

Success with Safety Videos

**What Every Safety Manager Should
Know Before Developing a Professional
Safety Video for Their Plant or Work-Site.**

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FOREWORD

With the proper planning and organization, producing a safety video can be a fascinating, enjoyable and rewarding experience. With the video producer and the safety director or manager working together as a team every step of the way, everything should fall easily into place and the outcome is a powerful safety-training tool that can quickly pay for itself many times over.

Unfortunately, it doesn't always turn out this way, as many safety professionals are unsure as to the video production process – where to begin, what steps to take to finish the project, how to get a singular message across so that the video works for you and creates the desired response from its audience. This report has been designed to relieve those anxieties and eliminate any confusion that you may be experiencing about creating your own safety video.

By reading this report, you've already taken the first and most important step to learning the process of developing a professional safety video. If you are interested at any point in viewing sample safety videos online, go to <http://www.safetyvideosuccess.com>.

IS A SAFETY VIDEO RIGHT FOR YOUR BUSINESS?

You may be wondering if it makes sense for you to produce a safety video for your business. Here's a list of questions that can help you determine whether or not a custom safety video is a good investment for your training program.

1. Are you required to train new employees, contractors and/or visitors on important safety procedures and hazards related to your work site?

If your answer is YES, think about how repetitive this task is and how much time you spend delivering basic training that a safety video can do for you. Do you deliver the same training every day, week or month? Could your time be better spent doing something other than basic safety training on a daily basis?

I'm not saying that basic safety training isn't important. But does it have to be administered by you or any other human for that matter? Once you introduce a safety video into your training program, you'll never look back.

After putting the time, money and effort into the production of your safety video, it will work for you over a period of 5+ years. (I know of several companies that are still using safety videos they produced in the 1980s.) The only time you'll have to update your safety video is when new standard is issued, or when a new process or piece of equipment is added to your workflow.

Updating your safety video is cost-effective IF you work with a video agency that sets your project up correctly at the very beginning.

2. Does your business experience frequent turnover regarding employees and contractors?

If you experience a lot of turnover, a comprehensive safety video will save you hours of time and aggravation when it comes to delivering basic safety training information.

Think about creating an environment where individual or groups of employees and contractors start their employment with your company by watching a 20-30 minute site-specific safety video. Then, after they are finished watching it, they either sign a document that verifies they watched and understood the material or, they can take a brief quiz that validates their understanding of the core safety training material. These signed documents or quizzes can be submitted as hard copies or, if you have the proper computer equipment installed, can be submitted electronically.

If you want to save even more time, you can require that contractors and employees watch your safety video **before** they arrive for employment on their

first day. You can send the safety video on DVD via mail or you can set up a website that contains it as a downloadable or streaming video file.

3. Would your business be more profitable if you could spend additional time monitoring hazardous tasks at your plant or work site instead of delivering basic, repetitive safety training?

Think about it. If you are in the conference room delivering basic safety training you can't be in the plant monitoring an important procedure like a lock out tag out or the changing of parts and/or machinery. When the safety manager is in the classroom, important tasks can't be carried out in the plant or work site which may impact company profits.

Time is money and your supervision of real-time activities is more beneficial to your company's bottom line than time spent teaching new personnel the basics of safety. Again, basic safety training is a vital component in your training program and certainly not one to be taken lightly, but let a safety video deliver general training so you can spend more time on the details that keep your business moving.

Interested in producing a safety video for your business? Give me a call at **423.580.2317** or send an email to krissimmons@me.com to schedule a free phone consultation. You can also view sample safety videos at <http://www.safetyvideosuccess.com>.

TIPS FOR DEVELOPING THE SAFETY VIDEO SCRIPT OUTLINE

The most important step in producing a safety video is to write a rock-solid video script. However, without a thorough script outline, getting started on the video script can be a daunting task. Since the process of writing a script outline can be both challenging and frustrating for anyone who isn't a writer by trade, here are a few tips that will help you get started on your way to achieving success with safety videos.

1. Analyze your current safety training presentation.

Much of what you'll need for your safety video script is already in your existing material. How do you move through the presentation? Do you have main headings followed by sub headings and bullet points? Most training materials will be formatted in this fashion whether it's being delivered via PowerPoint or from a handbook.

2. Copy the main headings, sub headings and associated bullet points into an outline on your computer. Here's an example:

I. DISCLAIMER

- This Safety Orientation was developed and is provided as a safety resource and guide for employees and contractors. However, it is not intended to be the only or primary source of safety awareness and education....

II. TITLE - "Safety - JOB ONE!"

III. PRESIDENT'S MESSAGE

- Company President welcomes new employees or contractors to our company and gives brief comments.

IV. SAFETY ATTITUDE AND CULTURE

A. Your safety and the safety of your co-workers are of utmost importance to our company.

B. No project or work activity is so important or urgent that safe practices can be ignored or skipped.

V. DRUG AND ALCOHOL FREE WORKPLACE

A. The use, purchase or distribution of intoxicants or drugs while on duty is strictly prohibited.

B. Employees and contractor's may not report for duty while under the influence of intoxicants or drugs.

3. Write in as much information as you want to include for all main and sub headings.

Elaborate as much as you feel you need to during this step of the scriptwriting process. You can always go back and edit out certain things if you feel you need to shorten it. It's much better to include too much information in your initial script outline than not enough.

An easy way to get this information is to literally copy/paste the exact text that is used in your safety handbook or from your PowerPoint slide notes. Just be sure to get permission to use the text if you don't own the copyright. I also recommend that you rewrite the verbiage so it sounds less technical and more conversational.

Another option for figuring out what to include in each section is to record yourself giving a safety training presentation using a digital audio recorder and have it transcribed.

(If you don't already have a vendor in mind, send me an email to krissimmons@me.com with "transcription service" in the subject line and I'll send you our rate sheet for transcription services.)

Once you get the transcription back, you can edit the text to fit your exact needs for your safety video script.

4. Share the complete script outline with other decision makers on your safety team.

After you have completed the safety video script outline to the best of your ability, now is the time to get feedback from others within your organization. Even the most talented writers have editors that review and proof their work so there is no shame in getting others to look it over.

Catching errors in the script outline will save you a lot of time and money in the long run. Script changes after production has begun can be costly so its important that you handle your due diligence early in this process.

5. When you are confident that your script outline is complete, the next step is to email it to your safety video producer so they can format it into an actual two-column video script.

This is the script format that will be used to videotape and edit your finished safety video. Once your safety video producer has had the chance to review the outline, they should contact you to discuss the video footage and graphics you want to include in your finished safety video.

WRITING THE SAFETY VIDEO SCRIPT

(See the example of a completed safety video script at the end of this eBook.)

As mentioned above, the first step in writing a great script for your safety video is to develop a solid script outline. Once your outline is complete and has been reviewed and approved by all the members on your safety team, it's time to forward the outline to your safety video producer so they can begin work on the safety video script.

The safety video script contains two columns. The right column is labeled "AUDIO" and the left column is labeled "VIDEO." In the "AUDIO" column, your safety video producer will take all the information you included in the script outline and will write the copy that is to be read by the professional narrator.

Basically, this is when the bullet points you included in each section in the script outline will be converted into conversational language that can be understood by your employees, contractors and vendors.

When the safety video producer completes the "AUDIO" column, they should submit the partially completed script back to you so you can review and approve the narration copy. At this point, you should be able to have a good idea as to

how long your video will be. On average, one page of double spaced copy written in the “AUDIO” column should equate to 45 seconds. If your goal is to have a 20-minute safety video, you’ll need approximately 27 pages of script. A 30-minute safety video will run approximately 40 pages.

Regardless of how long you want your safety video to be, simply multiply the number of minutes by 60 (seconds in a minute), and then divide that number by 45 (seconds per page of script). The result will be the number of pages your script will need to be in order to meet your required video length.

Once you approve the narration copy in the “AUDIO” column of the script, your safety video producer will begin working on the “VIDEO” column. This column will include instructions for any/all video, photo and graphic support that will be required to complete the video.

In many cases, your video producer will want to schedule a conference call or in-person meeting to go over the script, scene by scene, in order to get your feedback on exactly what you’d like to see on the screen during each section of the safety video. This is another very important step in the production process.

Determining exactly what video footage, photography and/or graphics will need to be produced will enable your video producer to develop a media asset checklist. This checklist will be used to schedule, coordinate and execute video

shoots, the collection of photos (if applicable) and the design/implementation of on-screen graphic animations that will be used to complete your safety video.

PLANNING THE SAFETY VIDEO SHOOT

After your safety video producer has completed and you have approved the two-column video script, it's time to plan the shoots (or videotaping sessions). By this step in the process, your video producer will have completed a comprehensive list of all video footage, photography, documents and graphics needed to complete the safety video.

The first step in planning the video shoot is to organize all needed video footage into an order that will be most efficient for the camera crew when they arrive on your work-site. Here are some things you need to think about before organizing your shoot day or days.

1. If your safety video includes exterior shots of your building or demonstrations that will take place outside, you'll need to pay attention to where the sun will be at the time you schedule to capture those shots.

Ideally, you want the sun behind you (or the camera) at all times so you won't have to shoot into it. If the sun is behind your building when you are planning to capture an exterior shot, the front of the building will be a lot darker than the sky.

Capturing video in this fashion looks amateurish and I strongly recommend you avoid it as much as possible.

If you shoot the same shot when the sun is behind you, the sun will light the front of the building nicely and the background sky will be a lot less bright. This produces the highest quality image and will certainly be one you'll be proud of.

When planning your exterior video shots, step outside to determine which side of your building or work site the sun rises and sets, and plan your shoot day accordingly.

Finally, I recommend you avoid shooting outside between 11:00 and 2pm because at this time, the sun is usually directly overhead and produces harsh lighting conditions. Shooting exterior footage during this time usually results in less than stellar results.

2. If the shots you will need to get for your safety video span across a large work-site or plant, try to have a golf cart or some type of vehicle ready to transport the camera crew and equipment from one spot to another.

This will greatly increase the efficiency of the shoot, plus, you won't have an exhausted camera crew. A tired crew results in less productivity and increases the likelihood that mistakes will be made. Sound familiar?

If you have transportation lined up for both the people and the gear, you'll increase the productivity for each shoot day by as much as 25%. If the camera crew has to pack up and walk or carry everything from one spot to another, plan on losing 15 to 30 minutes of productivity between each move.

The number one rule in video production is "if it will roll, don't carry it." Help your safety video crew be successful by arranging proper transport to/from the various locations within your plant or work-site. It will make a huge difference in the quality of your finished product. In smaller plants or work sites, it may be as simple as providing a cart the crew can use to roll their camera gear instead of carrying it. Most crews will try to come prepared with their own carts but the more comfortable you can make it, the better.

3. When thinking about how to schedule or put your shots in order throughout an entire shoot day, you'll want to limit the distance between each location as much as possible so the camera crew can spend more time shooting and less time moving.

If you took my advice in step 2 above, you'll already have a way to help get the crew from one spot to another, but an even better approach is to schedule groups of shots close together.

For instance, if you have 5 buildings on your work-site that the camera crew will need to shoot in, it only makes sense to plan all the shots in building one to happen before moving the crew to another building. Then, if building two is the closest to building one, it's best to schedule the next block of shots to happen in building two so you minimize the distance that the camera crew has to move in order to set up for the new round of shots.

Even if the difference between moving to building two or any of the other buildings is only a couple of minutes, it can make a difference in how many shots you end up with at the end of a shoot day. Trust me!

4. A safety expert (or what we call a technical advisor) will need to be with the video crew at all times to make sure every demonstration captured in the safety video is compliant with your safety regulations and procedures.

Plus, it's important that you educate the camera crew on a minute by minute basis about any safety hazards that they may be facing in the course of capturing footage for your safety video. We've shot in plants before where there were so many moving parts, we could have been run over by forklifts or crushed by

cranes if we didn't know exactly where and where not to walk or stand. It's a good idea to require your video crew to go through the same safety orientation material that you give to all new visitors so they'll be up to speed before entering your plant or work site.

Why else is it important that a safety expert accompany the video crew? It's a lot cheaper to get it right the first time. I've been on shoots where people working with electricity didn't have long sleeve shirts on or someone grinding a piece of metal wasn't wearing the proper eyewear, etc. The list goes on and on.

The problem is that we didn't even notice these things until starting to work with the footage during the edit phase of the project. When on a shoot, the camera crew is mainly focused on proper lighting, sound, composition, etc. They probably won't always notice if someone is wearing the wrong type of safety gear or whether or not they are performing a task correctly.

If a safety expert had been there with us, they would have noticed these issues and could have corrected them in real time. To go back and reshoot because of a bad demonstration that was captured previously is costly and will delay the final delivery of your project.

The only way your video producer can guarantee that all video captured on your shoot is accurate is for a safety expert from your team to accompany them. Think of this as a short-term investment that will pay dividends for years.

One day or a couple days of your time and attention to make sure the video footage is captured correctly will enable you to save hours each day or week by having an excellent safety video that does the basic training work for you.

5. Think about what your employees or contractors should wear during the shoot.

Should they wear a denim shirt with your logo, a t-shirt with your logo, the same color shirts or do you care? On the surface, you may wonder, “does it really matter?” The answer is “it depends.” Who all will view the safety video? Will it just be new hires or will company executives and/or customers also view it?

It’s not uncommon for businesses to share their safety videos with a huge prospective customer as a way to demonstrate the commitment they have to an accident-free, no loss-time work environment. After all, fewer accidents result in more products being produced for that customer and that’s a huge competitive advantage.

My experience has been that if you want everyone in the shots to wear the same thing, you should bring several boxes of shirts that you can provide to the employees just before we put them on camera. Clean shirts, although not exactly accurate based on the rigors of the job, look better on camera and this will be a better reflection on you and your company if/when people outside your walls see this footage.

In some cases, it may be a good idea to recruit your marketing department to be responsible for ordering and distributing the shirts. They are usually better suited for this task and will be able to handle it more efficiently.

6. Will you need to have your plant or work-site cleaned prior to the shoot?

I know there are a lot of work-sites that are absolutely filthy, simply because of the nature of what you do. However, even if you are running a concrete or denim manufacturing plant, there are still ways you can tidy up a bit before the camera crew arrives.

When was the last time you washed your work trucks, cars, cranes, machines, forklifts, etc.? Would they look better on the safety video if you gave them a bath? Are palettes, materials, etc. neatly laid out on your work floor in some sort of organized manner? Are there any empty or junk filled boxes laying in plain view?

I know in some cases, it would take days or even weeks to completely clean a working plant or construction site so don't get too carried away. The main point in this exercise is to get you thinking about easy ways to straighten up so your locations can look their best when captured on video.

Don't let a dirty plant or work site keep you from producing a safety video. Most video producers and camera crews are skilled enough to shoot the footage in a way that keeps it from looking like a total mess.

7. Will the camera crew need to avoid customer, contractor or supplier logos on machinery, vehicles, etc. while capturing footage for your safety video?

At first, this may seem silly but I've seen many a safety video get delayed because top-level executives wanted to remove, blur or reshoot scenes that included any logo other than their own.

The easiest solution is to determine if this is a problem at the beginning of the video project and to simply avoid shooting these logos during the videotaping sessions. The same goes for union pins.

8. Will you need to videotape a "Welcome Message" from an executive in your company that will play at the beginning of your safety video?

You'll see this fairly often in professional safety videos. You press play on the DVD, a company logo animation with music comes on the screen followed by a welcome message from a President, CEO, Plant Manager or Safety Director. Then, once their intro has completed, the video fades to black and the safety video plays next. Assuming that you'll want to videotape a welcome message, think about who will need to be videotaped, where and on what day.

The most cost-effective way to handle this is to schedule the executive to be taped on the same day as one of the shoot days for the safety video. If you are unable to schedule this on the same day as the other shoots, I suggest trying to schedule it within a couple days or weeks of the safety video shoot days so you can avoid any delay in production.

Interested in producing a safety video for your business? Give me a call at **423.580.2317** or send an email to krissimmons@me.com to schedule a free phone consultation. You can also view sample safety videos at <http://www.safetyvideosuccess.com>.

CHOOSING A PROFESSIONAL NARRATOR FOR YOUR SAFETY VIDEO

After you have captured all shots that will be used in your safety video, you'll want to select a professional narrator before beginning the edit process. It's important that you work with a professional narrator instead of recording it yourself because a professional's voice will work much better in keeping the attention of your new employees, contractors and/or site visitors. Plus, using a pro will make a better first impression.

There are several ways you can find a professional narrator for your safety video.

1. Call your local radio stations and ask if they have any voiceover talent you can hire for a safety video presentation.

Once you get connected with one of their on-air hosts, ask them to send you samples of their non-radio narration work. If they don't have any samples of work completed off-air, ask if they would mind recording a brief sample using your safety video script for you to listen to.

If they are truly interested in working with you, most will oblige. If they give you a hard time about recording a quick sample, I suggest you move on to another talent. If a voiceover talent causes problems for you early in the process, odds are good they will be tough to work with throughout the project as well.

Regardless of who you select from a local radio station, make sure the rate they quote you includes their time, plus the time spent in the studio to record your narration. Sometimes there are two or more rates associated with one recording.

2. Call a local talent agency with the same requests as above.

Talent agencies will often have actors and actresses who also serve as professional narrators. Just be sure when outlining your specifications that you require them to provide the recording studio.

That's a hassle you don't want to deal with. Also, keep in mind that talent agencies usually add 15% to 20% to the overall bill but it can be worth it considering that they'll be doing all the legwork instead of you.

3. Ask your safety video producer to take care of locating, securing and paying the professional narrator as part of your overall project.

This is by far the best option because you don't have to worry about it. The safety video producer simply pulls together narration auditions for you to listen to, you choose the one you like best and he/she takes care of the recording session and payment.

My preference for finding, reviewing and selecting a professional narrator is to use a subscription narration casting service. With my subscription, I fill out what I'm looking for in a narrator for my client's safety video, the type of voice I want and what the narration budget is and within 24-48 hours, I get numerous auditions in my email inbox to review.

When I select my favorite choices, I share the link with my client so they can have final say on which narrator will be selected for their safety video project. This approach requires the least amount of time for both my client and I, and it yields the best possible narration talent for their project. Win-Win!!

EDITING AND FINALIZING YOUR SAFETY VIDEO

By now you have an approved video script, you've completed all videotaping necessary for the project and have selected a professional narrator. What's next? It's time to move your safety video project into the editing process. Here's what needs to happen in order to put all the pieces of your video together to develop a finished presentation.

1. You need to gather all photos, logos and any other visual materials other than the recently captured video footage that will be used to create the finished video presentation.

Oftentimes, your video producer will help you through this process as you may not know exactly what materials are needed to complete the video. Once you have rounded up these materials, you'll want to provide them to your video producer as soon as possible so they can begin the edit process.

It is ALWAYS better for the video producer to have ALL materials needed to complete the edit process before they begin. Not having all the assets at the beginning of the edit process can result in untimely project delays and budget overruns so its important that you spend time now making sure your video producer has everything they need to move the project forward.

2. Once your video producer has all visual assets in hand, they will create a modified version of the video script called an EDL or Edit Decision List that their editors will use to build your video from scratch.

The EDL is a lot like a blueprint for a house. It contains all the directions required to build your safety video including what footage, images, graphics, etc. to use, what they will look like, where they will go and how long they will stay on the screen.

3. Once the EDL is complete, your video producer will meet with his/her editors to discuss what all is required to finish your safety video and to finalize deadlines for when it will be ready to review.

During this meeting, creative decisions will be made regarding how your graphics will look, what the music should sound like and how your completed safety video will need to be delivered as a finished product.

There are typically two types of editors/designers that will work on your safety video project. The first is what I call a “Rough Cut Editor” which means they are the ones that will assemble all the video, photos and music together into a rough cut of what the safety video should look and sound like.

The second is what I call an “Motion Graphics Designer” which means they are the ones that take the rough cut of the safety video, design all the graphics for it and generally put the finishing touches on it to give it that polished, professional look.

4. The Rough Cut Video Editor is the first editor involved with your safety video.

Their job is to put together the nuts and bolts of your video presentation and this process usually takes about 10 hours for a 20-minute safety video. After they have completed the rough cut, your safety video producer will review it to make sure it looks and sounds like what was approved in the video script as well as instructed in the EDL.

Once the video producer is happy, the project will be handed over to the Motion Graphics Designer.

5. The Motion Graphics Designer will first come up with a general look and feel for all the graphics that will be presented on your video.

Before moving forward with all graphics, samples or “style sheets” of what they propose it should look like will be submitted to you for review.

Once you are happy with the overall look, color and general design of your graphics template, the Motion Graphics Designer will proceed with completing all graphics and finishing techniques for your safety video.

This process usually takes 30-50 hours for a 20-minute safety video depending on how many graphic slides are incorporated into the approved video script.

6. Once completed, your safety video producer will review it to make sure there aren't any technical, design or graphic mistakes before submitting it to you for review.

In most cases, you'll review the safety video for the first time at the video producer's office or they will bring you a DVD to review unless you are not located in the same city.

In this case, a DVD will be shipped to you so that you and your team can review it at your offices to determine what changes, if any, need to be made before the project can be considered complete.

Regardless of whether they are local or out-of-state, a safety video producer should make the review and approval process a painless and smooth experience for all involved in the project. Making revisions to a safety video can easily be done via email and conference call so don't think the only way you can produce a video is to hire a local video production company. It's better to hire a video producer with plenty of safety video experience, regardless of where he/she is located.

7. After reviewing the finished safety video, if you want to make changes, create a master list of revisions that you can send back to the video producer.

The best way to list these revisions is to first include the time code numbers of where in the video you want the change to take place. This will make it more efficient for the video producer and editors to find and make revisions.

8. After submitting your revisions, the video producer and his/her editors will work on making all changes per your specifications.

Once the revisions are complete, a new version of the safety video will be submitted for your review.

Hopefully, all changes will have been made to your satisfaction and you will be ready to approve this version of the safety video. If not, simply draft a new list of revisions and re-submit them to your video producer.

Ideally, there will only be one or two rounds of revisions but it's not uncommon to have 5 or 10 rounds based on the complexity of your information and/or internal review process. Be sure to review your video production agreement prior to submitting revisions though because many video producers will include a clause that limits the rounds of revisions that can be made to the video before additional edit fees are charged to your account.

9. When you are satisfied with the finished safety video, submit your approval in writing via email to the video producer.

This gives him/her written permission to master and archive your safety video presentation as well as to begin the process of duplicating DVDs, converting the video to PowerPoint or website compatible files, etc.

10. When your safety video is delivered in the formats outlined in your video production agreement (DVD, Windows Media File, Flash Video File, etc.), the project is complete.

For the most part, there is nothing more for your video producer to do. However, it makes sense to check in with him/her from time to time to make sure you are getting the most out of your safety video presentation.

They should be more than willing to share industry insight, new technologies and ideas for improving the delivery of your safety video and in turn, if you were happy with the process, you should be willing to write a brief testimonial about your experience that the video producer can use to promote their services to other safety professionals in the future.

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SAFETY VIDEO CASE STUDY – ASTEC INDUSTRIES

I asked George Moody (Safety Director) and Brandon Meredith (Communications Consultant) of Astec Industries, Inc. to share their thoughts about a safety video we produced for use as part of their new employee orientation program. Here are their responses to my questions:

1.) Why did you choose to produce a safety video? What were the circumstances that led to this decision?

We wanted a video/DVD to show new employees the how, what, when, and where about our safety procedures and overall safety program.

2.) Describe how your safety video is used in your safety-training program? Who do you show it to? How do you show it? How frequent do you use it?

After receiving the DVD, all existing employees were required to view it. From that point, all new employees view the DVD during the “New Employees Safety Orientation.”

3.) How much time does having a safety video save you or your safety team whenever a new employee or contractor starts work with your company?

1 hour to 1.5 hours.

4.) What type of feedback are you getting from employees, contractors, your executives and colleagues regarding the safety video?

Everyone likes it because it shows our employees in our work environment.

5.) Why did you choose 6 STRONG MEDIA to help produce your safety video?

We submitted for bids and portfolios. 6 STRONG MEDIA submitted a very creative and professional portfolio and they worked with us to achieve our budget goals.

6.) What was it like working with 6 STRONG MEDIA during the production process? Would you recommend them to other safety managers?

Working with 6 STRONG MEDIA was both smooth and professional. Our goal was to create a detailed, easy to comprehend safety video that all new manufacturing employees could view and understand. The quality and

professionalism of our video translates just how important Astec Industries, Inc. views safety. I would recommend 6 STRONG MEDIA to any safety manager who is looking for an effective media to enhance their safety goals and agendas.

7.) In your opinion, what are the top reasons why every manufacturing business should consider producing a safety video?

The employees can relate to it because it is their co-workers in the work environment.

Every profitable manufacturing business must start with the safety of their workers. A non-safe work environment not only hinders production, it's very expensive.

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SAFETY VIDEO CASE STUDY – BUZZI UNICEM U.S.

Dennis Cloud, Safety and Health Manager at Buzzi Unicem's Signal Mountain Plant in Chattanooga, TN shared his thoughts with us regarding the safety video produced for his plant.

1.) Why did you choose to produce a safety video? What were the circumstances that led to this decision?

A safety video allows for a consistent and thorough coverage of important safety information. It also allows employees to see the plant and systems vs. trying to imagine what it looks like from words on a page. Our safety training is done by a number of people. Some reviewed the information, others just had them read and sign the sheets.

2.) Describe how your safety video is used in your safety-training program? Who do you show it to? How do you show it? How frequent do you use it?

The safety training is required for anyone working at our facility. It is an annual requirement. All employees working at the facility watch the video in one of two training rooms. In addition, for our regular contractors, their safety director was

given a copy to share during their safety training. I get the sign-in sheets reflecting the training has been completed.

3.) How much time does having a safety video save you or your safety team whenever a new employee or contractor starts work with your company? How much time was required to train before having the safety video?

Prior to the video, it would take me approximately 20 minutes per employee to cover the requirements. With the video, I can introduce it and then have them check back with me when they are finished. Most important, though, is the consistent delivery of the safety information.

4.) What type of feedback are you getting from employees, contractors, your executives and colleagues regarding the safety video?

The feedback from everyone has been very positive. It is a quality video that covers all the topics with good visuals and explanations.

5.) Why did you choose 6 STRONG MEDIA to help produce your safety video?

The primary reason for choosing 6 STRONG MEDIA is because they are a member of the Chattanooga Manufacturer's Association.

6.) What was it like working with 6 STRONG MEDIA during the production process? Would you recommend them to other safety managers?

It was a pleasure working with 6 STRONG MEDIA. Once the process began, it was just a matter of filling in the blanks, verifying the accuracy of information and assisting with the editing.

7.) In your opinion, what are the top reasons why every manufacturing or construction business should consider producing a safety video?

The main reasons for to using a safety video are: High quality, consistent message, visualization and being able to see the safety requirements. It is a real time saver.

WHAT DOES IT COST TO DEVELOP A PROFESSIONAL SAFETY VIDEO?

I get calls all the time from safety managers who want and need to produce a safety video for their plant or work site but they simply have no idea how much they should budget for the service. I've seen many safety video projects get delayed or cancelled because their expectations regarding costs were way off.

So, what should you expect to pay for a professional safety video? It depends on how complex you want to make it. If you want the safety video producer to handle everything from beginning to end, it will cost you more. If you are willing to handle certain parts of the project like writing the script or shooting your own footage, it will cost you less.

If the safety video producer handles everything for you (a turn-key solution), expect to pay between \$1,000 to \$1,500 per finished minute. So, a 20-minute safety video that contains video footage shot at your plant by a camera crew, professional narration, music and motion graphics should run between \$20,000 to \$30,000 depending on how many days it takes to capture your footage.

If you are willing to handle the scripting and videotaping responsibilities (with the video producer's guidance of course), you can bring the cost down to roughly

\$500 to \$800 per finished minute. In this example, the same 20-minute safety video will run you somewhere between \$10,000 and \$16,000.

Obviously, shorter videos will cost less and longer videos will cost more.

Another way to control costs is to decide how much or little you want to use graphics to highlight important messages in your safety video. More graphics equal more cost. Less equals less. If you provide the script, video footage and all you want the safety video producer to do is edit your footage with a professional narration with very minimal graphics, you should be able to get your cost down to about \$300 to \$400 per finished minute.

Is it worth the expense to have a professional safety video? Many safety managers believe it is but only you and your executive team can decide what's best for your company. The only way to truly know what a safety video for your company will cost is to talk with a safety video producer and get a quote. Feel free to call me anytime at **423.580.2317** or send me an email at **krissimmons@me.com**. I'd love the opportunity to help.

To review the benefits of having a professional safety video, go back to the "Is a safety video right for you" section at the beginning of this eBook.

Interested in producing a safety video for your business? Give me a call at **423.580.2317** or send an email to krissimmons@me.com to schedule a free phone consultation.

HOW TO DISTRIBUTE YOUR FINISHED SAFETY VIDEO

Once you have completed your safety video, there are a number of ways you can deliver it to your employees, contractors and site visitors.

1.) DVD – This is by far the most popular method for presenting your safety video. Usually, people who are required to watch the video are ushered into a training room, conference room, etc. where they can watch the DVD on a television screen. In some cases, safety managers will mail a DVD to a visitor or contractor prior to them arriving on site so they can avoid unnecessary delays when they get there. Employees and contractors can also watch the safety video on a portable DVD player in remote locations where there are no offices.

2.) Computer – Another popular way to show your safety video is on a computer. Either as part of a PowerPoint presentation or from a DVD that is inserted into the CD/DVD drive that comes standard with most computers. If you don't have a training room or conference room available at your facility, you can let people watch the video at any desk with a computer.

3.) Mobile Video Device – This is a relatively new concept, but a safety video can be shown to people in remote locations on a mobile video device such as an iPod or iPhone. These are more durable than portable DVD players and typically don't require electrical power to work. An overnight charge of the battery should

give you enough life to show the safety video several times a day without needing to recharge it. You can also keep the device plugged in to a wall or car outlet until someone needs to remove it so they can watch the video.

4.) Website – Also a relatively new concept, you can post your safety video on a public or password protected section on your website that employees, contractors or visitors can access prior to arrival on your site. To take it a step further, they can even take an online quiz that is submitted to your email address to prove they watched and understand the material.

CONCLUSION

I have prepared this report with two key points in mind:

1. To make you an informed client.
2. To solicit your business.

Informed clients make better clients, as they already possess knowledge of what it costs to produce a safety video, where the money is spent and exactly what they receive for their investment. I also believe that the more you know about how we do what we do, the more you will appreciate us.

If you have any questions or comments regarding any of the points made or implied in this report, please contact me. I'll be happy to clarify any points you wish to discuss, without charge or obligation.

Respectfully Yours,

Kristopher G. Simmons

Owner & Creative Director (a.k.a "The Safety Video Expert)

6 STRONG MEDIA

423.580.2317

krissimmons@me.com

ABOUT KRIS SIMMONS AND 6 STRONG MEDIA.

6 STRONG MEDIA owner and creative director, Kris Simmons, is a leader in utilizing interactive technologies, video production and creative design techniques for producing and distributing successful safety presentations.

His commitment to learning and mastering these principles won him Young Entrepreneur of the Year honors from the Tennessee District Office of the U.S. Small Business Administration in 2004. It has also resulted in awards from several national and international competitions.

Simmons' business acumen also has helped make 6 STRONG MEDIA, successful — it now ranks among the top video agencies in United States, with hundreds of clients at the local, regional, and national level.

Kris is an advisory board member for the Digital Video Professionals Association (DVPA), is a member of the Downtown Chattanooga Rotary Club, the Chattanooga Manufacturers Association, the American Society of Safety Engineers, and recently completed stints as a director on the boards of the Chattanooga Area Chamber of Commerce and the Chattanooga Technology Council.

Simmons heads a team that includes his wife Christy who serves as our business manager and a global network of safety producers, directors, videographers, editors, designers and technicians. The 6 STRONG MEDIA team produces hundreds of video projects each year for clients ranging from the Fortune 500 to successful small businesses throughout the United States and Canada.

SAMPLE SCRIPT FOR 20-MINUTE SAFETY VIDEO

<p>SC-001 Fade UP from Black: (DISCLAIMER GRAPHIC:)</p> <p>This Safety Orientation was developed and is provided as a safety resource and guide for employees and contractors. However, it is not intended to be the only or primary source of safety awareness and education.</p>	
<p>SC-002 Management at each of Acme Construction Company's Regional Operations is responsible for ensuring that all employees and contractors are adequately trained in site-specific safety rules, procedures, and work practices.</p>	

<p>SC-003 If you have questions about the safety of any task you are asked to perform, stop and ask supervision for clarification.</p>	
<p>SC-004 TITLE Sequence / Graphics Safety: JOB ONE!</p>	<p>Music Up</p>
<p>SC-005 INTRODUCTION President On-Camera</p>	<p>(MUSIC UNDER) <i>President's Opening Comments</i> Copy to be provided by client. (MUSIC OUT)</p>
<p>SC-006 Motion Graphic: SAFETY ATTITUDE AND CULTURE</p>	<p>MUSIC STINGER</p>
<p>SC-007 General Work Activity</p>	<p>Your safety and the safety of your co-workers are of the highest importance at Acme Construction Company. No project or work activity is so important or urgent that necessary safe work practices can be ignored or skipped.</p>
<p>SC-008 General Work Activity</p>	<p>The safety of life and limb outweigh all other considerations.</p>

<p>SC-009 Worker reporting to Foreman</p> <p>L3 / Text per copy</p>	<p>EVERY worker is responsible for reporting any injury, unsafe acts, or conditions to your supervisor IMMEDIATELY.</p>
<p>SC-010 General Work Activity</p>	<p>It is Acme Construction Company's expectation that all employees and contractors work in a safe, sanitary, and healthy work environment.</p>
<p>SC-011 WS Classroom training session with Trainers or Regional Managers.</p>	<p>Regional management will ensure that employees and contractors have the education, knowledge, skills, and equipment to perform their jobs safely.</p>
<p>SC-012 MS (OTS) worker reading Safety Code of Conduct book. Z in to CU on book</p>	<p>Each employee and contractor must understand and have working knowledge of this orientation the content of the "Safety Code of Conduct" booklet.</p>

<p>SC-013 Motion Graphic</p> <p>Text on screen per copy</p>	<p>All rules and safe work practices in this orientation MUST be followed.</p>
<p>SC-014 Motion Graphic</p> <p>Text on screen per copy</p>	<p>Negligence, carelessness, or unsafe work practices will not be tolerated.</p>
<p>SC-015 Motion Graphic</p> <p>Text on screen per copy</p>	<p>Violations of company rules or policies can result in immediate disciplinary actions, up to and including discharge from the company or being released as a contractor.</p>
<p>SC-016 WS worker inspecting vehicle, with form in hand</p>	<p>Each employee and contractor has ownership and responsibility for his or her own safety.</p>
<p>SC-017 Continue 016 as MS and/or CU</p>	<p>This responsibility increases with knowledge and experience.</p>

<p>SC-018 MS Pan array of PPE</p>	<p>Each employee and contractor is required to know and use all personal protective equipment for his or her job.</p>
<p>SC-019 Motion Graphic: DRUG AND ALCOHOL FREE WORKPLACE</p>	<p>MUSIC STINGER</p>
<p>SC-020 Motion Graphic (possible use of Drugs, Alcohol, clip art, etc.) as layer in background, with universal NO.)</p> <p>Text on screen per copy</p>	<p>The use, purchase, or distribution of intoxicants or drugs while on duty; while on company or customer property; or while using company or customer vehicle/equipment is prohibited.</p>
<p>SC-021 Motion Graphic</p> <p>Text on screen per copy</p>	<p>Employees and contractor's may not report for duty while under the influence of intoxicants or drugs, or be relieved by another person who is known or suspected to be under the influence of intoxicants or drugs.</p>

<p>SC-022 Stock shot of medications, pills, etc.</p>	<p>If an employee's or contractor employee's physician has prescribed drugs or medication that may limit or impair the person's ability to perform work activities safely,</p>
<p>SC-023 Worker showing prescription drugs to foreman / supervisor</p>	<p>the employee or contractor MUST advise their supervisor of any medical limitations.</p>
<p>SC-024 Motion Graphic: EMERGENCY SAFETY PROCEDURES</p>	<p>MUSIC STINGER</p>
<p>SC-025 EMP Document being discussed on site at a group meeting. (Possible inset CU of document)</p>	<p>Employees and contractors will be trained in company and project emergency action procedures.</p>
<p>SC-026 (moved to 28.1)</p>	
<p>SC-027 (Possible inset CU of document) or MS of people in meeting</p>	<p>Employees and contractors will be made aware of the proper emergency actions to use when managing a crisis.</p>

<p>SC-028 MS of Supervisor holding the meeting.</p>	<p>Your supervisor will review all emergency procedures with all new employees and contractors.</p>
<p>SC-028.1 CU Document posted in or near vehicle.</p> <p>L3 Text per copy.</p>	<p>Emergency notification numbers are posted at all project locations and in company vehicles. Be familiar with all emergency notification numbers.</p>
<p>SC-029 MS First Aid kit located in vehicle.</p>	<p>First-aid kits must be available, maintained in good condition, and inspected frequently to ensure that expended items are replaced.</p>
<p>SC-29.1 Open First Aid Kit to see the contents.</p>	<p>Make sure you know where to locate the nearest first-aid kit.</p>
<p>SC-030 Motion Graphic: REPORTING INCIDENTS AND ACCIDENTS</p>	<p>MUSIC STINGER</p>
<p>SC-031 Foreman and worker discussing lower back injury.</p>	<p>Again, report all work-related incidents and accidents immediately to a supervisor and</p>

<p>SC-031.1 Shot of “BETH” working in the office</p> <p>ADD L3 per copy.</p>	<p>Corporate Medical and Claims Department. The phone number at the office is XXX-XXX-XXXX & the mobile number to call is XXX-XXX-XXXX.</p>
<p>SC-032 Shot as in 031, Freeze & Blur: Add copy per text</p>	<p>Waiting to report an accident on the next shift or the next business day is unacceptable and may result in disciplinary action.</p>
<p>SC-033 032 Cont’d</p> <p>Super Text Per Copy</p>	<p>Never allow a work-related incident or accident to go unreported, no matter how insignificant.</p>
<p>SC-034 WS Foreman, worker, and Safety Manager discussing details of vehicle damage incident.</p>	<p>Workplace incidents or accidents are investigated in order to provide information to management and workers regarding prevention of future occurrences.</p>

<p>SC-035 Stock shot of medical “testing” equipment in lab.</p> <p>Super Text Per Copy</p>	<p>Employees or contractors involved in incidents or accidents may be required to submit to post-incident or accident drug and alcohol testing.</p>
<p>SC-035.1 Stock shot of medical “testing” equipment in lab. (Conti’d)</p> <p>Super Text Per Copy</p>	<p>Failure to do so will be considered a positive result.</p>
<p>SC-036</p> <p>Motion Graphic:</p> <p>VIOLENCE PREVENTION</p>	<p>MUSIC STINGER</p>
<p>SC-037 Motion Graphic (graphic might contain elements of firearms or weapons, with universal NO)</p> <p>Super Text Per Copy</p>	<p>Firearms or other dangerous weapons are prohibited in the workplace, on company or customer property, or in company vehicles. There are no exceptions.</p>
<p>SC-038 Motion Graphic</p> <p>Super Text Per Copy</p>	<p>Harassment, threats, or acts of violence on company property and/or during hours of work will not be tolerated. Personnel must report such acts immediately to company supervision.</p>

<p>SC-039 Motion Graphic</p> <p>Super Text Per Copy</p>	<p>Intimidation, horseplay, practical jokes, or similar activities are not permitted.</p>
<p>SC-040 Motion Graphic</p> <p>Super Text Per Copy</p>	<p>Direct confrontations between employees or contractors and members of the general public are prohibited. If a dispute arises, the person must notify their supervisor immediately.</p>
<p>SC-041</p> <p>Motion Graphic:</p> <p>SAFETY MEETINGS</p>	<p>MUSIC STINGER</p>
<p>SC-042 WS On-site meeting.</p>	<p>The company will conduct safety meetings with all employees and contractors on a regular basis.</p>
<p>SC-043 MS at On-site meeting</p>	<p>The purpose of these meetings is to communicate and discuss site-specific safety requirements, procedures, and provide safety-related training.</p>

<p>SC-044 WS On-site meeting Add L3 Text Per Copy</p>	<p>Participation in and attendance by employees and contractors in these safety meetings is mandatory.</p>
<p>SC-045 MCU Supervisor at On-site meeting.</p>	<p>Supervisors will conduct daily job-briefings and weekly safety meetings with employees and contractors as needed.</p>
<p>SC-046 CU employee or contractor signing roster</p>	<p>All employees and contractors shall sign a meeting roster to document their attendance.</p>
<p>SC-047 CU on meeting agenda, tilt down length of paper.</p>	<p>The attendance roster or related documents will, at a minimum, list the topic discussed, the meeting date, and the printed and signed name of each attendee.</p>
<p>SC-048 Motion Graphic: TRAINING</p>	<p>MUSIC STINGER</p>

<p>SC-049 WS formal training session at office with appropriate demonstration being conducted</p>	<p>Authorized Employees of Acme Construction Company's Safety Department will conduct safety-training courses.</p>
<p>SC-050 MS of formal training demonstration session at office</p>	<p>Acme Construction Company's Safety Department or third-party safety resource companies may provide safety-training programs, courses, and/or classroom instructions as required or requested.</p>
<p>SC-051 Motion Graphic: HAZARD COMMUNICATION</p>	<p>MUSIC STINGER</p>
<p>SC-052 WS Interior of Vehicle repair shop, pan the area.</p>	<p>For your safety, the "Right-To-Know" law requires that before entering a workplace that contains or may contain hazardous chemicals, an employee or contractor must be aware of and trained in the following areas:</p>

<p>SC-053 MS of chemical storage Int. Vehicle repair shop.</p>	<p>What chemicals may be present in the workplace.</p>
<p>SC-054 CU on MSDS sheets and/or Binder</p>	<p>How to read labels and Material Safety Data Sheets (MSDS).</p>
<p>SC-055 WS Lube truck and/or foreman's truck</p>	<p>Where MSDS sheets are located or maintained.</p>
<p>SC-056 CU on worker lowering face shield into place</p>	<p>The methods necessary to avoid contact with hazardous substances.</p>
<p>SC-057 CU worker putting on proper rubber gloves.</p>	<p>The use of correct personal protective equipment when handling hazardous substances.</p>
<p>SC-058 MS Eye wash station, being used (if possible?)</p>	<p>What first-aid measures and emergency procedures must be available should an employee or contractor have accidental contact with a hazardous substance.</p>

<p>SC-059 XCU MSDS sheet, section regarding first-aid procedures and contact with chemical.</p>	<p>The proper first-aid procedures needed if there is contact with any hazardous materials.</p>
<p>SC-060 MCU of HCP paperwork</p>	<p>Each work location shall maintain, have on file, and follow the current Hazard Communication Program.</p>
<p>SC-061 Motion Graphic: JOB TASK SAFETY ANALYSIS (JTSA) OR PRE- JOB BRIEFING</p>	<p>MUSIC STINGER</p>
<p>SC-062 WS of an on-site job safety briefing. (different location from all previous meetings)</p>	<p>A supervisor will conduct a safety job briefing with the appropriate personnel before the start of each new job,</p>
<p>SC-063 MS of an on-site job safety briefing. (sun in background, if possible)</p>	<p>each morning before work begins,</p>
<p>SC-064 CU of foremen at an on-site job safety briefing. (different location from all previous meetings)</p>	<p>and whenever there is a substantial change _ in work activities.</p>
<p>SC-065 MS of Foreman with worker(s)</p>	<p>The briefing shall cover at least the following subjects:</p>

<p>SC-066 Continue 065 L3: Text Per Copy</p>	<p>Who is in charge.</p>
<p>SC-067 WS of Meeting Add below: Text Per Copy</p>	<p>What to do in the event of an emergency.</p>
<p>SC-068 CU of paperwork with address and phone for Medical facility Add below: Text Per Copy</p>	<p>The location and direction of the nearest emergency medical facility.</p>
<p>SC-069 CU floor plan with directing arrows and rally points. Add below: A rally point, should evacuation become necessary</p>	<p>A rally point, should it become necessary to evacuate the work location.</p>
<p>SC-070 CU or MS arcing equipment / cable Add below: Text Per Copy</p>	<p>The hazards associated with the job (JSA).</p>
<p>SC-071 MS of Work Zone signs Add below: Text Per Copy</p>	<p>Safe work procedures and equipment required to protect against any specific job hazards.</p>
<p>SC-072 MS Worker testing pole before climbing. Add below: Text Per Copy</p>	<p>Special work procedures or safety practices to be followed for the job.</p>

<p>SC-073 MCU Cutoff switches</p> <p>Add below: Text Per Copy</p>	<p>Energy source controls or shutoffs, if applicable.</p>
<p>SC-074 MS Layout of PPE</p> <p>Add below: Text Per Copy</p>	<p>Personal protective equipment requirements and use.</p>
<p>SC-075 (was 076) WS meeting in progress</p>	<p>The person in charge must ensure that each member of the crew understands the work assignment and safety requirements involved in a job.</p>
<p>SC-076 (was 075) CU Foreman going over a list of personnel on clipboard.</p>	<p>The supervisor is responsible for accounting for all personnel upon the completion of each job.</p>
<p>SC-077 Motion Graphic</p> <p>Super Text Per Copy</p>	<p>Pre-Job & Post-Job Briefings shall be reviewed and evaluated by company supervisors and safety personnel.</p>
<p>SC-078</p> <p>Motion Graphic:</p> <p>VEHICLE SAFETY</p>	<p>MUSIC STINGER</p>

<p>SC-079 WS of large work vehicle passing by on road.</p>	<p>Employees operating company motor vehicles must be properly licensed and authorized.</p>
<p>SC-080 MWS large work vehicle stopping at light, stop sign, or RR crossing. (whatever is appropriate)</p>	<p>Operators must obey all applicable traffic laws and ordinances.</p>
<p>SC-081 MS Int. work vehicle. Driver or passenger with seatbelt properly fastened.</p>	<p>All employees and passengers must wear seat belts and shoulder harnesses where provided.</p>
<p>SC-082 MS Ext. work vehicle, passengers exiting from vehicle.</p>	<p>Employees and contractors may ride only in the passenger compartment of vehicles.</p>
<p>SC-083 MS Ext. work vehicle, Passenger or operator properly closing door to vehicle.</p> <p>Add Super Per Copy</p>	<p>Operators or passengers exiting a vehicle must shut the door behind them.</p> <p>Vehicles must not be left unattended with any door open.</p>

<p>SC-084 MS Ext work vehicle, parked on slope; CU operator chocking rear wheel</p>	<p>Vehicles parked on slopes or grades must have emergency brakes set and wheels chocked.</p>
<p>SC-085 TBD (not sure where and how to show this.) Possible WS of large work vehicle parking in a parking lot with enough room to drive out forward. Might show parking and leaving.</p>	<p>Operators should park and plan routes to avoid having to operate in reverse whenever practical.</p>
<p>SC-086 Motion Graphic: SAFETY AROUND ENERGIZED PARTS</p>	<p>MUSIC STINGER</p>
<p>SC-087 WS worker up in bucket truck, working.</p>	<p>Only qualified employees and contractors with the necessary training and experience may work on or near energized lines and/or equipment.</p>
<p>SC-088 Motion Graphic: Super Text Per Copy</p>	<p>All <u>non-qualified</u> personnel on a job site shall maintain a distance of at least 10 feet from any part energized up to 50,000 volts, with 4 inches additional clearance for every 10,000 volts above 50,000 volts.</p>

SC-089 MS worker in bucket truck working.	Everyone must conduct their work on the assumption that if a conductor or energized part is not effectively grounded, it is not de-energized.
SC-090 CU of worker in bucket truck working on line or transformer	Ground jumpers should only be installed with an approved, insulated live-line tool.
SC-091 MS to CU of worker's hands with appropriate rubber gloves and sleeves working in Bucket truck.	Employees or contractors must wear the appropriately rated rubber-insulated gloves and sleeves within 5 feet of all energized circuits or parts.
SC-092 MS worker climbing pole.	Only authorized, trained and qualified climbers may climb wood or steel structures.
SC-093 WS worker in bucket truck	Except in an emergency, only qualified employees and contractors may operate aerial devices.
SC-094 – SC100 Deleted	

<p>SC-101 Motion Graphic: CONFINED SPACE</p>	<p>MUSIC STINGER</p>
<p>SC-102 MS (looking straight down) Worker climbing up out of and exiting manhole / vault. Freeze after man leaves manhole</p>	<p>Authorized employees and contractors with the necessary training and qualifications are the only people allowed to enter or work in a confined space.</p>
<p>SC-103 (Continue 102) MS of Manhole (Freeze, if necessary)</p> <p>Add Title: Confined Space</p> <p>Add Below (Begin Build): Copy Per Text</p>	<p>A confined space is defined as any area large enough and so configured that an employee can bodily enter and perform assigned work</p>
<p>SC-103.1 Continue freeze and title</p> <p>Add Build: Copy Per text</p>	<p>And Has limited or restricted means for entry or exit.</p>
<p>SC-103.2 Continue freeze and title</p> <p>Add Build: Copy Per text</p>	<p>Is not designed for continuous employee occupancy.</p>

<p>SC-104 WS training at a confined space (Tripod in place, testing gear in shot, ventilation gear available, etc.) 2 or three workers and trainer.</p>	<p>Training is provided so that all personnel whose work is regulated by these requirements possess the understanding, knowledge, and skills necessary for the safe performance of their duties while working within a confined space.</p>
<p>SC-105 MS of training: Add L3 per Copy</p>	<p>If you have not been trained for work in confined spaces, DO NOT enter that area.</p>
<p>SC-106 WS beginning proper testing.</p>	<p>If you are required to work in a confined space, make sure that all areas are tested for hazardous atmospheres before entering.</p>
<p>SC-107 MS proper testing procedures and/or equipment. Super Text Per Copy</p>	<p>When testing for atmospheric hazards, first test for oxygen, then for combustible gases and vapors, and then for toxic gases and vapors.</p>

<p>SC-107.1 Continue shot, change super.</p> <p>Super Text Per Copy</p>	<p>Always use approved testing devices.</p>
<p>SC-108 MS / CU of testing in the vault. (All shot from above)</p> <p>L3: Test or monitor the confined space as necessary</p>	<p>Test or monitor the confined space, as necessary, to determine whether acceptable entry conditions are being maintained during the course of entry operations.</p>
<p>SC-109 WS workers testing the site.</p> <p>L3: Always test with permit-specific equipment</p>	<p>A confined space that might contain a hazardous atmosphere should be tested for residues of all contaminants identified by evaluation testing using permit-specific equipment.</p>
<p>SC-110 MS Workers taking readings, and/or CU of testing equipment.</p>	<p>This will determine that residual concentrations, at the time of testing and entry, are within the range of acceptable entry conditions.</p>

<p>SC-111 WS worker standing watch at top of vault / manhole. Calls to person working in vault, check on progress / conditions. Tripod still in place.</p>	<p>At least one attendant must be provided outside of a permit-required confined space into which entry is authorized as long as anyone is in the space.</p>
<p>SC-112 MS tripod being used to rescue worker.</p>	<p>Employees and contractors performing confined space operations must be trained in emergency rescue procedures.</p>
<p>SC-113 MS of proper equipment</p>	<p>Be sure the proper ventilating and rescue equipment is on the job site.</p>
<p>SC-114 Motion Graphic: TRENCH AND EXCAVATION SAFETY</p>	<p>MUSIC STINGER</p>
<p>SC-115 MS of Locate ticket and/or One-Call sign, pull to WS of worker making cell-phone call.</p>	<p>Notification to utility owners (electric, water, sewer, cable, telephone, gas) via a One-Call Notification Center or direct contact is required prior to opening an excavation.</p>

<p>SC-116 WS of excavation (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>Whenever employees or contractors are working in a trench excavation, a trained Competent Person shall be present, perform inspections, and document findings every day.</p>
<p>SC-117 MS of “competent” person at excavation, clipboard in hand (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>A "Competent Person" is someone who is capable of recognizing existing and predictable hazards in the surroundings,</p>
<p>SC-118 MCU of “competent” person at excavation, clipboard in hand (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>and who has authorization to take prompt, corrective measures to eliminate them.</p>
<p>SC-118.1 (SC-121) Stock shot, if available (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>Excavations greater than 4 feet in depth require the use of stairways, ladders, or ramps for personnel entering and exiting the excavation or trench.</p>

<p>SC-119 Stock shot, if available (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>Spoil piles must be placed at least 2 feet from the edge of an excavation to reduce loading and the potential for material to fall into the excavation.</p>
<p>SC-120 Stock shot, if available (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>Install and remove support systems in a manner that prevents cave-ins, structural collapses, or injury due to support system failure.</p>
<p>SC-121 (moved to 118.1)</p>	
<p>SC-122 Stock shot, if available (This may be available from Stock footage supplied by trenching equipment company)</p>	<p>Means of access and egress must be located so as to require no more than 25 feet of lateral travel.</p>
<p>SC-123 Motion Graphic: LOCKOUT / TAGOUT</p>	<p>MUSIC STINGER</p>
<p>SC-124 MS worker locking out breaker.</p>	<p>Only employees and contractors trained in Lockout / Tagout procedures may perform Lockout / Tagout operations.</p>

SC-125 Foreman talking with personnel at meeting.	Affected personnel must be trained and become qualified on the provisions of site-specific LOTO programs.
SC-126 CU on lock	Do not remove locks or tags until you notify all impacted persons.
SC-127 CU on tag with appropriate wording	Do not operate any equipment that has a "Hold" or a "Danger-Do not Operate" tag on the lockout device.
SC-128 (DELETED)	
SC-129 MECHANIZED EQUIPMENT SAFETY	MUSIC STINGER
SC-130 WS of Pole Truck or Crane being operated	Only trained and qualified equipment operators or employees under the direct observation of a qualified operator are authorized to operate mechanical equipment.
SC-131 MS of Pole Truck or Crane being inspected SUPER Text Per Copy.	Inspect equipment before using it and at the end of each work shift.

<p>SC-132 MS of outriggers being lowered into place at site.</p>	<p>Cranes shall be set up level and stabilized, with outrigger pads placed under each outrigger foot.</p>
<p>SC-133 MCU on controls and guards on Crane or Pole Truck</p>	<p>Equipment controls and safety guards shall be in place and operational.</p>
<p>SC-134 XCU on safety ratings on vehicle or crane.</p>	<p>Equipment shall not be used and/or operated beyond its rated capacity.</p>
<p>SC-135 CU on defective part or control SUPER Text Per Copy.</p>	<p>Report defective equipment immediately and remove it from service.</p>
<p>SC-136 Motion Graphic: PERSONAL PROTECTIVE EQUIPMENT (PPE)</p>	<p>MUSIC STINGER</p>
<p>SC-137 MS Toe to Head tilt on worker wearing proper PPE</p>	<p>One of the simplest and best methods of ensuring your physical safety is wearing the required and proper personal protective equipment or PPE.</p>

<p>SC-138 CU testing rubber gloves L3 SUPER Text Per Copy.</p>	<p>PPE must be worn at all times and inspected before use every day.</p>
<p>SC-139 MS worker looking at goggles and face shield, with foreman.</p>	<p>Check with your supervisor to determine what PPE is needed for a particular task.</p>
<p>SC-140 CU scratched safety glasses, pull to MS as they are discarded.</p>	<p>Any damaged or unsanitary PPE shall be removed from service and cleaned, repaired, or replaced.</p>
<p>SC-141 CU correct Hard Hat (this could be from PPE Array)</p>	<p>To be protected from head impact injury an ANSI Z89.1 rated hard hat is required.</p>
<p>SC-142 CU correct Safety Glasses (this could be from PPE Array)</p>	<p>Wearing ANSI Z87.1 safety glasses with side shields will help prevent eye impact injury.</p>

<p>SC-143 CU mono goggles (this could be from PPE Array)</p>	<p>Clean, unscratched, Mono-goggles provide protection from eye injuries caused by flying or airborne particles.</p>
<p>SC-144 CU Face shield (this could be from PPE Array)</p>	<p>A full Face shield is required for any grinding or operations that produce the risk of impact injury from flying or hot debris.</p>
<p>SC-145 CU ear plugs and ear muffs (this could be from PPE Array)</p>	<p>You are protected from hearing loss with the use of the appropriate ear plugs or ear muffs.</p>
<p>SC-146 CU proper gloves (this could be from PPE Array)</p>	<p>For nearly all jobs, leather palm work gloves are required to prevent lacerations. This is the most common type of injury on the job.</p>

<p>SC-147 CU proper rubber gloves (this could be from PPE Array)</p>	<p>When working with electrical equipment the properly-rated insulating rubber gloves and sleeves are necessary to prevent shock hazards.</p>
<p>SC-148 MCU proper footwear (this could be from PPE Array)</p>	<p>All employees and contractors are required to wear at least Ankle-high all-leather footwear with steel or composite toes being recommended.</p>
<p>SC-149 MS worker wearing proper Fall arrest, working on a platform or in a bucket truck.</p>	<p>Again, all personnel working higher than 6 feet off the ground are required to wear Personal fall arrest equipment and/or positioning equipment.</p>
<p>SC-150 MS worker cutting trees or poles with chain saw, while wearing proper chaps.</p>	<p>To guard against kickback injuries, employees or contractors operating chainsaws on the ground must wear ballistic chaps.</p>
<p>SC-151 Motion Graphic: REVIEW</p>	<p>MUSIC STINGER</p>

<p>SC-152 WS General Work Situation (Repeat of earlier shot?)</p>	<p>It cannot be stressed too much that your safety and the safety concerns of everyone you work with are critical.</p>
<p>SC-152.1 Repeat of Earlier WS of “general work” shot</p>	<p>No project or work activity is so important or urgent that it’s worth ignoring or skipping the safe work practices necessary to doing your job.</p>
<p>SC-153 MS general work shot. L3 Super Text Per Copy</p>	<p>EVERY worker is responsible for reporting any unsafe acts or conditions to your supervisor IMMEDIATELY.</p>
<p>SC-154 Repeat of earlier training session (interior formal training)</p>	<p>Regional and local management will ensure that employees and contractors have the education, knowledge, skills, and equipment to perform their jobs safely.</p>
<p>SC-155 MCU general work shot.</p>	<p>But it’s your responsibility to know the safe way in which to do your work.</p>

<p>SC-156 Repeat SC-012 MS (OTS) worker reading Safety Code of Conduct book.</p>	<p>Again, every employee and contractor must understand and have working knowledge of this Safety Orientation and the content of the “Safety Code of Conduct” booklet.</p>
<p>SC-157 Repeat of SC-013 Motion Graphic SUPER TEXT per copy</p>	<p>All rules and safe work practices in this presentation MUST be followed.</p>
<p>SC-158 Repeat of SC-137 MS Toe to Head tilt on worker wearing proper PPE</p>	<p>Each employee and contractor is required to know and use all personal protective equipment for his or her job.</p>
<p>SC-159 Motion Graphic SUPER Text Per Copy</p>	<p>Negligence, carelessness, or unsafe work practices will not be tolerated.</p>

<p>SC-160 Motion Graphic</p> <p>SUPER Text Per Copy</p>	<p>Violations of company rules or policies can result in immediate disciplinary actions, up to and including discharge from the company or being released as a contractor.</p>
<p>SC-161 Possibly repeat of SC-009 Worker reporting to Foreman Or General MS Worker and Foreman having a discussion.</p>	<p>As in all aspects of your assignments, if there are ANY questions regarding safety or the requirements for your job, make sure you contact your supervisor.</p>
<p>SC-162 Stock of pleasant family together at meal. (AND OR MCU Brian Imsand) or dissolve to Family shot as Brian says, “It means everything . . .”</p>	<p>(Fade in MUSIC UNDER) Possibly Brian Imsand): Thank you for your attention and your efforts in these safety practices. It means everything to those you work with and to your families.</p>
<p>SC 163 FADE TO DSC LOGO Treatment Hold 10 sec.</p> <p>FADE TO BLACK</p>	<p>MUSIC UP</p> <p>MUSIC Fades out.</p>

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