

13—Publicizing Safety

possible, will both arouse the reader's interest and guide his thinking as he reads. In a piece designed to instruct, numbered lists of job steps, for instance, will prove helpful. In any case, the writer should follow closely the line of logical thought developed in his outline.

Copy should be written in a positive, constructive style. When the nature of the material and the form of publication permit, a friendly—but never condescending—tone can be used effectively. Personal references and names, as in a newsletter, will increase readership. Humor tied to the message and pitched to the employees' sense of what is funny can add a great deal to some types of publications. For instance, cartoon illustrations and a light touch in copy may be particularly effective in a rule booklet.

Readability of the proposed publication can be gaged by having a few of the people to whom it will be addressed test-read it for understanding.

Production of publications. For the technical details of printing, the advertising department or experts in the publishing field can be consulted. In layout and typography, readability should be the first consideration.

How the piece is to be used will determine its size, paper, binding, cover and similar

details. For materials that are to be filed or for insertion of revised pages, loose-leaf binders may be used.

The in-company or outside editor or printer who will handle the job should be asked for technical advice.

Getting ideas. Everyone in the public relations and publicity business runs dry of ideas now and then. Anyone who is suffering from this affliction should not hesitate to call on others for help.

Employee publications do not compete with one another, so ideas can be borrowed freely from them.

Some national agencies produce and supply safety material. See listings in Chapter 23, "Sources of Help."

The National Safety Council issues a "Safety Clips" service, which contains stories and illustrations for editors of employee publications. The NSC Sectional Newsletters, *National Safety News*, *National Safety Congress Transactions*, and other NSC publications contain a wealth of interesting and informative material. The NSC reprint, "How to Run a Newsletter," single copies available on request, has additional ideas. NSC poster miniatures and other Council materials usually are released for general use if the customary credit is given.

References

- Adams, Alexander B. *Handbook of Practical Public Relations*. New York, Thomas Y. Crowell Co., 1965.
- Ashley, Paul P. *Say It Safely*. Seattle, Wash. 98105, University of Washington Press, 1969.
- Flesch, Rudolph, and Lass, A. H. *A New Guide to Better Writing*. New York, Popular Library, 1963.
- Lesly, Phillip, editor. *Public Relations Handbook*. Englewood Cliffs, N. J., Prentice-Hall, Inc., 1962.
- National Safety Council, 444 N. Michigan Ave., Chicago, Ill. 60611. *Photography for the Safety Professional*, Data Sheet 619.
- Schutte, William M., and Steinberg, Erwin R. *Communication in Business and Industry*. New York, Holt, Rinehart and Winston, Inc., 1960.
- Turabian, Kate L. *A Manual for Writers*, 4th ed. Chicago, The University of Chicago Press, 1973.