

APPENDIX 1

Guide the Conversation: Bridge, Hook and Flag

These are three techniques for guiding a conversation so that you are sure to get the main point or points that you want to be remembered across to your target audiences.

Bridge. This technique will allow you to move from an area in the conversation that you don't want to discuss or that has the potential to sidetrack the issue and get the conversation back to your message. If the legislator says, for example, "Why shouldn't we be supporting a policy that will help software companies? Isn't a good economy good for libraries?" Rather than getting into a discussion about the economy and whether or not new legislation will help the economy overall, you can use this as a platform for your point by saying: "I think the real question is," and go back to your main point. For example, "I think the real question is "t