

An important media technique is “bridging.” Bridging is a powerful means for taking charge of and controlling an interview. The goal of a media interview is to focus the reporter on a few key messages that are true, accurate, clear, concise, brief, and memorable. If done well, bridging significantly increases the probability that your key messages will appear in the final news story. By using bridging techniques, a spokesperson can re-focus or re-direct the interview to what is most important, relevant and critical.

Bridging statements:

1. “And what’s most important to know is...”
2. “However, what is more important to look at is...”
3. “However, the real issue here is...”
4. “And what this all means is...”
5. “And what’s most important to remember is...”
6. “With this in mind, if we look at the bigger picture...”
7. “With this in mind, if we take a look back...”
8. “If we take a broader perspective...”
9. “If we look at the big picture...”
10. “Let me put all this in perspective by saying...”
11. “What all this information tells me is...”
12. “Before we continue, let me take a step back and repeat that...”
13. “Before we continue, let me emphasize that...”
14. “This is an important point because...”
15. “What this all boils down to...”
16. “The heart of the matter is...”
17. “What matters most in this situation is...”
18. “And as I said before...”
19. “And if we take a closer look, we would see...”
20. “Let me just add to this that...”
21. “I think it would be more correct to say...”
22. “Let me point out again that...”
23. “Let me emphasize again...”
24. “In this context, it is essential that I note...”
25. “Another thing to remember is...”
26. “Before we leave the subject, let me add that...”
27. “And that reminds me...”
28. “And the one thing that is important to remember is...”
29. “What I’ve said comes down to this...:
30. “Here’s the real issue...”
31. “While...is important, it is also important to remember...”
32. “It’s true that...but it is also true that...”
33. “The key here is...”

Reprinted from:

Covello, V.T., *Keeping Your Head in a Crisis: Responding to Communication Challenges Posed by Bio-terrorism and Emerging Diseases*. Association of State and Territorial Health Officers (ASTHO). 2002, in press.