


Media Interview Power

The Equation:

$$\text{Response} = (\text{a} + \text{M}) + \text{S}$$


- a** : Answer (little time)
 **M** : Bridge (transfer to message)
M : Message
S : Story

Bridging Phrases:

“Yes / no / I don’t know...”

“...what I do know is...”

“...another point I should make is...”

“...what’s also interesting to note is...”

“...here’s what we’ve done as a result of that...”

“...what’s important to keep in mind is..”

“...let me put that into perspective...”

“...what’s more interesting is that...”

The Techniques:

Pausing

Repeating

Asserting

Consistency

Flagging

Headlining

Blocking/Bridging

Opening/Closing