

13—Publicizing Safety

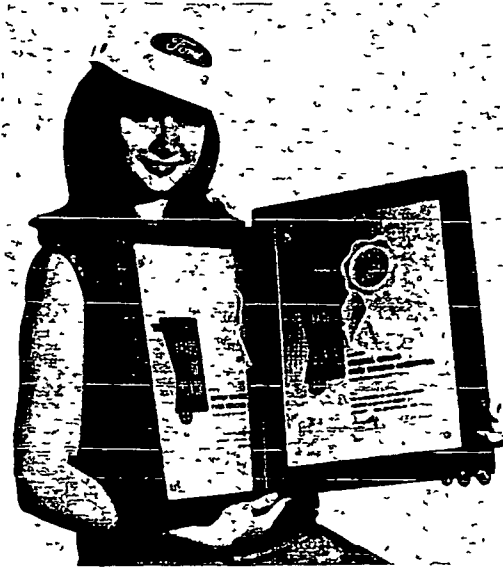


FIG 13-2 —Pretty girls in an industrial situation can help publicize a safety activity. Here, safety award plaques are made even prettier.

Courtesy Ford Motor Co

vided a ready-made story

- 15 Election or appointment of a company official or safety professional to an important post as a volunteer officer of the National Safety Council, American Society of Safety Engineers, Board of Certified Safety Professionals, local safety organization or governmental agency
- 16 A company or employee winning an award in a National Safety Council contest. Winners, not losers are publicized

A good rule of thumb is to stress the positive, rather than the negative side of an event. For example, instead of a story that says "bachelors are less safe," it could say that "a company study shows a need for special safety efforts by bachelors."

Some Basics of Publicity

If a company does not have a publicity department, this fact need not prevent its chances of getting publicity into local papers or on the air.

It hurts, of course, because publicity men

are more experienced in getting publicity and naturally know their way around in media circles better than the safety professional does. However even in the absence of a company publicity department, the safety professional can get publicity for safety activities by going directly to the newspapers, magazines, and radio and TV. He might solicit and secure advice and help from local safety organizations, or even business or trade associations with such service. He should certainly, however, keep his manager or vice president informed of what is going on.

The safety professional should not pretend to the editors and the program managers that he is a publicity expert. On the contrary, he should cash in on his innocence of any of the wiles professional publicity men employ to get space or time.

Editors and program people are usually not difficult to approach—provided that the safety professional is courteous and friendly and admits that he lacks specialized knowledge of publicity techniques. Naturally, no editor or anyone else likes to have someone come charging in and pretend that he is doing a big favor by delivering the story the world has been waiting for.

Although the common sense and salesmanship needed for success in the safety field certainly are enough to enable the safety professional to present his case clearly and effectively to the paper or radio or TV station, he should, nonetheless, be willing to accept advice from publicity professionals on how to best tell his story.

Select the publicity audience

"Who must be reached with safety publicity?" This seems like a fundamental question, but many companies never try to answer it.

Industrial or manufacturing companies, of course, would scarcely mind if the whole populace insisted on reading or hearing or looking at the company's publicity and taking it deeply to heart.

Because publicity cannot reach everyone, the audience must always be chosen carefully, especially if the budget is tight or time is limited. In that case, it is logical to assume that—in addition to the in-plant (company) audience—the company would prefer to reach