorized Volunteers, FRA Crossing Managers, School Bus Transportation Directors, charter bus operators, trucking companies and professional truck drivers, emergency responders</td>
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<tr>
<td>9/26/2018</td>
<td>Trespass Prevention</td>
<td>Promotions/tables at school events to share the &quot;Stop Track Tragedies&quot; message; share posters, outreach on college campuses and bars to highlight the dangers of trespassing</td>
<td></td>
<td>Local news media, railroad partners, OLAVs, Coaches, college/university sports teams, chambers of commerce, local businesses and organizations</td>
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<tr>
<td>9/27/2018</td>
<td>Transit Safety</td>
<td>Station events, announcements and posters (all week), platform ads</td>
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<td>9/28/2018</td>
<td>Crossing Safety</td>
<td>High school driver ed instructors and classes promote &quot;Drive Safe Near Trains,&quot; safety organizations, railroads and other employers promote &quot;Red Out for Rail Safety&quot;</td>
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<tr>
<td>9/29/2018</td>
<td>Community Connection</td>
<td>Safety Blitzes &amp; other community awareness events, sidewalk chalk safety events, sidewalk ST3 stencils</td>
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</tbody>
</table>

**DATES:**
- 9/23/2018: SUNDAY
- 9/24/2018: MONDAY
- 9/25/2018: TUESDAY
- 9/26/2018: WEDNESDAY
- 9/27/2018: THURSDAY
- 9/28/2018: FRIDAY
- 9/29/2018: SATURDAY

**THEME:**
- Lasting Impact
- No Photos/Videos on Tracks
- Law Enforcement Partnerships
- Trespass Prevention
- Transit Safety
- Crossing Safety
- Community Connection

**STAKEHOLDERS:**
- All partners
- Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media
- State, local, county law enforcement agencies, sheriff's association, chiefs of police, other emergency response organization
- OL volunteers and state programs, USDOT and Transport Canada, state/provincial/local governments, RR gov't affairs reps, labor unions, high school and college administrators and students, other nonprofit groups
- Light rail, streetcar, commuter rail systems, rail transit and rail passenger nonprofit organizations
- State, Provincial DOTS and highway depts., OL Authorized Volunteers, FRA Crossing Managers, School Bus Transportation Directors, charter bus operators, trucking companies and professional truck drivers, emergency responders
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