



Dear BCC Staff,

Below is the protocol for dealing with any phone calls or visits from the media.

Administrative staffer answers the phone and a reporter is on the line:

- This person should let the reporter know that the appropriate person to talk to is not available.
- The person should capture:
 - what deadline the reporter is working on (just ask – “what is your story deadline?”)
 - Phone number/ email address / name of newspaper or news outlet
- Let the caller know someone will get back to them within an hour (weekdays) or first thing Monday (weekends).
- The administrative staffer should then immediately contact Laurie Anne Spagnola, the Executive Assistant, and Kristian Sekse with the message details so we can coordinate.

If members of the media should show up at a BCC location:

A supervisor (preferred) or staff member should go out and greet the reporter. They will ask for a comment on the story. Please do not start to give basic facts about the program or Board of Child Care.

Calmly state “the person you want to speak with is the President and CEO of the Board of Child Care. (if you are outside Baltimore you can also let them know her office is not located at that location). May I please take your contact details so she can get in touch with you?”

Stay with the reporter and TV crew – do not let them wander. Should they attempt to walk around or walk past you, say, “Would you mind remaining with me at this location? It’s important we protect the privacy of the children who reside here on campus.”

If they try to start filming - It’s important we protect the safety and privacy of the children who reside here on campus. Please turn off your camera.

Hand them the letter with Laure Anne’s contact details on it.

Once the media have left, staffer should do two things. Start a set of phone calls in this order (until you reach someone) and also send an email to Laurie Anne, Kristian and the appropriate link for the Executive Team (e.g. Nicole or Jackie) so that they can coordinate.

Staffer should call in this order (until you reach someone):

- 1) Executive Assistant x5201
- 2) Kristian x5284
- 3) Laurie Anne's cell phone: 410-844-2566
- 4) Kristian cell: 443-845-4395

Please let me know if you have any questions.

Kristian Sekse
Chief Operating Officer

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