



FIG 9-5 — Cooperative planning with editors and program directors is the basis for effective news coverage. Here camera crew covers ceremonies marking the completion of a defensive driving publicity film. At far left are Howard Pyle, president of the National Safety Council, and Jack Adams, president of Diamond Rio Truck Division of the White Motor Corporation.

Courtesy Pilot Productions, Inc.

can say in a press interview.

The section "TV, Radio, and Newspapers" in Chapter 37, "Planning for Emergencies," has some suggestions on how the press can help when dealing with large-scale disaster situations. See page 1139.

Working with Company Publications

If a safetyman thinks that safety has been neglected in his company publication, it is time to correct the situation.

This safetyman should ask the editor frankly how to get more news value and human in-

terest into safety stories. He should tell the editor he wants the program to be just as newsworthy as it can possibly be and that he realizes he needs something besides cold facts and colder figures to make safety articles and pictures attractive to his readers.

The editor is just as eager as anyone to publish interesting news and features, and he will go more than halfway to think up ways to put news value and reader interest into safety doings.

Here is an example of how the safety professional and the editor can team up to make a