

Sample Media Talking Points

Appendix J

Media Talking Points

These talking points are intended to provide general guidance to assist in fielding media inquiries.

Team response to the tragedy

- We are heartbroken over this death.
- Our thoughts and prayers go out to [his/her] family and friends, and the entire community.
- We are assisting the family in every way possible.
- We will remember [him/her] for [his/her] contributions to family, friends, and the team, rather than remembering [him/her] for the way in which [he/she] died.

Pulling together

- Everyone reacts to tragedy differently.
- Crisis response services are available to NFL players, former players, and staff members.
- We are a team, on and off the field, and will continue to support each other.

Suicide complexity

- It is not caused by a single event, but almost always has several contributing factors.
- An underlying mental disorder, like depression or substance abuse, often contributes to suicide.

Crisis resources

- There are places to turn if you or someone you know is in crisis.
- Family members, friends, faith leaders, and health care professionals can offer support in times of crisis.
- The National Suicide Prevention Lifeline, **1-800-273-TALK (8255)** is available for the general public. (The NFL Life Line is for members of the NFL family.)

Team response to the media

- 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,” available at <http://reportingonsuicide.org/Recommendations2012.pdf>.
- Media reports should include links to or information about helpful resources, such as the National Suicide Prevention Lifeline at **1-800-273-TALK (8255)**.