



## **Policy Regarding Use of the *GCM Intelligent Transportation in Action* Video**

In October of 2002, the Gary-Chicago-Milwaukee (GCM) Awareness and Communications (A&C) Work Group developed a video to illustrate how interagency coordination fosters deployment and operation of ITS technologies that benefit the entire GCM corridor and saves lives, saves time, and saves money.

Two related videos were produced to better address different audiences. For transportation professionals and others familiar with ITS, a 16-minute detailed GCM video was created. For media, elected officials, and the general public, a 6-minute video was produced highlighting the benefits of ITS in non-technical terms. Both *Intelligent Transportation in Action* videos provide examples of how ITS is being used throughout the corridor and describe the role of the GCM Corridor in coordinated planning and operations.

The policy regarding the use of the GCM *Intelligent Transportation in Action* Videos is as follows:

- 1) If the GCM video is shown in its entirety with no alterations, the credits at the conclusion of the video must be shown.
- 2) If segments are extracted from the GCM video, an acknowledgment must be included at the conclusion of the program that mentions the GCM video footage was provided by the Gary-Chicago-Milwaukee ITS Corridor and Educational Media Group of Southern Illinois University. Also, if segments of the GCM video are extracted, such segments must be shown without alterations, in content or intent.
- 3) The GCM ITS Corridor reserves the right to request an approval copy of the program before it is broadcast.

For further information, please contact Chuck Sikaras, Chair of the GCM Awareness and Communications Work Group, at 847-705-4800.