

Media interview transitions

One of the most effective ways to take control of a media interview is to use transitions or bridges to help get us away from a negative questions and toward the positive points you want to make.

Say something like...

- I think the key issue here is...
- The most important thing we need to focus on is...
- The most important thing to look at is...
- I don't know about that, but I can tell you that...
- I've never seen or heard that, however I can tell you that...
- That's just an opinion; the real facts are that...

If we're asked to comment on what someone else says, we might want to take control of the interview and say something like...

- I haven't heard that, however I can tell you that...
- I really can't speak for _____, but I do know that...
- I've never heard that before, in fact in my experience...
- I really can't comment on what _____ says, however I can tell you that...
- That's an interesting statement, but the facts are...

Transitions and bridges can also be used to emphasize a specific point or summarize the most important information when you find yourself giving too long or complex of an answer. In essence, it provides that sound byte for the media or one important point you want them to remember. This sound byte or key point should be no longer than a sentence or two. To introduce this key point say something like...

- To summarize, the most important point is...
- What this means to the average person is...
- This research is important because...
- The most important thing to remember is...

Above all, remain calm and remember your key points.