



National Association of Tower Erectors

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November 21, 2008

Dear NATE Member:

Over the past few months, several television networks and production companies have been targeting tower erection, service and maintenance companies, looking for companies to profile in an upcoming show on the tower industry.

While it is ultimately your decision on whether or not to participate in the filming of this type of show, before agreeing to allow your company to be filmed, there are a few things to keep in mind that could have serious legal, regulatory and other implications for your company.

Recent television productions on the tower industry showed us the minefield the media can create when they focus their lenses on an industry as exciting and compelling as ours. The most valuable lesson to learn from these experiences is that the media can bring a lot of unwanted and even negative attention to your company and the industry to gain viewer ratings.

Legal and Regulatory Liability: Caught on Film

There is **legal and regulatory liability** for your company long after the cameras have come and gone; **OSHA and family members can subpoena video footage of an accident or crew behavior on site for use in regulatory or legal actions against your company.**

The Cameras are Always Running

The cameras don't stop, and no one but the producer knows what footage will end up on the show. One television network filmed over 750 hours of footage over a six month period, following crews on the job and off, whether they went home at the end of the day or to a bar. Any mistakes, ill-advised comments or regrettable behavior that those crews displayed are now **caught on film**. And right or wrong, those images will be viewed by customers, potential customers, regulators and the industry as a whole as an indication of the professionalism and safety practices of that company.

The good news is that you are not alone; **NATE is here to help**. NATE has been working with GolinHarris, a professional media relations company. Following the recent *Dateline* program, GolinHarris has dealt with a number of television networks or producers that have wanted to focus on the tower industry. As a NATE Member, the Association can seek guidance for your company from GolinHarris to help you respond to any questions you have about participating in such a production.

If you are contacted by any network producers and have questions about how to respond, or if you decide to be part of a show and want guidance on how to prepare your crews so that you and your company are portrayed in the best light, please contact NATE to determine what assistance GolinHarris may be able to provide you.

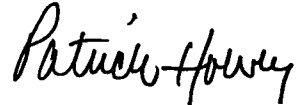
Process and Protocol:

Included in this packet are some tools and materials that you can use if you are contacted by the media. **Please be advised, this is not a substitute for proper media training. This is for informational purposes only.** We've gathered together resources that will have the most value, including:

- Media Relations 101 - Tips For When The Media Calls
- Things to Consider Before Allowing Filming On Your Site

If you have already been contacted by the media, I urge you to contact me personally at patrick@natehome.com or at (888) 882-5865. We will work with you to answer any of the questions you may have.

Sincerely,



Patrick Howey
NATE Executive Director