



BRIGHTWAVE COMMUNICATIONS

1234 Innovation Drive | Suite 500 | Seattle, WA 98101
www.brightwavecomms.com | media@brightwavecomms.com

Interview Sheet: SignalScope(TM) Launch

Interview Details

Interviewer: Rachel Lin, Technology Reporter

Outlet: Northwest Business Weekly

Format: Pre-recorded phone interview

Date: June 18, 2025, 11:00 AM PT

Topic: Launch of SignalScope(TM)

Spokesperson

Laura Chen, Chief Product Officer, Brightwave Communications

Key Messages

- SignalScope(TM) provides real-time media monitoring powered by AI.
- The platform helps PR professionals make faster, data-informed decisions.
- Brightwave is committed to innovation and supporting communications teams of all sizes.

Anticipated Questions and Suggested Talking Points

Q: What is SignalScope and why did Brightwave create it?

A: SignalScope is an AI-powered media monitoring and analytics platform designed to help PR teams track media mentions, sentiment, and emerging trends in real time. We developed it to address the growing demand for faster, smarter insights in today's 24/7 news cycle.

Q: What makes SignalScope different from other monitoring tools?

A: Unlike basic monitoring software, SignalScope offers customizable dashboards, advanced sentiment analysis, and human-verified insights. It's built to scale from small nonprofit teams to enterprise-level agencies.

Q: How does it support crisis communication?

A: SignalScope alerts users in real time to changes in media tone and volume, helping teams identify and respond to potential PR crises early-before they escalate.

Q: What's next for Brightwave Communications?

A: We're expanding our analytics capabilities and investing in multilingual monitoring tools to help clients reach diverse global audiences.

Bridging Phrases

- "What's important to remember is..."
- "Let me clarify that with a quick example..."
- "That's a great point-and it connects to something we're very excited about..."

Media Contact

Morgan Reyes

Media Relations Manager

(206) 555-8901

media@brightwavecomms.com