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