Bridging Statements

Use these statements to “bridge” the conversation back to your key messages:

Let me emphasize...

What’s most important to know is...

However, the real issue here is...

If we look at the big picture...

And what this all means is...

Before we continue, let me emphasize...

This is an important point because...

What matters most is...

And, as I’ve said before...

Let me just add that...

Before we leave the subject, let me add that...

And one thing that’s important to remember is...

What I’ve said comes down to this...

While ______ is important, it is also important to remember...

What’s key here is...
Media Interview Response Process
4-Steps to Success

1. Answer the Question

2. Use a Bridge

3. Deliver the Key Message

4. Support the Message *(proof points)*

**Presenter Notes:** The goal of a media interview is to focus the reporter on a few key messages that are accurate, clear, concise and memorable. It is important to answer each question, even in a crisis situation, but then use the bridging technique to bring the interview back to a place where key messages can be delivered. Once the key message has been delivered, it can be validated by telling a story, giving an example or sharing an anecdote.