

The information below is to be used by supervisors to assist them answering questions surrounding the [name of event].

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Instructions for using talking points

- This document is meant to be a guide to equip you as a supervisor with talking points to answer frequently asked questions you may receive from your Talent.
- This is to frame your discussion based on questions that are being asked.
- **This is not intended to be an agenda item at team meetings or information that should be cascaded by all SLT members.**
- If a Talent member brings a question to your attention that you aren't sure of the answer, please talk to your ELT member. ELT will work with you to figure it out and provide a helpful solution. Please do not speculate.

Reminder on BCC Media Policy

- It is possible that this event will attract media attention
- If a member of the media contacts you via social media or any other means asking for a quote, “to talk on background” or any other interview:
 - Please politely decline and direct them to Laurie Anne Spagnola (CEO) and Kristian Sekse (COO).
 - If in the moment you feel comfortable asking them for their contact details, which paper or news outlet they work for, and their story deadline, that information is helpful in deciding what response or engagement level BCC would select. Offering to connect the reporter with Laurie Anne and Kristian via email is totally fine or providing their email and phone numbers is also fine.
- Please save these numbers should you ever need them. As media deadlines can be very tight, the faster we know about a possible story the quicker we can draft a gameplan on whether to engage or not. Please give us a call, send a text, and send an email to Laurie Anne, Nieasha, and Kristian so that we can coordinate.
 - Kristian cell: 443-845-4395
 - Laurie Anne’s cell phone: 410-844-2566
 - Nieasha - Executive Assistant: 410-922-2100 x5522
- News alerts for Board of Child Care
 - Marketing does have a variety of news alert scans set up for BCC, but they are not perfect. If you observe an article about Board of Child Care in the news media (especially local or regional papers) please feel free to send that to Kristian Sekse via ksekse@boardofchildcare.org.
- Unfavorable social media posts / conversations about BCC:
 - Please don’t comment back on these unless Kristian has asked you to do so. Sending him a screen shot and/or a link to the conversation (if it’s public) is helpful. Or feel free to call/text Kristian if in your judgement it warrants quick attention.

Summary of the Event

<summary>

Communication Actions by SLT

(template note – this is just sample language and is not required)

SLT members:

- Maintain a calm and supportive tone with staff.
- Please do not speculate or provide your opinion on what you think will happen. Please do not share “well I know they are considering A or B choice.” If no decision or action has been communicated outside of what has been cascaded to date via talking points or verbal updates from ELT or SLT members, we ask that they just say “I know that decision or action is still in process and no determination has been made.”
- It is important that we work hard to keep our interactions with [name of external entity if applicable] humble and professional and not defensive.
- Generally, we ask that you not distribute these talking points directly to your team, but rather use them to guide conversations as they occur.

Non-SLT Members:

<template note – it may be prudent to send the talking points to folks outside of SLT, especially in support departments that span multiple locations>

- We ask that you **not** cascade this information specifically to your team. These talking points should remain at the SLT level.
- If you are asked about “hey I heard about [event] – what’s going on?” you can let them know:
 - “Yes the leadership team is working on [event]. It is still very early and we’re taking it one day at a time.”

Background

<any helpful background that might provide context as to the event or events that lead up to the situation/event>

Where we stand as of [Date]

<What the facts are, what actions are coming up (if known and with dates), what to expect next>

< What we are seeking clarification on>

Frequently Asked Questions

<may or may not be needed in the talking points – depends on how complex the event and the types of question ELT imagines SLT and other staff members might have >