

Good morning everyone,

[DESCRIPTION OF THE MEDIA EVENT OR EVENT THAT WE THINK WILL HIT THE MEDIA]

This is a reminder for our Board of Directors that it is possible a member of the media will attempt to contact you for comment. Please follow the steps below if you receive a phone call, and if you receive an email please forward that to LA and myself.

If a reporter approaches you asking questions or to confirm if something is true, please do not respond right away. Calmly state, "The person you want to speak with is the President & CEO of the Board of Child Care, as she is the only authorized spokesperson for Board of Child Care." Find out what media outlet they are from, what their deadline is, and provide them with the two phone numbers below:

Kristian Sekse – Chief Operating Officer cell: 443-845-4395

Laurie Anne Spagnola – President & CEO cell: 410-844-2566

Laurie Anne and I are prepared should we need to take a more active messaging role surrounding this event.

Thank you and if you have any questions or get an inquiry you are not sure how to handle, please direct it to LA and myself.

- Kristian

Kristian Sekse
Chief Operating Officer

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Enriching communities, one family at a time.