

Audio-Visual Media

using it. Whether an audio-visual should be used at all depends on the objective, the effectiveness of the audio-visual in carrying or supplementing the message, the type and size of the audience, and the budget and facilities available.

One audio-visual cannot do the entire communications job. Each is part of the total communications program and must fit into the overall outline and presentation plan.

This is one reason why safety departments use many types of audio-visual products. A survey by *National Safety News* of 1,108 safety departments, summarized in Table 10-A, showed that a variety of equipment was owned. To the question, "Does the safety department in your organization have a regular, continuing training program for supervisors," 61.7 per cent answered "yes"; 56.9 per cent had special training rooms for conducting this program.

In another *National Safety News* survey, of 146 member companies which responded, 13 per cent planned to use filmstrips to a greater extent than previously, 48 per cent indicated increased use of slides, and 63 per cent intended to use more movies.

Specific conclusions should not be drawn from these survey results unless one knows the exact purpose for which each type is used. With many audio-visuals, it is difficult to say whether the primary objective is motivation or training. Often, safety professionals use a number of visuals to meet both objectives. Different people frequently have different opinions as to just what constitutes "training" or "motivation." Also, the immediate availability of projection equipment, and the wide variety of films and slides may help make these aids more popular.

Use in training and reporting. Audio-visual materials are important conveyors of information. Photos of hazards or of unusually good conditions provide visual evidence useful in reports to supervisors and to top management. These, plus graphical presentation, can make routine reports and statistical analyses interesting and easy to understand. More than one safetyman has found a simple bar chart or colored graph to be more meaningful to his boss or to other supervisors than pages of detailed statistics.

A visual aid can emphasize the points of

TABLE 10-A
SURVEY OF A/V EQUIPMENT
THAT SAFETY DEPARTMENTS OWN

<i>Type of Equipment</i>	<i>Number</i>	<i>Per Cent</i>
Motion picture projector	733	66.2
Slide projector	544	49.1
Filmstrip projector	341	30.8
Overhead projector	190	17.1
Opaque projector	207	18.7
Flannel board	246	22.2
Magnetic board	144	13.0
Chalk board	646	58.3
Hook and loop board	53	4.8
Tape recorder	391	35.3
Motion picture camera	189	17.1
Camera (still picture)	713	64.4

information in a safety talk, it can even provide a convenient "outline" for the speaker. Visual materials can be used to organize group thinking and to summarize safety committee action.

Use as a motivational tool. Aids that appeal to the emotions can help change attitudes, encourage safe work habits and compliance with safety rules, and remind workers of special rules or hazards.

Audio-visual materials of all types are used widely to promote interest and obtain cooperation in special campaigns, safety contests, and similar activities.

Selection of media

To be most effective, audio-visuals must be selected with care, after considering many factors. (See Table 10-B, pages 220-221.)