Importance of Safety in Press Photos

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Objectives

▸ Quickly summarize recent shifts in enforcement action
▸ Re-emphasize the importance of “safe” press photos
▸ Provide a few good (and not so good) examples
▸ Share a few ideas to ensure we are sending the right message
June 2018

**HGTV** stars Chip and Joanna Gaines’ company fined **$40,000** by EPA
Examples from Academia
People are Watching!!!

GAHHHHH! This makes me crazy. (No I’m not talking about the work these people are doing. I didn’t even read the article.) They put out these press releases to brag on their work and completely ignore all the glaring problems in the cover photo. Am I the only one who sees this?? WHY, people, WHY must you torment me this way?!??!! 😞😞😞

Iowa State doctoral student turns tragedy into possibility with ALS research

Lauren Laboisonniere was 13 when her grandfather died from amyotrophic lateral sclerosis (ALS). Now that she is a doctoral student, the disease coined Lou
What can be done?

▸ Industrial labs have great press release photos
▸ Why
  ▶ Not just because they are careful about photos.
  ▶ They have a good safety culture!

▸ How can we achieve this?
  ▶ Stress importance of the safety culture
  ▶ Leadership through example
Public Relations and Safety

- Photos accessible to everyone – including regulators
  - Make sure photo represent a positive safety culture

- If you want photography in the laboratory
  - Everyone must wear appropriate PPE!
  - Ensure pictures depict appropriate lab safety
  - EH&S can help

- If you don’t want subject wearing PPE
  - Take photo outside of the lab setting!