**Bridging Phrases**

When a reporter poses a tough question or one that could take you off track, use the following bridging phrases to pivot back to your key messages.

- Well, I don’t know about that, but...
- Maybe, but...
- But the real point is...
- The only important issue is...
- A more useful way to look at it is...
- That’s not the issue. The issue is...
- I’m not sure I know where you’re going with that, but I am sure that...
- I don’t know where you’re going with that, but...
- What’s important to remember, however...
- What that means is...
- That’s a point of view, but...
- Let me put that in perspective...
- Let’s keep some perspective...
- Here’s what the issue is...
- Here’s what I think the question should be...
- Here’s what I think is really important...
- I don’t know...but I happen to believe...
- That’s because...
- As you know...
- But perhaps an equally important issue here is...
- What I think you’re getting at is...
- That’s not my field of expertise, but what I can say is...
- Let me add...
- It is important to emphasize...
- It is important not to overlook...
- Along those lines, another question I’m often asked is...
- That deals with one aspect of a larger issue...
- Yes, and in addition to that...
- No, let me clarify...
- It’s a bit too early to talk about that until all the facts are in, but I can tell you...
- I’m not sure about that, but what I do know is...
- That reminds me of...
- Let me emphasize that...
- I’m glad you asked me that. People may have that misconception, but the truth is...
- "Yes," "No," or "Too soon to tell...
- That’s in the future. What I want to talk about now is...
- What I think you want to know is...
- Those were important factors, but...