WORKSHEET

Media Practice

Directions

1. Fill in what a reporter may ask or say.
2. Write out how you might answer. Prompts to help you get started are provided below.
3. Practice the response out loud by role-playing the questions and answers with another person.

Bridging

This is a pivot that can take you from an unwanted topic or question to one that will help you meet your messaging objectives as smoothly as possible.

Media statement or question

Your response
I can't answer that question, but I can tell you…

Reframing

Help your interviewer and audience gain a deeper understanding of the challenge by re-contextualizing the situation and correcting misinformation.

Media statement or question

Your response
Let me put that in perspective… OR That's one possibility, but what we did was (or believe is)…

Flagging

This is an opportunity for you to signal to the reporter and their audience that what you will say next is critical.

Media statement or question

Your response
What's important is to remember…

Closing

A strong closing highlights your key takeaways and ensures your audience walks away with the main message, avoiding unnecessary details or misconceptions.

Media statement or question

Your response
Before I forget, I want to tell your viewers…