

Illumination is the first step to visibility, which is the first step to roadside safety.

A little road work on the street where the ENG Safety Newsletter is published was right in season and context of our illumination/reflection theme.

Reflective/illuminated materials save lives. Period.

Broadcasters are public service employees, perhaps a label not seen as urgently until the WTC terrorist activity. EVERYBODY who could, watched TV to get information.

That means as a TV station remote services employee you're on the front lines, just as these guys on the left are with their public service DPW work.



The vest that the guy on the right is wearing is a very bright lime green. One would think you could see him from the space shuttle. It's really bright. The other fellow stayed pretty close to the side of the road and sheepishly admitted that he had a vest, too, but forgot it. He blended into the

sunlight and shadowed background a lot easier than his "safety vested" coworker whose green vest color didn't match anything in the area, and stood out very prominently. He had more choices of where he could be safely.

Vests come in all sorts of colors and styles it seems. They're available in athletic supply stores for joggers as well as police supply and safety stores. (www.conney.com is one such supplier featured in past ENG Safety Newsletters.) Many jackets and winter parkas have reflective seam materials and tape sewn into seams for increased visibility. A recent product introduced for increased visibility is a battery powered vest which illuminates many LED's buried somewhere inside. These are shown above, right.

Both of our DPW friends know they can get into trouble without visibility. Their work on the street creates a



work environment where they have a lot of exposure to motorists.

Sound familiar? I bet it does. Yeah, you're out there, too!

It seems as if many broadcasters will wear safety equipment when it matches the "tone" of those they want to identify with. Who hasn't seen the live shot from a construction or destruction zone which features a safety-helmeted reporter? It's more than a prop from which the audience can identify reporters, it's actually protection which should be worn at all times according to safety experts.

That's the same with vests, too. The police officer on the right told us that he can lose his health benefits if he's in an accident while on traffic detail and doesn't have his vest on. His insurance company knows there is a decreased chance of injury with visibility.

It's known that reporters feel awkward wearing clothing which may take away from their color-coordinated, neat, and clean image, and technical people's cultures haven't dictated visibility enhancing outerwear. However, as more and more broadcast professionals realize they are in a public safety professional role, as well as that of a proactive safety conscious professional in their stations, the more they will realize that wearing "safety clothing" is a part of the job.

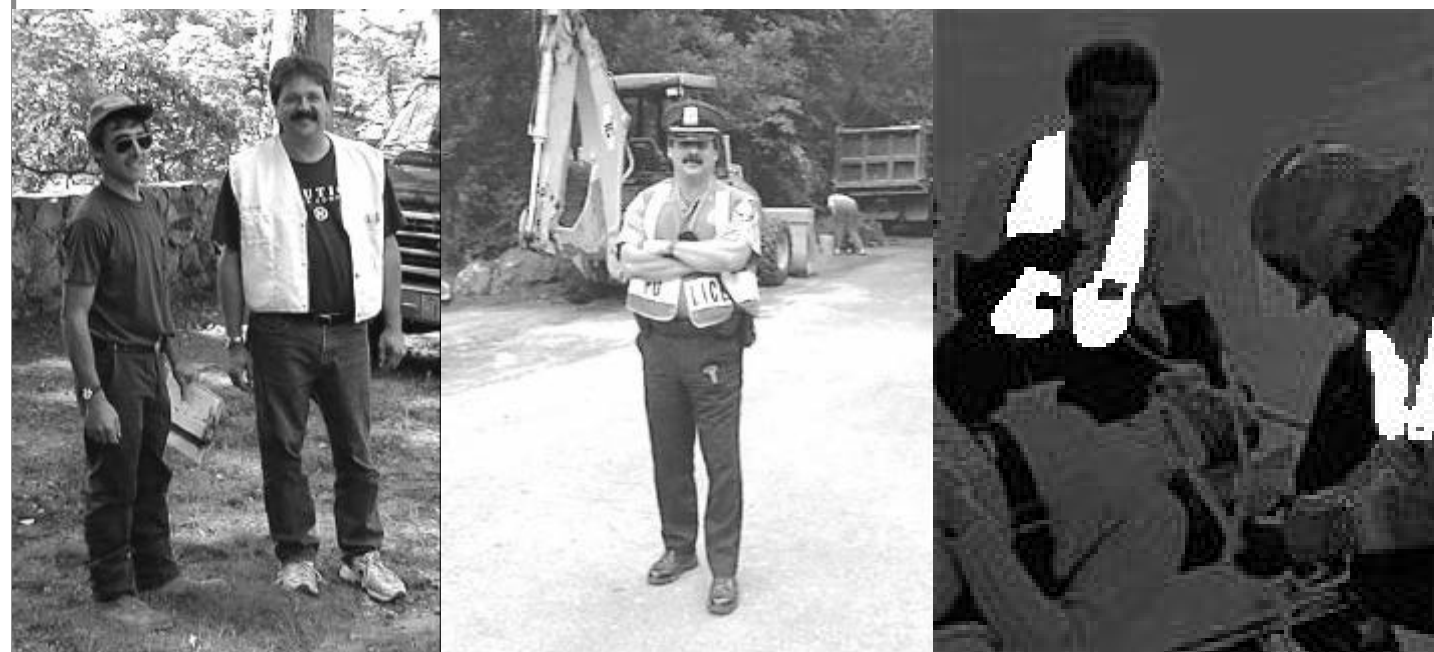
"Lightsticks," such as Cyalume Lightsticks are also very valuable for visibility. They are made of non-toxic materials, and are not dangerous near combustibles nor combustible themselves. Their price is well under \$1/unit when purchased in bulk, and they'll last from a few minutes to many hours. You can hold them or hang them from anywhere.

Retailers such as Conney Safety mentioned above and web sites such as www.glowsticks.com and others easily found on search engines can point you in the right direction for purchasing. Great for blackouts at home, too.

Other industries have learned lessons the hard way. Broadcasters can easily learn from those lessons.



Reflections of the present may be keys to the future.



Many public service professionals *know* reflective clothing is a lifesaver.

It's a lot easier to be careful when motorists can see you first.

Remember, good safety practices are habits, not events! 10+ feet is THE rule!

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