BRIDGING WORKSHEET

The following worksheet will help when preparing for media interviews if the reporter or interviewer asks questions that divert you from your primary message. By practicing in advance for such situations, you will be prepared to stay on message regardless of the questions asked.

Bridging

Bridging can be used as a technique to reframe or redefine controversial issues so you are not just responding to an opponent's arguments, but are effectively recasting how the issue is viewed and discussed by the media, your target audiences and, ultimately, your opponents.

Bridging Terms

- I can speak to…
- My particular expertise is in…
- Let me put that in context…
- You make a good point, however…
- Let me get back to you in…
- I can't respond to a hypothetical, but what I can tell you is that…
- I appreciate that perspective, but my experience has been…

- In fact…
- The way planners view this is…
- Our research and analysis show…
- The real danger lies with…
- What is not being talked about is…
- What is important to understand is…
- Let's put the issue in a broader context…
- There may be consequences that need further examination. For instance…

How to bridge

Use bridging terms to transition from a reporter's question (right-hand column) to your message (left-hand column). Once you use a bridging phrase to reach and then deliver your message point, never return to the question that was asked by crossing back over the bridge. Go on to the reporter's next question. Be prepared for the reporter to repeat the question or ask a similar question from a slightly different angle. Respond to this question with a new bridging phrase so you can reach and make your next message point.

MINUS (-) COLUMN	BRIDGING PHRASE	PLUS (+) COLUMN
Questions a reporter may ask that, could divert you from your message.	See bridging term examples.	Message points you want to make in response to off-topic questions.