Objectives

▸ Explain how ISU became interested in press photos
▸ Share an interesting incident
▸ Provide a few good (and not so good) examples
▸ Share a few ideas to ensure we are sending the right message
February 2013

ISU rolls out glass recycling program featuring Tidy Cats cat litter containers and quickly learns that industry pays attention to press releases.

Lab glass recycling program is ready to launch
By Anne Krapfl February 28, 2013

The request on campus last July for red-lidded Tidy Cats cat litter containers netted more than 50 buckets for a glass recycling pilot. It also got the attention of Purina, the owner of the Tidy Cats brand, which donated more than 1,000 buckets to the cause.

The yellow, plastic five-gallon buckets are part of the university’s effort to help the city of Ames recycle glass. Keeping glass out of the garbage stream prevents mechanical damage at both the city’s resource recovery plant and power plant.

These stacks of Tidy Cats cat litter containers, donated by the company and recycled by Iowa pet shelters, await distribution to research labs in 12 campus buildings. Photo by Bob Eiber
Examples from Industry
Examples from Academia
June 2018

HGTV stars Chip and Joanna Gaines’ company fined $40,000 by EPA
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.
  ▹ Industry values safety!

▸ 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!
What can EH&S do?

▸ Share this presentation with your PR department
  ▸ Don’t just forward it, set up a meeting!

▸ Provide PR with a PPE “kit”
  ▸ Press subjects often do not have proper PPE!

▸ Watch your media outlets
  ▸ Praise good press photos
  ▸ Diplomatically point out opportunities to improve
Questions and Comments