

Media Training

Communications & Media

Making a spokesperson clear under pressure without sounding trained.

Practise

- Answer the question, then bridge
- Short sentences; leave room to breathe
- One statistic, remembered exactly
- Concede what is true immediately
- Say what you will do and by when

Never

- Repeat a hostile phrase to deny it
- Speculate beyond what you know
- Say no comment where an answer exists
- Argue with the premise for the whole slot
- Assume anything is off the record

THE DIFFERENCE THAT MATTERS

Preparation shows up as calm and brevity, not as a memorised line delivered intact.

Bridging works only after a real answer. Bridging away from an unanswered question is the clip that gets used.