

Sample News Releases After Death

Use these sample news releases to inform the media of different death scenarios.

Sample News Release for notifying the media of a high-profile suicide

The [TEAM NAME] are saddened to learn of the death by suicide of [player/team staff, title/position]. Our hearts and condolences go out to the family and friends at this difficult time. We have spoken with the family and will be sharing the facts as appropriate, and are offering support for those who might need it.

Suicide is a complex, multifaceted, and tragic event, and thus we will not speculate on the causal factors of this death. Rather, we will focus on pulling together and helping the [TEAM NAME] family find support and resources as necessary. For people outside of the [TEAM NAME] family who may be affected by this tragic loss or are struggling with thoughts of suicide, we encourage you to contact the National Suicide Prevention Lifeline at 1-800-273-TALK (8255). The Lifeline is answered 24/7 by trained counselors ready to provide support and resources in your area.

Recommendations for Reporting on Suicide

Research has shown that graphic, sensationalized, or romanticized descriptions of suicides in the news media can contribute to suicide contagion, also known as “copycat” suicides. The media are strongly encouraged to refer to the two-page document “Recommendations for Reporting on Suicide,” which is available at <http://reportingonsuicide.org/Recommendations2012.pdf>.

Sample News Release for notifying the media of a high-profile death, manner undetermined

The [TEAM NAME] are saddened to learn of the death of [player/team staff, title/position]. Our thoughts and prayers go out to the family and friends at this difficult time. At this time the manner of death is undetermined, and we will not speculate on the manner and cause of death, or any details that surround it.

We are in contact with the family and will be sharing the facts as appropriate, and are offering support for those who might need it. We will focus on pulling together and helping the [TEAM NAME] family find support and resources as necessary. For people outside of the [TEAM NAME] family who may be affected by this tragic loss, we encourage you to reach out to family, friends, faith leaders, and health care professionals for support.



Independent Confidential Support
for the entire NFL Family

Communicating With the Media Sample News Release for notifying the media of a high-profile death by other manner, including natural, accident, homicide

The [TEAM NAME] are saddened to learn of the death of [player/team staff, title/position]. Our sympathies and condolences go out to the family and friends at this difficult time. We have spoken with the family and have offered to assist them in any way possible.

We will focus on pulling together and helping the [TEAM NAME] family find support and resources as necessary. For people outside of the [TEAM NAME] family who may be affected by this tragic loss, we encourage you to reach out to family, friends, faith leaders, and health care professionals for support.

Expert consultation on crisis messaging and communicating about suicide is available from the NFL Life Line Team.

For more information, contact NFL Life Line at **(800) 506-0078** and ask the crisis counselor to have a member of the NFL Life Line Crisis Communications Team connect with you for a consultation.