## COMM 100: Brother Ward Hicks

### October 14, 2010: Public Relations

Don’t put down “meaningless” jobs because it’s not the job, it’s the connections

Public Relations is basically teaching people

Zero & Beyond - PR campaign to be more careful

It’s a mind set to change behavior

95% of all accidents happen because of unsafe behavior!

Zero injuries, accidents, fatalities, etc and not just them (safe at home, not just on the job)

Planned process to influence public opinion based on sound character & proper

-advertising: bumper stickers, ads, commercials

-media: they are your best partner

You will have to be on camera responding to things that are wrong with your company, but you’re trying to get them to see what is right!

Fun fact: Before 1970, pennies were made from 95% copper