



Transitions & Messaging Bridges

That's a common misunderstanding...

What's important to understand is...

What the public needs to hear is...

The facts show...

That brings up an important point...

Research has demonstrated...

A related issue is...

I'd like to address the solution...

That relates to a more important concern...

The real problem is...

That's just one aspect of a larger issue...

Let's look at this in context...

Let me put this in perspective...

What's more important is...

I'm not sure, but what I do know is...

No, let me clarify...

Let me describe a more typical story...

We prefer to look at it this way...