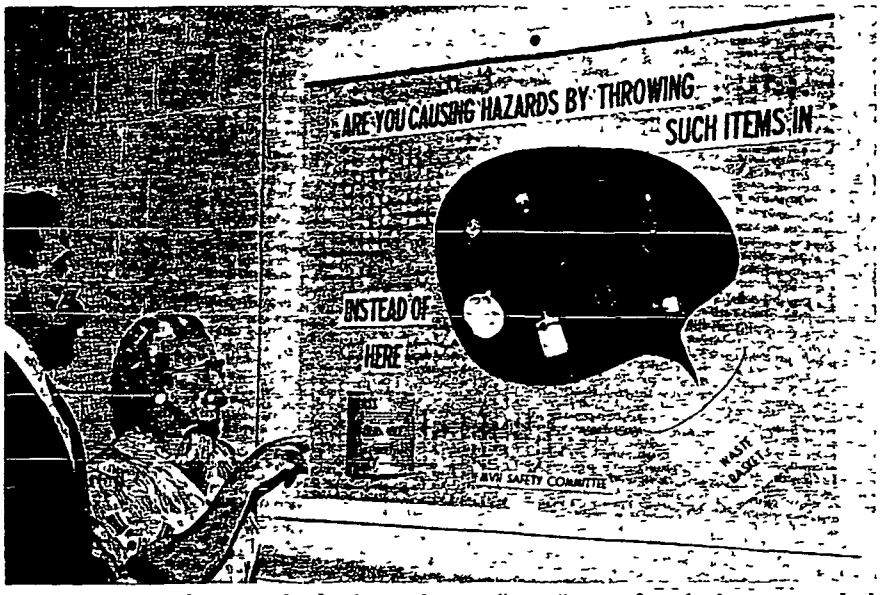


FIG 14–2 —This home-made display makes its "point" out of junk that was picked up from the floor

audio-visual equipment, this point is especially important The speaker must answer this question to *his* satisfaction—and to his employer's

Whether or not the cost of an audio-visual is justified must be considered in the light of what it will buy An investment of $50,000 in a well planned sound movie might be justified for a long-range training program or public relations campaign One of the advantages of such an aid is that it can be used over a relatively long period of time as a means of communicating the same message to many people The repeated showing of a $50,000 film to large audiences over several years might well bring the cost per viewer down to a few pennies

In contrast, the apparently modest expenditure of $500 on a homemade movie developed without sufficient planning and applicable to only a handful of workers could be excessively high and perhaps ineffective Moreover, the same amount of time, money, and effort devoted to a training program, individual job instruction, or perhaps production of an inexpensive safety rule booklet might get better results

Cost is only one of a number of factors to be weighed in the selection of an aid An expensive aid is not necessarily the best one For example, a simple paper pad or chalk board may be more effective than an elaborate printed brochure for presenting a safety report to a group of executives or for training employees in safe practices

- How is the message to be supported? Not only must there usually be follow up, but other people must often know what was communicated to whom, in order that they can reinforce the message, or at least not contradict it "accidentally"

Commercial vs. homemade aids

The survey of 1108 subscribers to *National Safety News*, discussed earlier in Table 14–A, also indicated that safety departments often make their own training materials The survey indicated that

14 4% made motion pictures,

9 5% made film strips, and

34 9% made slide presentations

To determine whether it is more economi-