

He said, "You have proved safe driving is a good investment. I hope your example will be followed by every driver in the city. It goes to show what caution and good sense behind the wheel can do."

Green pointed out that five persons had met death in Middletown automobile accidents since New Year's day. "Every one of these accidents could have been avoided had the drivers shown the courtesy and care exercised by you award winners," he asserted.

Accidents Down 30 Per Cent

John Jones, President of the bakery, cited official figures from the National Safety Council, and noted that the overall company safety program had reduced the Jones' fleet accident rate more than 30 per cent in the past year. He thanked the award winners and also voiced his appreciation to the entire group of drivers, mechanics, and helpers for their cooperation.

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FIG 9-4 — A typical news release to a local radio station or to a daily or weekly newspaper. Note the two-week lead time. The actual release would be typed double-spaced, on one side of 8½ by 11-inch white sheets of paper. Do not overlook the picture possibilities.

Although getting the facts correct, and watching legal implications may be adequate for a newspaper interview, a television or radio interview reflects more of the company than merely the facts show. It projects a company image through the company spokesman. If you do not feel that you project a good image over the radio or television, pick someone who will, in your department, or in the public relations department.

Here are some tips that will help you give a better radio-TV appearance.

1 Remember that you are being interviewed for your knowledge, not for your personal-

ity, entertainment value, or good looks. Be yourself. Don't put on a special voice or worry how the lavalier microphone looks with your suit.

2 Be nervous. Just don't panic. Don't back out of the interview after the station crew has set up its equipment.

3 Go over with the interviewer in advance just what areas he wants to discuss with you. You can steer him away from areas you cannot discuss, and you can get help to answer questions that you might not know the answers to.

4 Using notes is OK. If you must read, read normally. Do not rush or drag. Be