

# The Art of the Block and Bridge

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*During crisis, what we have to say is often more important than the questions the media is asking. The “Block and Bridge” technique allows you to ‘block’ a question and bridge back to the important message you have developed about a particular incident. It’s similar to physical altercation techniques – block the blow and redirect the energy. The block stops the current line of questioning, and the bridge leads the media to your message.*

<b>Blocking Words and Phrases:</b>	<b>Bridging Phrases:</b>
That’s not correct ...	Here’s what we have right now ... The key issue here is ...
Not really.	What you really need to know is ... As I said before ...
I don’t think so.	I can’t emphasize enough ... When you look at the whole story ...

## **Blocking Undesirable Questions:**

**Irrelevance:** If it’s not relevant, don’t discuss it.

**BLOCK:** That question is irrelevant.

**BRIDGE:** The real issue is ...

**Speculation:** “What if” or hypothetical questions

**BLOCK:** That’s a hypothetical question.

**BRIDGE:** The facts that I have are ...

**“Loaded” or negative statements:** Don’t repeat the negative!

**BLOCK:** That’s incorrect.

**BRIDGE:** The truth is ...

**Needling:** “Come on now, you don’t expect me to believe ...”

**BLOCK:** Yes I do.

**BRIDGE:** We are working diligently ...

**False Facts:** Never allow a false fact to stand ... but do not repeat it

**BLOCK:** That is incorrect information.

**BRIDGE:** In actuality ...

**Dumb and Dumber:** Reporter says they don’t understand or ask inane questions.

**BLOCK:** Where did I lose you?

**BRIDGE:** OK. Let’s start from the top ...