



### **What to do if you are contacted by the media?**

- We need to be very careful about what we say to the press as it relates to the 2013 marathon bombings.
- We understand that this is a sensitive subject for people both within BMC and outside of our organization, but all BMC employees who are running as a member of Team BMC need to direct any and all media requests to the media relations staff at BMC. If you are interviewed without our knowledge and they ask you if you are running because of the 2013 Marathon bombings, it could appear that what you say to a reporter as it relates to the trial/bombings is representative of BMC, even if you don't mean for it to come out that way. We don't want any of our staff put into that position.
- If you would like to do outreach as well proactively about why you are running, we are more than happy to help you do that with your local papers/publications.
- If you are running for Team BMC and are not a BMC staff person but have any questions about media, please feel free to reach out to us as well.
- If you DO NOT want to speak to any media you can feel free to refer any requests directly back to BMC's media relations staff.
- If you DO want to speak to the media start thinking about 2-3 key things you would want to say that relate to why you are running, and why you are running for Team BMC. Here are some suggestions:
  - BMC is the busiest and largest Emergency and Trauma Service in all of New England with over 130,000 visits last year
  - BMC is present for all who need care in the city of Boston
  - If you care about Boston, you care about BMC

For any questions or to refer a media outlet to BMC please contact: Elissa Snook at 617-638-6823 or email at [Elissa.Snook@bmc.org](mailto:Elissa.Snook@bmc.org) or Tim Viall at 617-638-6857 or email at [Timothy.Viall@bmc.org](mailto:Timothy.Viall@bmc.org).