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March 2, 2016

Tom Hayden, President
Smithsonian Networks
1225 19th Street NW
Washington, DC 20036

James O. Faioli, CEO
Vesper Entertainment
1321 Minor Ave.
Seattle, WAS 98101

Dear Mr. Hayden and Mr. Faioli:

The Alaska Travel Industry Association (ATIA) is the leading statewide non-profit organization for the tourism industry representing over 700 members. Each year two million visitors travel to Alaska with half of them arriving by plane. Nearly one-fifth of visitors take a flightseeing tour as part of their trip; and with the vast majority of Alaskan communities not on the road system, ten percent of visitors travel between communities via airplane. Aviation is a critical component of Alaska tourism.

ATIA is concerned the upcoming series, "Alaska Air Crash Investigations" portrays the destination, and the air carriers operating here, as unsafe. ATIA works with our industry partners, like the Alaska Air Carriers Association (AACA) and the Medallion Foundation to employ best practices, including safety measures in order to provide a quality experience for our visitors. A television show of this nature airing as the summer visitor season ramps up would be detrimental to our members. ATIA supports the recommended changes proposed by the AACA including:

- Changing the name of the show so it doesn't include "Alaska Air"
- Removing the community name in each episode
- Allowing the AACA to preview the shows
- Adding content about the Medallion Foundation and the aviation weather reporting systems in Alaska

The travel industry is a vital part of Alaska's economy, responsible for 46,000 jobs and \$3.9 billion in economic activity. Please do not hesitate to contact us as you address these concerns.

Sincerely,

Colleen Stephens
ATIA Board Chair

Sarah Leonard
President & CEO

CC: Senator Lisa Murkowski, Senator Dan Sullivan, Representative Don Young,
Governor Bill Walker, Alaska Air Carriers Association