



National Association of Tower Erectors

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Things To Consider Before Allowing Filming On Your Site:

Lights. Camera. Action! Whenever a television station calls, it's tempting to get caught up in the Hollywood lights and start seeing yourself as a movie star. After all, the old saying goes "There's no such thing as bad publicity," right? Well after our recent encounter with several national networks, we have learned that there is bad publicity, and nothing is worse for the reputation of your company or the industry, than being portrayed in a bad light.

Below are some useful tips to consider before letting a film crew come on site. **Please be advised, this is for informational purposes only. This is not a substitute for proper media training. If you are contacted by the media, please contact the Association for additional information.**

The More Drama, the Better:

Television companies make their money by attracting viewers, and viewers want sensationalism. The more dramatic or dangerous the situation appears, the more viewers stay glued to their sets. In our experience, these production companies are more concerned with creating drama for their show and they do that by highlighting the dangers of your job and sensationalizing the personal aspects of your climbers' lives, good or bad. **This should not be thought of as a "free commercial" for your business.**

The Cameras Don't Stop Rolling When the Work Day Ends:

The cameras don't stop rolling just because the work day is over. Most of these shows want to see what happens on the job, and after the job is done. Dateline filmed over 750 hours of footage for just one episode of *Tower Dogs*, and once it was on film, they got to pick and choose what footage they wanted to show to the public, and in what context. Just like with Dateline, the cameras will follow your crew wherever they go, whether it's at home to their families, or to a bar for some relaxation. And of course, any mistakes that are made after working hours are **now caught on film**, are part of the story and are a permanent record for your clients, potential clients and competitors as an example of how you run your business.

Liability for Your Business:

Being part of a television show may seem glamorous, but in reality it's a videotaped record of everything your crew does, right or wrong, during the time they are filming. If one of your crewmembers gets distracted by the cameras and has an accident, it is now on tape and available for **review by OSHA or the victim's family for regulatory or legal action.** There will be videotaped evidence that is admissible in court and can be used against your company.

It Doesn't End There:

Just because they have stopped filming doesn't mean that the liability for your company is over. During the recent Dateline *Tower Dog* filming, the crew followed several companies around for six months. Several months after filming was completed, a young member of one of the crews had a fatal accident. Dateline came back and filmed the funeral proceedings, conducted interviews with the fallen climber's family and friends, and showed the footage in the story as well as on their website, **where it will live on forever.**

Not Just Your Company, The Industry:

It's important to remember that through all of this, it is not just your company that's being represented, but the entire industry as well as your association. With the involvement of companies like yours, NATE has dedicated the last fourteen years to elevating the recognition of member companies as professional and safe. Any mistakes on or off the job site that are caught on tape will reflect badly on us all.

If you have been contacted by a television network or production company, please contact Patrick Howey at the NATE office.