



# National Association of Tower Erectors

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## Media Relations 101 - Tips For When The Media Calls

To ensure that your company and the Association are best represented in the media, we encourage you to reach out to NATE if you are contacted by television networks or production companies and have questions about how to respond; or if you decide to be part of the show and want guidance on how to prepare your crews so that you are portrayed in the best light. Below are several suggested tips to follow if/when the media calls you.

**Please be advised that this material is informational only. This is not a substitute for proper media training.**

### 1. Use the following statement before agreeing to be filmed:

*"I need to talk through this with several other members from my company; I can answer some basic questions, but cannot commit to anything at this time."*

We encourage you to talk to NATE before putting your company in the spotlight. By agreeing to be filmed, you can open your company up to regulatory and legal scrutiny long after the show has come and gone; OSHA and family members can subpoena video footage of an accident to use for regulatory or legal action against your company.

### 2. Record basic information.

***Request information from whoever calls. Gather the following information:***

- Date and time of the call;
- Your name and company;
- Reporter's name and phone number (obtain office and mobile, if possible);
- Reason for their call (are they trying to get you to commit your company to be filmed, or to set up an in-person interview at your company?);
- Questions they asked you; and
- Any additional information they can provide.

### 3. Contact NATE with the information you received.

Please contact Patrick Howey at [patrick@natehome.com](mailto:patrick@natehome.com) or (888) 882-5865 with the above information. Remember, as a NATE member, the Association can provide you with some assistance in dealing with media seeking to develop a program about the tower industry. NATE has been working with GolinHarris, a professional media relations firm,

who can lend their expertise to responding to this situation. NATE and GolinHarris are here to help.

Should you decide to be a part of the show, GolinHarris has key talking points on tower industry safety and NATE that will be essential to have on-hand. Depending on the circumstances, NATE may also be able to assist you with the following items through GolinHarris:

- Media training with management from your company to make them feel more comfortable in the spotlight.
- Employee communication information to help you prepare your employees with important considerations during filming to ensure your company is portrayed in a positive light.
- Information on how to avoid succumbing to media traps, including:
  - How to handle cameras on site -- *What will you do when helicopters are flying around your tower site? To ensure that employees are prepared to deal with everything that comes with being in the spotlight, NATE and GolinHarris can provide you with a list of basic video shooting techniques that will likely be utilized with your company.*
  - How to keep safety "Top of Mind" -- *No matter what, safety must be the only way you allow business to be conducted by your crews. "3, 2, 1... Action" does not mean that your employees can showcase their tower climbing talents by doing risky actions. NATE and GolinHarris can provide you with a list of the most important things to remember when the cameras are turned on.*

If you have questions regarding any of this information, please contact Patrick Howey at the NATE office.