The safety professional should tell the publicity man and editor, if he has not done so before, that he is more determined than ever to cut accidents in the company and that he realizes their help and advice are needed to reach this goal

He should point out to them that he is fully aware of the necessity of employee and public acceptance of the safety program and that they are the people who can help get it

There is a wealth of real news in safety, and there is a strong possibility that everyone in the safety business has been too quick in assuming that safety must by its very nature be on the dull side In recent times, there has been more and more recognition by more and more writers and others that safety can be made interesting It just takes the combined efforts of safety professionals, publicity men, and editors to turn the trick

Sixteen ways to make safety news

It might be useful to list some of the things that can make safety news in an organization and that editors and publicity men ought to know

1 No-accident records for the entire company or for any one unit—in terms of either days or man-days

2 Improved safety records for the company or any one unit, even if no prolonged no-accident period is involved

3 An interplant safety contest, or an intercompany contest—especially if anyone has dreamed up an unusual angle (like an out-of-the ordinary prize)

4 Any unusual safety record for safety performance by an officer or employee of the company—either in length of time or character of the job done

5 Innovations in safety programs of the company that will prevent accidents An invention, too, as special news value if the company has been plagued with accidents the new gadget may prevent

6 An unusual or highly valuable safety suggestion by an employee

7 Safety conventions or meetings, either those held by the company or those held elsewhere to which company representatives will go A digest of such a report should be publicized

8 Other special safety events besides conventions—a safety banquet, a safety training course, fire and first aid demonstration, a special meeting, or an award ceremony

9 Some unusual stunt intended to get the employees to take their safety training home to their families, or something the company is doing directly with the families of workers in an effort to promote around-the-clock safety Open-house tours, local water safety shows or public showings of safety films are examples

10 Some pronouncement or statement by the president or other high official of the company on some unusual or new safety device or company safety service, such as free inspection of employees' cars

11 A speech by the head of the company or the safety professional at a local, regional, state, or national safety convention or conference The editors or publicity men should have advance copies of it The person making the speech should be sure to say something worthy of public attention

12 The company's annual report is the foundation for corporate communications Stockholders *do* read these reports A good paragraph or two on the safety record for the past year will go a long way in achieving sound publicity within the corporate family, as well as inform the analysts, who recommend stocks, what the company is doing beyond its financial performance

13 Any act of heroism by someone in the company This is a sure-fire story for local papers as well as company publications Maybe this type of news is not pure safety, but newspapers regard it as part of safety, and it can always be tied in with an indirect safety message

14 A survey or study of some phase of accident prevention in the company If the investigators discover that married men who own their own homes are safer than their bachelor brethren, they have pro-