

Radio Safety Campaign  
Assigned SHIP grant #2008XC00018  
Funding Period: 6/10/08-12/15/09

Project Contact Person: John Sandifer  
Email address: john@safejob.org

Applicant Organization/Partners/Collaborators: Labor Neighbor Radio

January 19, 2010

Author of report: John Sandifer



*Funding and support for this project has been provided by the State of Washington, Department of Labor & Industries, Safety & Health Investment Projects.*

[Grantee] is solely responsible for the content of and views expressed in this report and related materials unless they have been formally endorsed by the Washington State Department of Labor and Industries.

## PART I

### *Final Report Narrative*

#### **Organization Profile**

Labor Neighbor Radio is a Washington non-profit corporation, formed by members of several unions for the purpose of informing and educating the general public about working family issues and events. It has operated with an un-paid staff of volunteers and has primarily been in the business of providing syndicated radio reports within the State of Washington. It is headquartered in the offices of the Seattle Local of AFTRA (American Federation of Television and Radio Artists) and is operated by a Board of Directors. The mission of the Radio Safety Project was to utilize radio announcements to bring public awareness to issues of workplace safety and health.

#### **Abstract**

Labor Neighbor Radio was awarded funding to produce not less than one radio announcement per month on subjects identified with the assistance of state safety experts. We produced nearly twice that number during the project period, aired them multiple times utilizing 57 radio stations, covering most geographical areas of the state, contributing to overall awareness of safety and health issues. Major findings included (1) There are more than 400 radio stations in Washington. All we contacted were able and willing to carry such content, We learned about their locations, formats and demographic information, building up a strong rapport.

	<p>(2) that few radio stations play public service announcements except during overnight hours. Therefore, to guarantee play, the spots must be paid. However, most radio stations provide additional free air-play of content that is in the public interest, in many cases doubling the paid air-time. (3) that radio continues to be a viable and important link in delivering messages to the public, research by Broadcasting and Cable magazine indicated 94% of adults hear up to 2 hours of radio per week. (4) that one way to prove listenership is to provide incentives for listeners to respond. We did this through giving free token gifts to audience members who heard a spot, then contacted our website. (5) radio listeners will take actions suggested by content in the announcements, as indicated by responses to our "call to action" tests and anecdotal information from radio sales managers.</p>

<b>Purpose of Project</b>	<p>The project was intended to distribute safety and health information more widely than is accomplished by other means, including state events, news releases, or coverage by media. It sought to give workers and their families information they need to stay safe and ultimately, to prevent an injury or fatality. We cannot prove this ultimate result, but we can show the information was made widely available and that listeners responded in a brief test.</p>

<b>Statement of the Results</b>	<p>Results are provided in several categories: (1) We identified and</p>
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	<p>implemented a process for producing the announcements (2)Through consultation with state experts we identified significant safety issues or trends. (3) Production of the appropriate number of spots and a variety of subjects reflecting current issues or incidents (see Attachment C) (4) Distribution of announcements to radio stations and confirmation of air-play, for which we have documentation. (see Attachment D) (5). Assessing audience numbers (see Attachment E) Testing Listener response (see Attachment F) Assessing geographic coverage through listener responses (see Attachment G) (6) Assessment of web site visits (see Attachment H)</p>

<b>Evidence of the results</b>	<p>(1) Evidence of the production process flows from 23 radio announcements produced.</p> <p>(2) Topics chosen and/or considered in concert with the Department of Labor and Industries, particularly in 2009, when the parties agreed that topics would be chosen in consultation, and that spot content would be subject to department input prior to production.</p> <p>(3) The listing of actual topics of announcements (see Attachment A) is backed by CD copies of the radio announcements, providing audio evidence of their production and content</p> <p>(4) A spreadsheet showing spots played by each station during each month of the project, (see Attachment B) shows that the series of announcements (spots) played 7,858 times during the project. These are</p>
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	<p>documented in ascertainment reports from the stations.</p> <p>(5) We calculate, in Attachment C that the campaign created more than 895 million radio impressions...that is; the opportunity for the messages to have been heard by an individual.</p> <p>(6) Geographic information from listeners is evidenced by input to the website, including mailing information needed for gift redemption. It contains names of 219 communities and 322 zip codes from which respondents to our on-air announcements communicated with us. Attachment D)</p> <p>(7) The safejob.org website was erected specifically to get listener responses during a short test period. Thereafter it was used to direct listeners to state safety reports or other materials on the state's website. The statistics reside on the "website statistics" section of the site,(Attachment E) and show 88,388 visitors to the website and 705,920 "hits". Linkage to the Department of Labor and Industries website, should also show increased activity during the project.</p>
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<b>Project's promotion of prevention</b>	<p>The subject matter of each spot is self explanatory. Each spot called for a specific action...either a warning of a safety issue or urging the listener to get more information through one of the websites. Each was specifically designed to address a prevention opportunity.</p>
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<b>Relevant processes</b>	<p>Most revelant is research. Absent a strong state department tracking</p>
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	<p>safety issues, research of information for safety and health announcements would be tedious if not off the mark. The process of airing safety announcements depends on personnel skilled at writing for broadcast, producing audio, recording, editing, announcing, and acting.</p> <p>Distribution can be accomplished by anyone taking the time to assess radio markets and stations, make deals for air time, costs, and schedules. Physical distribution is easy, these days, with a computer that generates and e-mails mp3 files.</p>
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<b>Lessons Learned</b>	<p>(1) Nearly 100 workers die each year on the job and more than 120,000 are injured.</p> <p>(2) Many fatalities include unawareness or disregard for conditions at the workplace. They are preventable.</p> <p>(3) Vehicles are the source of the highest percentage of workplace injuries and deaths. They deserve continued attention.</p> <p>(4) Washington State is working very hard to reduce injuries and fatalities on multiple fronts; people need to know this.</p> <p>(5) Radio spots are not the solution, but they can help.</p> <p>(6) People listen to radio, and often do what radio tells them.</p> <p>(7) There are more safety subjects to be addressed than the time to address them.</p> <p>(8) Planning ahead is essential to a project of this type.</p> <p>(9) Enlisting help from state experts is a really smart move.</p>
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	<p>(10) Washington State Safety Experts know their stuff.</p> <p>(11) We were able to find unanticipated savings in the production process. This enabled us to extend the project for the benefit of the public.</p>

Measures to judge success	<p>All measurement tools have been discussed. However, a particularly poignant measure came in an unsolicited e-mail response from a listener. We include it here, as follows</p> <p>"firstname: Teresa  lastname: Moore  emailaddress: kittencatt7@hotmail.com  company:  mailingaddress: PO Box 1001  Irrigon, OR. 97844  productservice: Flashlight.</p> <p>I also want to thank you for putting this announcement on the air. Sadly, it came too late for my husband, who died in July 2007 of heat stroke. He was a federal employee with the Department of Defense. His coworkers ignored all his symptoms until he collapsed, and by then, it was too late. Now, the gov't is saying his death isn't their fault. This occurred in Oregon, but your message is still valid, regardless of where one lives.</p>

Uses	<p>Most of the work product was purposely timely and thus possibly dated. Many announcements were pegged to news events (carbon monoxide/trench accidents) or current events, including implementation of new laws (crane safety/heat rules). Some of the scripts retained are included with this report for reference or guidance</p>
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in future efforts.

<b>Product Dissemination</b>	The product has been :60 second radio announcements that are sharable on CD rom, mp3 file and other audio devices.

<b>Feedback</b>	We did not seek a series of letters or testimonials from supporters. We have had communications from about 6 Department of L &I staffers relating to individual ideas, spots, fact-checking and the like. An e-mail from the L&I communications Dept., stating that one commercial was very cleaver because it sounded like a news story. and we had periodic reports from people indicating they heard the spots on the radio. Those were not documented. We re-iterate, response to our website was exceptional, considering we only ran our incentive program for about two weeks.



## PART II

### ***SAFETY AND HEALTH INVESTMENT PROJECTS*** ***SHIP Final Expenditure Report*** ***Budget Summary***

**Project Title:** **Radio Safety Campaign**

**Project # :** 2008XC00018

**Contact Person:** **John Sandifer**

**Start Date:** **June 10, 2008**

**Report Date:** 01/19/2010

**Contact #:** 206 282 2506

**Project Completion** 12/15/10

**Date:**

1.	Total budget for the project		\$359,172
2.	Total SHIP Grant Award		\$359,186
3.	Total of SHIP Funds Used		\$358,943
4.	Budget Modifications (if applicable)		\$ 0
5.	Total In-kind contributions		\$ 0
6.	Total Expenditures ( Lines 3 + 4 + 5)		\$358,943

#### Instructions:

- Complete the Supplemental Schedule (Budget) form first (on the next page).
- The final report must include all expenditures from date of completion of interim report through termination date of grant
- Indicate period covered by report by specifying the inclusive dates
- Report and itemize all expenditures during specified reporting period per the attached supplemental schedules
- Forms must be signed by authorized persons (see last page)
- Forward one copy of the report to **(Name), SHIP Project Manager, PO Box 44612, Olympia, WA 98504-4612.**

***SAFETY AND HEALTH INVESTMENT PROJECTS***  
***SHIP Final Expenditure Report***  
***Supplemental Schedules (Budget)***

**Project Title:** Radio Safety Campaign  
**Project # :** 2008XC00018  
**Contact Person:** John Sandifer  
**Total Award \$:** 359,186

**Report Date:** 01/19/10  
**Contact#:** 206 282 2506

**ITEMIZED BUDGET --** How were SHIP award funds used to achieve the purpose or your project?

	Budgeted for Project	Amount Paid Out	Difference
<b>A. PERSONNEL</b>	\$86,540	\$109,966	<\$23,426>

Explanation for Difference and other relevant information:

Administrative & Announcer salaries increased due to extension of project timeline from 12 to 16 months.

	Budgeted for Project	Amount Paid Out	Difference
<b>B. SUBCONTRACTOR</b>	\$12,600	\$ 2,853	\$ 9,747

Explanation for Difference and other relevant information:

Time required to record and edit radio spots was less than anticipated, and estimated per-hour rate was lower than budgeted.

	Budgeted for Project	Amount Paid Out	Difference
<b>C. TRAVEL</b>	\$ 2,412	\$ 805	\$ 1,607

Explanation for Difference and other relevant information:

Less travel was required than anticipated.

	Budgeted for Project	Amount Paid Out	Difference
<b>D. SUPPLIES</b>	\$ 7,000	\$ 6,172	\$ 828

Explanation for Difference and other relevant information:

More supplies were required than anticipated.

	Budgeted for Project	Amount Paid Out	Difference
<b>E. PUBLICATIONS</b>	\$250,620	\$239,147	\$10,525

Explanation for Difference and other relevant information:

Fewer matching fund payments made than anticipated in budget.

	Budgeted for Project	Amount Paid Out	Difference
<b>TOTAL DIRECT COSTS</b>	\$359,172	\$358,943	\$ 229

	Budgeted for Project	Amount Paid Out	Difference
<b>INDIRECT COSTS</b>	\$0	\$0	\$0

	Budgeted for Project	Amount Paid Out	Difference
<b>TOTAL SHIP BUDGET</b>	\$359,172	\$358,943	\$ 229
	Budgeted for Project	Amount Paid Out	Difference
<b>F. IN-KIND</b>	\$0	\$0	\$0

## PART III

### Attachments:

#### Attachment A: re: Topics Covered in Produced Spots

Title	Date	Subject
SHIP 1	June-08	Ferndale Safety Award
SHIP 2	June-08	Seattle Trench Accident
SHIP 3	August-08	State Fatality/injury statistics
SHIP 4	August-08	Heat Exhaustion/New Rules
SHIP 5	August-08	Heat Rules-Spanish
SHIP 6	September-08	Heat Rules Follow Up
SHIP 7	October-08	New Crane Safety Rules
SHIP 8	October-08	Carbon Monoxide Incident
SHIP 9	November-08	Ladder Safety
SHIP 10	November-08	Ladder Safety Follow Up
	December-08	Holiday hiatus
SHIP 11	January-09	Trucking Safety
SHIP 12	January-09	Trucking Safety Supplemental
SHIP 13	February-09	Musculo-skeletal disorders
SHIP 14	March-09	Truck Fatalities-State Report
SHIP 15	March-09	Truck Fatalities Supplemental
SHIP 16	April-09	Roofer's Safety Conference
SHIP 17	May-09	Workers Memorial Observance
SHIP 18	June-09	Teenage Worker Injuries
SHIP 19	June-09	Teenager Mike Lovett
SHIP 20	July-09	Tractor Belts/Rollbars
SHIP 21	August-09	August Most Dangerous Mo.
SHIP 22	September-09	Agriculture--State Report
SHIP 23	October-09	Electrocutions-look up and live

## Attachment B: re: Total Spots Aired/ Stations

### Note:

In Electronic Filing, see separate attachment entitled "Total Spots"

In Hard-Copy Filing, see spreadsheet printout.

In brief: Spreadsheet Identifies approx 57 radio stations, and their cities, utilized to air our spots 7,858 times. After each monthly campaign, each station sends to us a document verifying the times and number of spots run. These are voluminous and we have them on file.

## Attachment C: re Audience Potential

We believe there were about 900 million opportunities for residents of the State of Washington to hear one of our safety and health messages during the 16 months of the campaign. We base that on a formula that takes into account the number of radio stations utilized (57), the number of spots aired (7,858) and a very conservative estimate of the number of hourly listeners to each station (2000).

We reported to the project in April, 2008, that exact audience numbers are difficult to confirm, because many radio stations do not subscribe to audience rating services. In small communities and rural settings, there is little need for this information.

In large metropolitan stations the numbers are more readily available. We chose KIRO Radio, for instance, because it could not only document upwards of 300,000 listeners at any given time, but had research (Scorborough Sept 08-Feb 09) able to show the percent of people reached in some key work place safety categories ie:

- 1 Building and grounds cleaning/mntnce 15.10%
- 2 Business operations specialists 20.40%
- 3 Construction/extraction/maintenance 23.90%
- 4 Farming, fishing, & forestry 11.50%
- 5 Installation, maintenance, and repair 33.80%
- 6 Management/business/financial ops 23.40%
- 7 Production/transportation/mat'l mvng 18.00%

We targeted spots to specific geographic area and station formats depending on the content. For instance, heat exhaustion information was played prominently in Eastern Washington agricultural centers during August. For that spot, we integrated a number of country western and Spanish stations.

In response to an inquiry from the staff in SHARP, early in 2009, we were able to measure daily potential audience for a SHIP spot, at about 2,767,000 individuals. This was based on station ratings documents. We thought, at the time, that the additional audience we could NOT measure was an additional 2.3 million persons (presuming the spot was being aired state-wide, as we usually do.)

More information on this is contained in my letter of April 8th to our caseworker.

With big stations promising above 300,000 listeners and smaller ones having as few as 1,000 during a given hour, we took a very conservative approach in trying to access total radio "impressions" during the campaign. We arbitrarily assigned each station 2,000 listeners, then multiplied by the number of stations, and the 30 or so spots we play on each station, each month, to get an idea of how many people could hear the messages.

During a brief period (about two weeks) we asked audiences to respond to an incentive offer to test whether they were listening and whether they would respond. That report is a separate attachment.

## Attachment D. re: Proof of Listenership Project

As one way to test listenership, we determined to provide a small gift to audience members if they heard our announcement, then responded by going to a new website.

We budgeted for and purchased 1000 small incentives, in the form of mini (key chain) flashlights, and disposable rain ponchos. Concurrently, we initiated a website which would be used initially and primarily to record and process listener responses. Later, the site would be used almost exclusively to link listeners to state websites containing important safety reports or information. We found it easier to drive audiences to the simple "Safejob.org" website, than some of the state websites with much longer URLs.

During a two week period in late 2008, and repeated for one week in 2009, some of our announcements contained a tag line which said, "Let us know you heard this announcement and receive a free gift by visiting our website at Safejob.org."

The response was so swift and extensive that our researcher, Laina Alfarone, had a full time job, just packaging and mailing these incentives. We did not feel the need to order more gifts. This freed up funding which was used to purchase more air time. All 1000 gifts had been mailed out within two months and we continued to receive requests for them.

One anomaly was noted toward the last of this project, website surfers had picked up on the word "free" and we had a sudden deluge of 19,000 requests for flashlights. Fortunately our website stipulated that the gifts were for Washington State residents only.

We emphasize that only a small number of spots during an extremely limited time, contained this incentive offer. We were amazed at the wide geographical representation among responders. We have included a spreadsheet showing this as the next attachment.



. Attachment E: Re: Respondents' City of Residence

Note:

In electronic filing, see attachment entitled "Respondents' City of Residence"

In hard copy filing see attached spreadsheet.

In brief: Spreadsheet shows names of 219 communities and 322 zip codes from which respondents to our on-air announcements communicated with us. Of more than 20,000 respondents, we sent gifts to 1000 within the State of Washington.

ATTACHMENT F      Re: Safejob.org website

The website [www.safejob.org](http://www.safejob.org), was erected exclusively for use by the Radio Safety Campaign. As we have previously mentioned, it was initially a tool for helping us measure audience responses to specific radio messages, as our main method of determining listenership and potential response.

For a brief period of time, radio spots included content intended to drive listeners to the website where they would be eligible for a small gift. This confirmed that our radio messages were getting through and that people would respond.

After this initial use of the website, we used it to post safety messages, and to link our site with state or other websites where detailed information about specific safety concerns could be obtained. In many instances radio announcements pointed listeners to the "safejob.org" website which, in turn, linked them to a state report. Other than being included in the radio announcements, this website was not independently promoted.

The website host, web.com. provides statistics relating to each website. A typical page from this statistical repository is part of this attachment.

The website recorded 88,388 visits between its inauguration in July, 2008 and October, 2009. Most were in 2008, during our incentive test period and totaled 54,664. The remaining 33,724, were in the first ten months of 2009, when no incentive was being offered, but radio ads were being used to direct listeners to state reports/websites.

"Hits" totaled 707,268, reflecting a high degree of exploring inside the website for additional content. Overall the numbers indicate almost 6% of visitors are staying up to two minutes in the website.

The heaviest visitation was in January, 2009, when LNR ran a second series of radio ads with a tag driving audiences to the site. Participation fell off, but continued during February and March. During the month of April, the site had 2673 unique visitors, this during the time when LNR was broadcasting about truck safety and directing audience to the website with a link to the state truck safety report. The peak in April was on Saturday the 18th...five days after the truck safety spots started airing, and within the air-play cycle.

Overall, we believe the website functioned well for its intended purposes. An sample page from December 2008 is shown below for purposes of illustration only:

**Last Update:** 02 Nov 2009 - 13:04

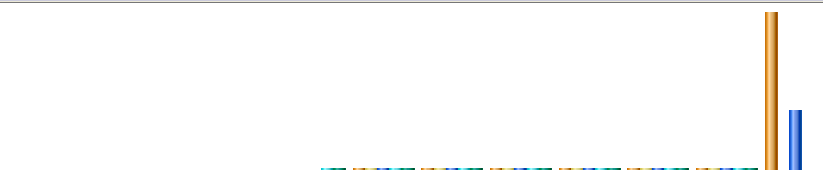
**Reported period:** Dec 2008 OK



Summary					
<b>Reported period</b>	Month Dec 2008				
<b>First visit</b>	NA				
<b>Last visit</b>	31 Dec 2008 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>48331</b>	<b>53727</b> (1.11 visits/visitor)	<b>158585</b> (2.95 Pages/Visit)	<b>454247</b> (8.45 Hits/Visit)	<b>12.43 GB</b> (242.67 KB/Visit)
Not viewed traffic *			<b>2214</b>	<b>4218</b>	<b>61.04 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history

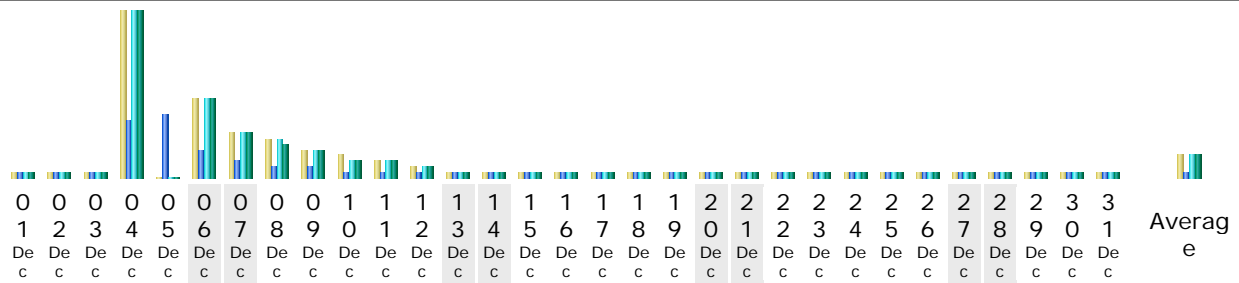


A bar chart titled 'Monthly history' showing traffic data from January 2008 to December 2008. The x-axis lists the months and years. The y-axis represents traffic volume. Most months show very low traffic (represented by thin bars), while December 2008 shows a massive spike, with a bar height significantly exceeding the others. The bar for December 2008 is colored orange, while the others are blue.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	0	0	0	0	0
Feb 2008	0	0	0	0	0
Mar 2008	0	0	0	0	0
Apr 2008	0	0	0	0	0
May 2008	0	0	0	0	0
Jun 2008	1	1	2	48	1.56 MB
Jul 2008	9	12	55	675	9.87 MB
Aug 2008	137	224	630	2702	65.06 MB
Sep 2008	246	451	1418	5903	137.34 MB
Oct 2008	66	80	167	1130	24.45 MB
Nov 2008	119	169	489	2983	70.07 MB
Dec 2008	48331	53727	158585	454247	12.43 GB
Total	48909	54664	161346	467688	12.74 GB

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	0	0	0	0	0
Feb 2008	0	0	0	0	0
Mar 2008	0	0	0	0	0
Apr 2008	0	0	0	0	0
May 2008	0	0	0	0	0
Jun 2008	1	1	2	48	1.56 MB
Jul 2008	9	12	55	675	9.87 MB
Aug 2008	137	224	630	2702	65.06 MB
Sep 2008	246	451	1418	5903	137.34 MB
Oct 2008	66	80	167	1130	24.45 MB
Nov 2008	119	169	489	2983	70.07 MB
Dec 2008	48331	53727	158585	454247	12.43 GB
Total	48909	54664	161346	467688	12.74 GB

## Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Dec 2008	3	3	220	3.83 MB
02 Dec 2008	4	6	109	2.08 MB
03 Dec 2008	4	5	147	2.63 MB
04 Dec 2008	12552	38808	109824	3.02 GB
05 Dec 2008	13514	42005	116501	3.21 GB
06 Dec 2008	6226	18361	52747	1.44 GB
07 Dec 2008	3656	10551	30356	852.80 MB
08 Dec 2008	3150	8936	25910	726.23 MB
09 Dec 2008	2165	6527	18650	524.58 MB
10 Dec 2008	1755	4936	14166	400.41 MB
11 Dec 2008	1262	3544	10568	293.45 MB
12 Dec 2008	971	2655	7937	221.59 MB
13 Dec 2008	703	1902	5762	157.97 MB
14 Dec 2008	679	1978	5932	160.85 MB
15 Dec 2008	698	1960	6215	165.67 MB
16 Dec 2008	610	1617	4982	135.70 MB
17 Dec 2008	426	1074	3310	89.25 MB
18 Dec 2008	511	1418	4130	114.24 MB
19 Dec 2008	419	1185	3337	93.57 MB
20 Dec 2008	287	739	2215	60.63 MB
21 Dec 2008	390	972	2977	82.85 MB
22 Dec 2008	465	1107	3501	96.14 MB
23 Dec 2008	379	931	2819	77.82 MB
24 Dec 2008	345	860	2602	72.50 MB
25 Dec 2008	232	550	1706	46.42 MB
26 Dec 2008	290	712	2129	58.94 MB
27 Dec 2008	426	1157	3329	93.93 MB
28 Dec 2008	340	849	2550	70.55 MB
29 Dec 2008	501	1232	3747	104.38 MB
30 Dec 2008	411	1079	3195	88.67 MB
31 Dec 2008	353	926	2674	75.47 MB
Average	1733.13	5115.65	14653.13	410.73 MB
Total	53727	158585	454247	12.43 GB

## Audio Attachments

### Note:

In the electronic filing, please find attachments labeled SHIP 11, SHIP 12 etc. These are copies of the commercials aired during the project

In the hard copy filing, these spots are contained on the enclosed CD disc.

Caveat: During an office burglary, many of the early spots (on a computer hard drive and its back up drive) were stolen and thus not available in these attachments. We believe all spots were forwarded to the Department as they were produced and those early ones may have been retained.

Copies included:	SHIP 3
	SHIP 4 (Spanish version)
	SHIP 5
	SHIP 11
	SHIP 12
	SHIP 13
	SHIP 14
	SHIP 15
	SHIP 16
	SHIP 17
	SHIP 18
	SHIP 19
	SHIP 20
	SHIP 21
	SHIP 22
	SHIP 23

## **Scripts:**

Note: Some scripts contained on computer were lost in an office burglary in which a laptop and an external (back up) hard drive were stolen.

### **SHIP #1**

Ferndale plant receives star safety award based on 14 years without time-loss accident and emphasis on a “culture of safety.”

### **SHIP #2**

Seattle construction worker is rescued from trench collapse. Other state-wide instances are cited in warning of dangers working in or near trenches.

### **SHIP #3**

Statistics on annual fatalities and injuries are cited with announcement regarding the SHIP grant program.

(continued)

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## **Ship #4**

ANNCR #1: ONE IS TOO MANY

ANNCR #2; ONE ILLNESS FROM HEAT EXHAUSTION...ONE DEATH FROM HEAT STROKE... IS TOO MANY IN THE STATE OF WASHINGTON

SUMMER HEAT CAN BE A KILLER. DO YOU KNOW HOW TO STAY COOL?

ANNCR #1 WEAR LIGHT COLORED CLOTHING, DRINK AT LEAST A CUP OF WATER EVERY 15 MINUTES, TAKE REGULAR REST BREAKS, AND GET TRAINING HOW TO RECOGNIZE THE SYMPTOMS OF HEAT EXHAUSTION.

ANNCR #2 A NEW WORKPLACE RULE IN WASHINGTON REQUIRES EMPLOYERS TO PROVIDE PLENTY OF WATER WHEN ITS HOT AND TO TRAIN WORKERS ON HOW TO BE SAFE WHEN WORKING OUTDOORS IN THE HEAT.

FOUR FARM WORKERS HAVE DIED IN CALIFORNIA THIS YEAR, AND WASHINGTON STATE HAS HAD THREE DEATHS IN RECENT YEARS...ALL THE RESULT OF HOT WEATHER AND LACK OF KNOWLEDGE.

DON'T TAKE CHANCES WITH YOUR LIFE—BE PREPARED AND BE SAFE WHEN WORKING IN HOT WEATHER.

ANNCR #1;

LET US KNOW YOU HEARD THIS MESSAGE FROM THE STATE SAFETY AND HEALTH INVESTMENT PROJECTS, AND GET A FREE GIFT BY VISITING OUR WEBSITE AT [SAFEJOB.ORG](http://SAFEJOB.ORG).

## **SHIP #4a**

**ANNOUNCER:**

Solo una es demasiado.

**Narrator:**

Una enfermedad debida a la insolación...una sola muerte causada por una asoleada/acaloramiento es demasiado en el estado de Washington.

El calor del verano puede matar. ¿Sabes cómo mantenerte fresco?

Lleva ropa de colores ligeros. Toma por lo menos una taza de agua cada 15 minutos. Toma descansos regulares y aprende a reconocer los síntomas de insolación.

En el trabajo existe un nuevo reglamento que requiere que el empleador tenga bastante agua disponible cuando hace calor y también entrenar al trabajador que labora afuera en el sol.

Este año han muerto cuatro obradores granjeros en California y en Washington recién murieron tres... debido al calor y por no ser entrenados.

No te arriesgues. Prepárate a estar sano y salvo cuando trabajas donde hace calor.

**ANNCR:**

Este es un anuncio del Departamento Laboral e Industrial de Washington y sus proyectos de seguridad y salubridad.



**SHIP #5** (Spanish version of following)

**SHIP #6**

ANNCR #1 ONE IS TOO MANY

ANNCR #2; ONE ILLNESS FROM HEAT EXHAUSTION....ONE DEATH FROM HEAT STROKE IS TOO MANY.

HELP REDUCE THE TOLL OF WORKERS SICKENED BY TOO MUCH HEAT. RECOGNIZE THE SYMPTOMS AND BE ABLE TO RESPOND QUICKLY.

ANNCR #1: A NEW LAW IN WASHINGTON REQUIRES EMPLOYERS TO PROVIDE TRAINING ON HOW TO RECOGNIZE HEAT EXHAUSTION AND WHAT TO DO. IT MAKES EMPLOYERS RESPONSIBLE FOR PROVIDING PLENTY OF WATER.

ANNCR #2; IF ANOTHER WORKER IS SWEATING HEAVILY, GETS RED, HAS A HEADACHE OR SLURRED SPEECH, IF HE FEELS DIZZY OR BEHAVES DIFFERENTLY....THAT PERSON COULD BE SUFFERING FROM HEAT EXHAUSTION. YOU NEED TO ACT QUICKLY.

ANNCR #1 MOVE HIM TO THE SHADE, COOL HIM DOWN WITH A FAN OR WET TOWELS. PUT HIS FEET SLIGHTLY ABOVE HIS HEAD AND CALL FOR HELP.

IN HOT WEATHER, REMEMBER TO DRINK WATER FREQUENTLY....AT LEAST ONE CUP EVERY 15 MINUTES.

ANNCR #2 LET US KNOW YOU HEARD THIS MESSAGE FROM THE STATE SAFETY AND HEALTH INVESTMENT PROJECTS, AND GET YOUR FREE GIFT BY VISITING OUR WEBSITE AT.....SAFEJOB.ORG.

## **SHIP #7**

ANNCR 1; ONE IS TOO MANY

ONE INJURY, ONE DEATH FROM A CRANE ACCIDENT IS TOO MANY IN WASHINGTON STATE. BUT THE HEADLINES HAVE NOT BEEN GOOD.

ANNCR 2----A 31 YEAR OLD BELLVUE MAN HAS BEEN KILLED INSIDE HIS APARTMENT, WHEN A 210 FOOT TOWER CRANE COLLAPSED...The crane operator was injured..

ANNCR 3----- EMERGENCY WORKERS IN MANHATTAN CONTINUE SEARCHING FOR VICTIMS OF A CRANE COLLAPSE THAT KILLED FOUR CONSTRUCTION WORKERS AND INJURED 17...at a four-story townhouse.

ANNCR 2---A CRANE COLLAPSE IN HOUSTON HAS KILLED FIVE WORKERS AND INJURED SEVEN OTHERS....Emergency workers are moving....

ANNCR 3—Two Miami construction workers were killed and five others were injured today when a crane section dropped at a downtown high-rise condominium site and fell on top of a home that a contractor used for storage.

ANNCR 1—THIS STATE IS MOVING TO IMPROVE CRANE SAFETY, UNTIL NOW, WASHINGTON HAS HAD NO MINIMUM STANDARDS FOR CONSTRUCTION CRANES OR OPERATORS. NOW, NEW RULES ARE BEING PROPOSED AND DISCUSSED. BECAUSE ONE INJURY IS TOO MANY.

ANNOUNCER 2--THIS MESSAGE IS BROUGHT TO YOU BY THE SAFETY AND HEALTH INVESTMENT PROJECTS OF THE WASHINGTON DEPARTMENT OF LABOR AND INDUSTRIES.

## **SHIP #8**

### Ship 8

One is too many

One illness...one death from Carbon monoxide is too many in Washington State. And two dozen workers in Westport had a close call this month.

Working at a Seafood company, they mysteriously became ill and had to be taken to a hospital. Carbon monoxide is invisible, tasteless and odorless...it can sneak up on you.

All combustion engines emit carbon monoxide. It's deadly in enclosed spaces like storage facilities, warehouses, and packing sheds.

Symptoms include headache, nausea, dizziness, visual disturbance and rapid breathing. A person may feel weak and disoriented, making it difficult to get help.

The Department of Labor and Industries offers safety consultations without cost or penalty to spot and correct carbon monoxide danger zones.

This message is brought to you by the Safety and Health Investment Projects of Washington State.

## **SHIP #9**

(Industrial sound)

JOEY.....HOLD UP THERE...YOU CAN'T COME DOWN A LADDER WITH TWO CANS OF PAINT IN YOUR HANDS.

WHY NOT?

FOR ONE THING.... THERE'S AN OLD RULE ABOUT THAT....ALWAYS HAVE THREE POINTS OF CONTACT ON A LADDER....TWO FEET ONE HAND....TWO HANDS, ONE FOOT.....GET IT?

LADDER RULES? I SUPPOSE I CAN'T COME DOWN BACKWARDS EITHER?

NO. ALWAYS FACE YOUR LADDER. I'M TELLING YOU, FALLING OFF LADDERS IS ONE OF THE TOP CAUSES OF CONSTRUCTION INJURIES AND DEATHS.

HOW MANY?

TOO MANY. ONE IS TOO MANY.

SORRY 'BOUT THAT. WHAT ELSE AM I DOING WRONG?

WELL, YOUR LADDER ISN'T ANCHORED VERY WELL AT THE BOTTOM, AND IT'S STANDING AGAINST THE HOUSE TOO STEEP. AND YOU OUGHT TO HAVE IT EXTENDED THREE FEET BEYOND THAT UPPER LANDING.

GEEZ. YOU MUST THINK I'M A RANK AMATEUR.

NO I JUST THINK, WHERE SAFETY'S CONCERNED...YOU ARE ON THE BOTTOM RUNG.

BOTTOM RUNG. I GET IT.

This message is brought to you with funding under a grant from the Washington Safety and Health Investment Projects. GET MORE INFORMATION AT [SAFEJOB.ORG](http://SAFEJOB.ORG).

## SHIP #10

1. WE WERE TALKING ABOUT LADDER ACCIDENTS, LAST WEEK.
2. YES, ONE OF THE TOP CAUSES OF CONSTRUCTION ACCIDENTS.
1. SO, I'VE BEEN STUDYING HOW TO BE SAFE ON A LADDER.
2. NEVER STAND ON THE TOP TWO RUNGS OF A LADDER
1. YES...AND THE THREE POINT RULE: ALWAYS HAVE THREE POINTS ON A LADDER...TWO HANDS ONE FOOT....TWO FEET, ONE HAND....
2. GOOD. ALWAYS USE THE RIGHT KIND OF LADDER FOR THE JOB....I MEAN THERE ARE STEP LADDERS, EXTENSION LADDERS, SHORT LADDERS, LONG LADDERS.....
1. ALWAYS HAVE THE LADDER EXTENDED THREE FEET BEYOND THE UPPER LANDING..
2. WHERE DID YOU LEARN THAT?
1. FROM YOU
2. MAKE SURE IT IS ANCHORED SOLIDLY AT THE BOTTOM...
1. AND DON'T STAND A LADDER UP TOO STRAIGHT....GIVE IT A GOOD SLOPE.
2. MY BOY, YOU ARE MOVING UP THE LADDER OF SUCCESS. BY THE WAY...DON'T CARRY STUFF IN YOUR HANDS. KEEP TOOLS IN YOUR POCKETS OR A TOOL BELT.
1. CAN WE HELP SOMEONE ELSE NOT FALL OFF A LADDER?
2. HOPE SO.
3. This message is brought to you with funding under a grant from the Washington Safety and Health Investment Projects. GET MORE INFORMATION AT [SAFEJOB.ORG](http://SAFEJOB.ORG).

## **SHIP #11**

One is too many

One injury, in a trucking accident is too many

But the sad truth is...trucking is one of the most dangerous occupations in Washington State.

128 Truckers died in the last decade...5 of them this year...

One in 13 truck drivers will be seriously injured this year. Most from strains to muscles, and joints others from falls, and being struck by objects. The cost is astronomical

These days truckers are under more pressure and tighter deadlines. Many are willing to take more risks.

It's all in a state report called [Preventing Injuries in the Trucking Industry](#). The report says if everyone in the trucking industry works together to find and get rid of hazardous conditions, then we'll see many fewer injuries.

The health of Washington's trucking industry and its trucking professionals is vital to the state's economy.

This report is brought to you by Labor Neighbor Radio, with funding from the State Safety and Health Investment Projects.

## **SHIP #12**

Now ol Bill Dooley, was a big rig man  
And he drove the route from here to Spokane  
And he never seemed to care too much what day or time.

You could hear his big rig, hauling the loads  
Up on the Cascade Mountain Roads  
Just Whinin and grinding and getting on down the line

But fuel got high, and tires and stuff  
An Bill cut corners, cause times were tough  
And that's where things started gettin a little bit weird

He was comin down hill in the middle of the night  
Sleepy from drivin and the brakes weren't right  
Next thing you know his whole rig just.... disappeared..

The tire treads show where he left the road  
18 wheels and the whole dang load.  
And Bill? Well, You know, that was the end of the route

You might honk if you hear him go by  
Cause he's drivin that big highway in the sky.  
Same thing happens to you, if you don't watch out.

Hey, Be safe out there.

This message is from LABOR Neighbor Radio, with funding from the state  
safety and health investment projects.

## SHIP #13

Script 1

Betty: Hi Marge. How are you? You look terrible.

Marge: I'm a wreck. I go home from work every day with a sore neck and back...my shoulders hurt...my elbows....

Betty: Do you do heavy lifting at work?

Marge: Yes.

Betty: Stooping? Or Kneeling for long periods?

Marge: Yes.

Betty: Twisting, gripping?

Marge: Yes. Yes.

Betty: Have you told your boss?

Marge: No.

Betty: WMSD.

Marge: W.M....

Betty: Work-related Musculoskeletal Disorder. It Knocks people out of work by the thousands. Costs millions in lost time.

Marge: Whoa. Can the damage be permanent?

Betty: Oh, yes. I mean doing these things just once or twice may be alright, but doing them repetitively or for long periods during the day... increases the risk *dramatically*.

Marge: Well, I

Betty: There's a state rule called "Safe Workplace " that requires employers to operate a safe and healthy workplace. You need to report this.

Marge: Okay, I will. By the way, YOU look nice today.

Betty: Yes, I do. Thanks.

-0-

Announcer: This message is from Labor Neighbor Radio with funding from the Washington State Safety and Health Investment Projects.

Announcer: Let us know you heard this message from Labor Neighbor Radio and receive a free gift at our website: [safejob.org](http://safejob.org).



## SHIP #14

One is too many.

But a new state report says vehicle crashes are the leading cause of work related fatalities in the State of Washington.

We're here with radio traffic reporter Mary Whitish.

Mary: 190 workers have died in the last decade...an average of 19 per year in this state.

John: Kids in cars?

Mary:..No, actually its more trucks. All kinds of trucks from pickups to semis. With more younger workers dying in agriculture and construction and older workers in transportation.

John: What can we do?

Mary: Everyone connected with commercial driving ought to read the state's new report. It's called "Fatal Facts" You can find the link on our website...SAFEJOB. Org. This report will tell you the most common causes of crashes and has good ideas about preventing them?

John. That's [www.safejob.org](http://www.safejob.org)

This message is from Labor Neighbor Radio, with funding from the Washington State Safety and Health Investment Projects.

Tag #2 Let us know you heard this announcement from Labor Neighbor Radio and receive a free gift by visiting our website at: [safejob.org](http://safejob.org).

## **SHIP #15**

We're talking to radio traffic reporter Mary Whitish about the states new report on car and truck crashes at work.

Mary: There are about a dozen major causes for motor vehicle crashes...and on the top of the list are excessive speed, following too close and failure to adjust to road conditions.

John: Mostly cars...or trucks?

Mary: Trucks. About twice as many trucks as cars....and all kinds of trucks from pickups to semis.

John: Trucks from where, doing what?

Mary: Mostly in Transportation and warehousing, construction, agriculture. Trucks colliding with other vehicles...leaving the road...overturning. Those are the big ones.

John: About the new report?:

Mary It's called "Fatal Facts." And you can find a link on our website: [SAFEJob.org](http://SAFEJob.org). Pretty revealing and there's a good section on prevention.

John: [www.safejob.org](http://www.safejob.org)

This message is from Labor Neighbor Radio, with funding from the Washington State Safety and Health Investment Projects.

## **SHIP #16**

(sound:contractor)....while your doin' it, you want to maintain your pattern...

Roofing skills....and safety lessons. In English and Spanish

(sound: Spanish interpreter)

We're in Puyallup at the Roofing Contractors Association of Washington, 2009 Safety , Training Expo

(sound; Greg Boyd) Roofing is extremely dangerous. You have a lot of things to be considered; you have falls from heights, you have ladders, you have hot tar sometimes, uh, you have heat exposure. It's a tremendously hard, dangerous job.

Instructor Greg Boyd. Accident Investigator Steven Andrews says the solution is training.

(sound: Steve Andrews) Oh, it definitely pays off. We see a big improvement out there and uh, we're droppin' probably in the neighborhood of 150-200 thousand injuries per year, because of better training.

Good news in one sector of the Construction Industry. This conference was supported, in part, by a grant from the Washington State Safety and Health Investment projects, which also fund these announcements. In Puyallup, I'm John Sandifer for Labor Neighbor Radio..

## **SHIP #17**

### **Worker Memorial Spot for May**

Guy: It was just another day. When I left for work that morning, I had no idea I wouldn't be coming home. I was one of the 81 workers who died on the job last year. I never got to say goodbye to my wife and kids.

(Music up and under)

Anncr: On April 28<sup>th</sup>, the Washington Department of Labor and Industries joined a national ceremony to honor the workers who died

as a result of job-related injuries or illnesses. They were firemen, policemen, loggers, fishermen, construction workers. And they were sons and daughters, husbands, brothers and sisters, grandparents.

SFX: Bell ringing as music fades out.

(Wife Quote about being at the ceremony in honor of her husband)

Alternative 1: My husband was killed in a logging accident....last May.

Alternative 2: I'm here for my Dad. He died this year. He was electrocuted.

(Music fades back up)

Anncr: Nearly 100 workers die each year in Washington State and more than 120,000 are injured. All of us can make our work environment safer and reduce the risk of work related injuries. Know the facts, learn about safety and visit [Safejob.org](http://Safejob.org) to find out more.

## **SHIP #18**

Note: This was the proposed script. Subsequently, a sound recording was made with a different subject and it became Ship #19

One is too many

One teenager injured on the job is one too many, But they are injured at twice the rate of adult workers. Two teenagers who were severely injured working at summer time jobs have toured the state to tell young people its dangerous out there. This is one of them: 19 year old Nick Perry, now a paraplegic:

(sot)

Often, teenagers don't have the experience or the training to know about safety on the job. They don't know that they have the right, under the law, to a safe and healthful workplace. It may be their first job. They may be hesitant to report dangerous situations.

. More information about prohibited jobs, restricted work hours, minor work permits, workers' compensation and other things is available through a link on our website at [Safejob.org](http://Safejob.org).

This message is from labor Neighbor Radio, with funding from the Washington State Safety and Health investment Projects.

## SHIP #19

:60—Teenage Workers

Anncr:

You might call Mike Lovett a traveling salesman.

(sot) If I save one persons life, everything I've done in the last 5-6 years is all worth it.

:04

Mike travels to schools in Washington and sells hundreds of teenagers on the importance of job safety. You see, Mike was only 18 when his leg was mangled by sawmill machinery and lost. Mike was like so many teenagers, like **your** teenager. He didn't know that teenage workers have special rights, restricted hours and are legally prohibited from doing certain high-risk jobs. He didn't know he was entitled to proper job site safety training. And he didn't know that teens suffer twice as many injuries on the job as adults.

(sot) you know they get the job, now they're making money on the job and they just want to hold on to that job..What we find is young workers don't question their employer...they are just so eager to please. :11

Anncr:

On a tour sponsored by the Department of Labor and Industries, he makes three main points in his talks to teenagers:

(sot) Know your rights, make sure you get properly trained and refuse unsafe work

:05

Get the facts on the web at [TeenWorkers.Lni.wa.gov](http://TeenWorkers.Lni.wa.gov).

This message was brought to you by Labor Neighbor Radio with funding from the Washington State Safety and Health Investment Projects.

## **SHIP #20**

(Tractor Sound)

NARRATOR: I tell you what. I never operate any tractor without a seatbelt and rollover bar.

Call me a Safety Nut if you want. But I just read the new Washington State report on Agricultural fatalities and it's a shocker.

7 farmworkers get killed every year in this state, 78 of them in the last 11 years. Nearly a third of those accidents involved tractors.

One of the latest victims was in Yakima where a farmer just made a sharp turn at the end of a row. He was thrown from the tractor and it landed on top of him. That's pretty typical...we've had more than a dozen fatal accidents like that.

Seat belts and roll over bars could have prevented some....maybe most, of those deaths. And it's too bad, because many of the victims were young people.

Find out more by looking at the farm safety link on our website: [safejob.org](http://safejob.org).

ANNOUNCER: This message is from Labor Neighbor Radio, with funding from the State Safety and Health Investment Projects.

## **SHIP #21**

Annrc: Workers, Be warned. August is the single most dangerous...the deadliest month of the year for workers in Washington State, Elaine Fisher at the Department of Labor and Industries says

(sot) there are a lot of reasons there's more construction in the summertime, more traffic and more highway accidents....in general, an increase in all activity.

Annrc: More farming activity, tourists on the road, young people working summer break. Asst. Director for Safety and Health, Steve Cant says you can make a difference.

(sot) One of the best arbiters of safety is you...be aware, be alert  
Help make August safer.....the reward is huge.

(sot) You get to work in the morning and you get home at the end of the day.

This message is from Labor Neighbor Radio, with funding from the state Safety and Health Investment Projects.

## SHIP #22

HOST: Hi, Folks, As part of this month's seminar on Workplace Safety, I want to introduce you to Maude Jones, our walking encyclopedia on Agricultural Injuries.

MAUDE (INTERRUPTS) Hello, There are 39-thousand farms in Washington State. Statistically, Agriculture ranks among the most hazardous industries.

HOST: Yes, Just a second, Maude. First I'd like to introduce the other....

MAUDE (INTERRUPTS) 70% of Agricultural injuries and fatalities are in crop production. Machine related injuries are ranked highest...accounting for 38 percent of total fatalities.

HOST (GETTING EXASPERATED) Yes, and your brain operates kind of like a machine....First, let me....

MAUDE (INTERRUPTING) Machines and tractors....there were 9 rollover tractor incidents in 2008.

HOST (ASIDE) Maude, Let's not come off as a couple of nuts, here.....

MAUDE: Nuts....Tree nut and fruit farming. 32% of fatalities...(CONTINUES AS HOST VOICES OVER) The statistics are all in a state report, I just love statistics, they tell you so much.

HOST: Uh, ladies and gentlemen, perhaps we can take a quick break and get back to....

MAUDE: The Department of Labor and Industries newest report on Agriculture Fatalities is linked to our website. That's [safejob.org](http://safejob.org).

Uh, thanks, Maude, this is brought to you by Labor Neighbor Radio, with funding from the state safety and health investment projects. (sigh)



## SHIP #23

VOICE ONE: On June 27th 2005 an electrician was fatally injured by a live power line. A novice? A journeyman? He was 56 years old and an experienced superintendent/electrician. His was one of 92 work-related deaths in Washington State that year.

VOICE TWO: On August 4th 2002 a 48-year-old painter working on a multi-unit condo was killed when he came in contact with an energized overhead power line. His was the 42<sup>nd</sup> work-related death that year.

VOICE ONE: On June 21st 2006, an electrical contractor was killed when he made contact with an energized circuit breaker panel. At the time of his death, he had 50 years experience as an electrician. Taking proper precautions, evaluating potential safety hazards and using mandated safety procedures could have saved their lives.

VOICE TWO: It can save yours.

VOICE ONE: This announcement is from Labor Neighbor Radio, with funding from the Washington State Safety and Health Investment Projects.

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