

PUBLICIZING SAFETY

- licity and public relations Never exaggerate Underplay instead of overplay, if you have to make a choice
- 2 Deliver what you promise If you say in your news release that something is going to happen, make certain it happens—and as you said it would
 - 3 If for any reason there is a change in plans from what you have announced in your releases, notify the papers and radio and TV stations *at once*
 - 4 Be scrupulously accurate in your names, places, and other facts There is no such thing as being too careful in this respect Get a reputation for sloppy, inaccurate reporting of your facts, and you are through
 - 5 Cover up nothing if the news is bad Prove to press representatives and the public that you can roll with the punches
 - 6 Be reasonable in your requests for space and time
 - 7 Be the same with the *amount* of material you send out You can wear out your welcome
 - 8 Do not put out anything unless you have real news or features to offer You must not issue material just to be issuing it
 - 9 Write not for your boss, but for your reader or listener Do not load your releases with propaganda for the company There is no surer way to kill your relations with the media
 - 10 Make your releases just as professional in style, appearance, and general quality as you possibly can (in the event you have no publicity department and have to offer the material yourself)
 - 11 Tip off the papers or radio and TV stations to anything you run across that might make an item or program for them, even though it has no relation to you or your company They will appreciate it and remember you for it
 - 12 Above all, do things that make news
- Remember—your public relations program is the trademark and symbol of your character, your personality, your principles, your way of living, and your manner of thinking Build and maintain it with care, and guard it well! Favorable publicity can help you do the job

References

- Baus, Herbert M. *Publicity in Action* New York City, Harper & Brothers Publishers, 1954
- Bentley, Garth. *Editing the Employee Publication* New York, Harper & Brothers, 1953
- Canfield, Bertrand R. *Public Relations Principles, Cases, and Problems*, 3rd ed Homewood, Ill., Richard D. Irwin, Inc., 1960
- Center, Allen H., editor. *Public Relations Ideas in Action*. New York, McGraw-Hill Book Company, 1957
- Curran, Charles. *Handbook of TV and Radio Technique* New York, Pelligrini & Cudahy, 1953
- Cutlip, Scott M., compiler. *A Public Relations Bibliography* Madison, Wis., University of Wisconsin Press, 1957
- Flesch, Rudolph. *The Art of Plain Talk* New York, Harper & Brothers, 1946
- Herral, Stewart. *Patterns of Publicity Copy* Norman, Okla., University of Oklahoma Press, 1950
- Hicks, Tyler G. *Writing for Engineering and Science* New York City, McGraw-Hill Book Company, 1961
- Lesly, Phillip, editor. *Public Relations Handbook* Englewood Cliffs, N. J., Prentice-Hall, Inc., 1962
- McCloskey, James. *Industrial Journalism Today* New York City, Harper & Brothers, Publishers, 1959
- McElroy, Frank E. "It Pays to Use Photography" *Consulting Engineer* 20 124-127 (May 1963)
- Schutte, William M., and Erwin R. Steinberg. *Communication in Business and Industry* New York City, Holt, Rinehart and Winston, Inc., 1960
- Smith, Bernard. *Industrial Editing* London, Sir Isaac Pitman & Sons Ltd., 1961
- Stephenson, Howard. *Handbook of Public Relations* New York City, McGraw-Hill Book Company, 1960
- Stephenson, Howard, and Wesley F. Pratzner. *Publicity for Prestige and Profit* New York, McGraw-Hill Book Company 1953
- Whyte, William H., Jr. *Is Anybody Listening?* New York, Simon and Schuster, Inc., 1952