Safety Week 2019
MEDIA RELATIONS TOOLKIT
Safety Week offers an opportunity to share your organization’s commitment to jobsite safety with your community. This toolbox offers tips for you to engage reporters and editors in your to spread the word about your participation.

**Joining a broader campaign**

Safety Week is a broad public relations effort, engaging key media outlets and influencers throughout the U.S. and Canada. We will be holding a signature kickoff event in Seattle with program partner Sound Transit, and member companies will hold kickoff events in their respective markets.

As a Safety Week partner, you are encouraged to hold similar events in your communities and use these as an opportunity to engage the local media along with fellow workers in the construction industry. This guide provides some helpful tips, and Safety Week’s public relations agency can assist you with suggestions or help you develop a media list.

**Key messages**

**RALLY CRY:**

**We are stronger and safer together.**

This universal rally cry brings the industry together throughout the year, outside and in addition to each year’s week-long campaign.

**2019 CAMPAIGN THEME:**

**Safe by Choice.**

Every day, we step into offices and onto jobsites ready for another day’s work. In our roles, we face hundreds of choices, but none are more important than our choice to work safe. We hold ourselves accountable to our decisions and the actions and results that follow. To act otherwise is unacceptable. When we focus on safety, we protect ourselves, our families, and the communities in which we live and work. As individuals, project teams, companies and an entire industry. We are safe by choice.
General tips

• If you aren’t already familiar with your local media, familiarize yourself with reporters and producers who cover construction, development or health issues.

• Call and introduce yourself to staff, follow up with a news release (see template below) and background information. Remember, local media will be most interested in things happening in your community. Focus on jobs that are highly visible.

• Safety Week’s PR agency can assist you in finding media contacts if needed.

• Keep news releases short and concise (two pages or less). Always include day and evening phone numbers of contacts on releases.

• When sending more than one release to the same media source, write “cc” with appropriate names on each person’s release so everyone knows who was sent a copy.

• Letters to the editor and guest columns are good ways to get your story told. Keep guest column under 500 words and include a paragraph about the author along with a daytime number. See an example below.

• Avoid calling media during deadline times (during broadcast shows and generally late in the day for morning papers), unless it is urgent or you are returning a call.

• Integrate PR efforts with social media posts. Follow reporters, editors and producers who cover you. Share media coverage on your social channels.

Demonstrate thought leadership in construction safety

Safety Week is an opportunity to show your community your expertise in construction safety issues. In addition to submitted op-ed articles to your local newspapers (see details included in this guide), here are some other activities you can do:

• Have a special safety demonstration open to workers’ families and the public.

• Partner with local colleges, high schools or trade schools to do a safety demonstration. For example, work with a high school physics class to do a “science of safety” demonstration.
Media interview tips

Here are some guidelines for when you are interviewed by a reporter or other media representative.

- Always be factual
- The interviewer likely knows less about the subject than you do. Help educate him/her.
- Know and cite statistics to back your points.
- Correct misinformation/clarify points.
- Don’t speculate/guess.
- Be conversational.
- Avoid reading statements.
- Make your key points briefly - think soundbites.
- Have anecdotes or statistics to support your points.

News release tips and examples

A news release is the general starting point to get media attention. Preparing your announcement from the perspective of the busy news editor who sees several requests for coverage every day is vital to the success of your communications efforts. The following guidelines should be followed in preparing news releases.

- Write a brief release, limiting your information to the key facts. Begin by writing a newspaper-style headline, centered at the top of your page. Include a catchy lead sentence and paragraph that will grab the attention of your audience and also answer the six basic journalistic questions of who, what, when, where, why, and how. Also avoid sharing personal or business opinions and using adjectives. Make sure you point out the local angle to the story, and any visual opportunities the outlet might want to capture.

- Prepare the release by using your company letterhead or co-branding your company with Safety Week graphics. Type the words “NEWS RELEASE,” your name, title, and daytime number at the top of the first page if copy extends to a second page, type “MORE” at the bottom of the first page. Type a brief identifier at the top of the second page (e.g.: “Smith Construction Celebrates Safety Week - page 2”). Indicate the end of release by centering “-30-“ or “###” two lines after the last sentence. See sample/template below. Always proofread at least once before distributing.
SAMPLE NEWS RELEASE:

USE YOUR CORPORATE LETTERHEAD
CAN CO-BRAND USING 2019 SAFETY WEEK LOGOS AVAILABLE HERE:
http://www.constructionsafetyweek.com/events/media-gallery/

Media Contacts:
<<INSERT YOUR CONTACT INFO HERE>>
<Phone>
<Mobile>
<Email>

<COMPANY> TO HOLD SAFETY DEMONSTRATION MAY 6
COMPANY NAME is participating in construction industry Safety Week

CITY (date) — <insert your company name> is holding a <describe public event> as part of the construction industry’s 2019 Safety Week campaign.

More than 80 construction firms across the U.S. and Canada have joined forces for the annual Safety Week, a construction industry-wide education and awareness event. Safety Week 2019 will be held May 6-10.

<<INSERT DETAILS ABOUT YOUR EVENT HERE INCLUDE LOCATION, PHOTO OPPORTUNITIES, NOTABLE GUESTS, ETC. >

“As an industry and as individuals, we hold ourselves accountable to our decisions and the actions that follow, understanding that have a profound impact on the people in this industry, and the communities we serve,” said, <name>, CEO, <company name>. “This week is a chance to renew our focus and celebrate the commitment our workers have to keeping each other safe.”

<Company name> has X,000 employees and trade workers at xx jobsite in <city/region.>

About Your Company
<<INSERT INFO HERE>>
About Safety Week
Safety Week is sponsored by members of The Construction Industry Safety Initiative (CISI) and the Incident & Injury Free Executive Forum (IIF™). Additional support comes from the Alliance Partners, many of which are non-profit associations. For more information, visit.
www.constructionsafetyweek.com

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Guest column example:

Note – most local newspapers are happy to publish guest columns about a variety of issues. These should come from the top executive of your firm, or co-author with leaders from several large firms in your community.

You see us every day, wearing brightly colored vests, hard hats and other protective gear. We might be wrestling with heavy machinery, tightening a bolt four stories in the sky or kicking up dust with steel-toed boots as we move the earth beneath our feet.

There are thousands of workers in our community currently working on millions of dollars of construction projects. These men and women are literally reshaping our community - building roads, bridges, hospitals, homes, stores and parks.

But, these workers face risks every day as they work with heavy equipment in dangerous places. It’s truly heartbreaking that across the U.S., nearly 80,000 workers suffer an on the job injury each year, and we’ve seen more than 800 deaths occur in any given year.

That’s why we have joined hands with our colleagues at construction companies across the U.S. and Canada to hold this campaign to encourage workers to adopt safe work practices.

Safety Week is a chance to remind everyone of the shared commitment to safety. We’re proud to note that this effort has spread to include companies in our community, joining the thousands of workers who participate in Safety Week each year. The theme for this year’s Safety Week is “Safe By Choice.” We’re celebrating the choices our leaders and workers make each day to remain safe.

Construction safety is truly a community-wide concern, especially when you consider not only the thousands of workers on jobsites, but the millions of residents who drive or walk near those sites each day. We know that each worker on a jobsite leaves people he or she cares about
each day to come to work, and we want to make sure all our workers get home safely. We also know that any incident on a jobsite can have a financial impact on our community. Safety is an essential part of every job we do, and during Safety Week (May 6-10) we are holding an event to remind our workers about the steps we take each day to remain safe. Here, note if it’s open to the public.

So, if you pass a construction site May 6-10, take a minute to consider the risks these workers are taking, and give them a thumbs up. To learn more about Safety Week, visit www.constructionsafetyweek.com
Need more help?

Intrinzic, Safety Week's marketing and PR partner, can help! Contact information is below:

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