

13—Publicizing Safety



FIG 13-5 —Cooperative planning with editors and program directors is the basis for effective news coverage. Here a camera crew covers the announcement of Vincent L. Tofany as president of the National Safety Council on October 29, 1973. At right is Howard Pyle, former NSC president.

editor of the paper or the program director of the radio or TV station. Of course, if an item is specifically written for a certain columnist or commentator, it is better to contact him directly. If it applies only to a specialized area (finance or sports, for example), it should be brought to the attention of that editor.

- 3 Write not for your boss, but for your reader or listener. Answer objectively the questions: who, what, when, where, how and why. Do not load your releases with propaganda for the company. There is no

surer way to kill your positive relations with the media.

- 4 Make your releases just as professional in style, appearance, and general quality as you possibly can. (Fig 13-4 shows an example.) Note the lead time that is required. Often one must ask a speaker, in advance, what he will say.
- 5 In writing a release, be brief and to the point. Newspaper space is limited, and costly. Try to "hold down" the piece to a page or a page and a half at most. Papers receive thousands of releases each month.