



**Karen Friedman**  
— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS

# MASTERING MEDIA MESSAGES

## How to Ace Your Next Media Interview

# ALL MEDIA IS NOT CREATED EQUAL

Broadcast Media



UNIVISION



Consumer Media

*For general public*



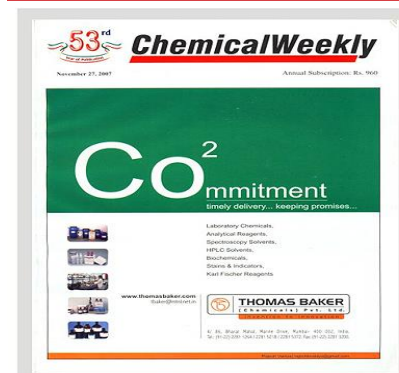
Social Media

*For everyone*



Trade Press

*For Industry*



Karen Friedman



**What's the  
Story?**

# **What makes news**

**Human Interest**

**Milestone**

**News Event**

**Recall**

**Controversy**

**Public Safety**

**Breakthrough**



# WHAT REPORTERS WANT

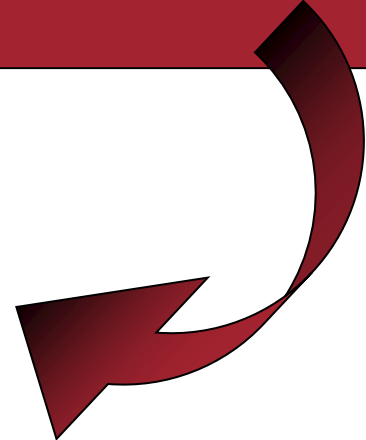
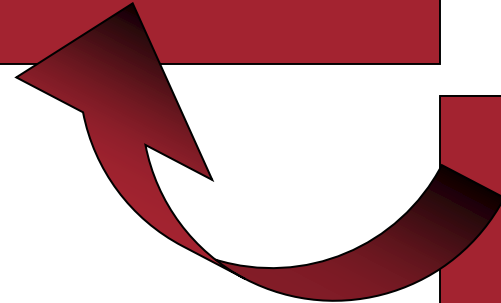
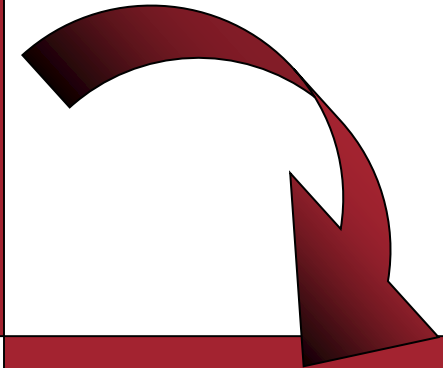
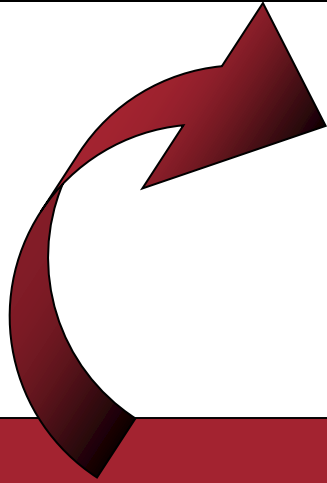
Facts  
Data  
Information

Relevant  
Examples

**STORY**

Clear  
Concise  
Conversational

Means?  
So What?  
Care?



A silhouette of a person in a suit, standing with arms raised, holding a light green speech bubble with a red outline. The speech bubble contains the text "It's".

**It's**

A silhouette of a person in a suit, standing with arms raised, holding a light green speech bubble with a red outline. The speech bubble contains the text "Your".

**Your**

A silhouette of a person in a suit, standing with arms held out to the sides, holding a light green speech bubble with a red outline. The speech bubble contains the text "Turn".

**Turn**

# WORD PERCEPTION

## NEGATIVE WORDS

- Exposure
- Chemicals
- Endocrine disrupter
- Harmful
- Illness
- Infection
- Low levels
- Negligible
- Risk

## POSITIVE WORDS

- Protect
- Secure
- Rules
- Safety
- Miniscule
- Treated
- Healthy

# Audience Misperception



If I know it,  
then  
everyone  
must  
know it





# DON'T BURY THE LEAD





**ORGANIZE**

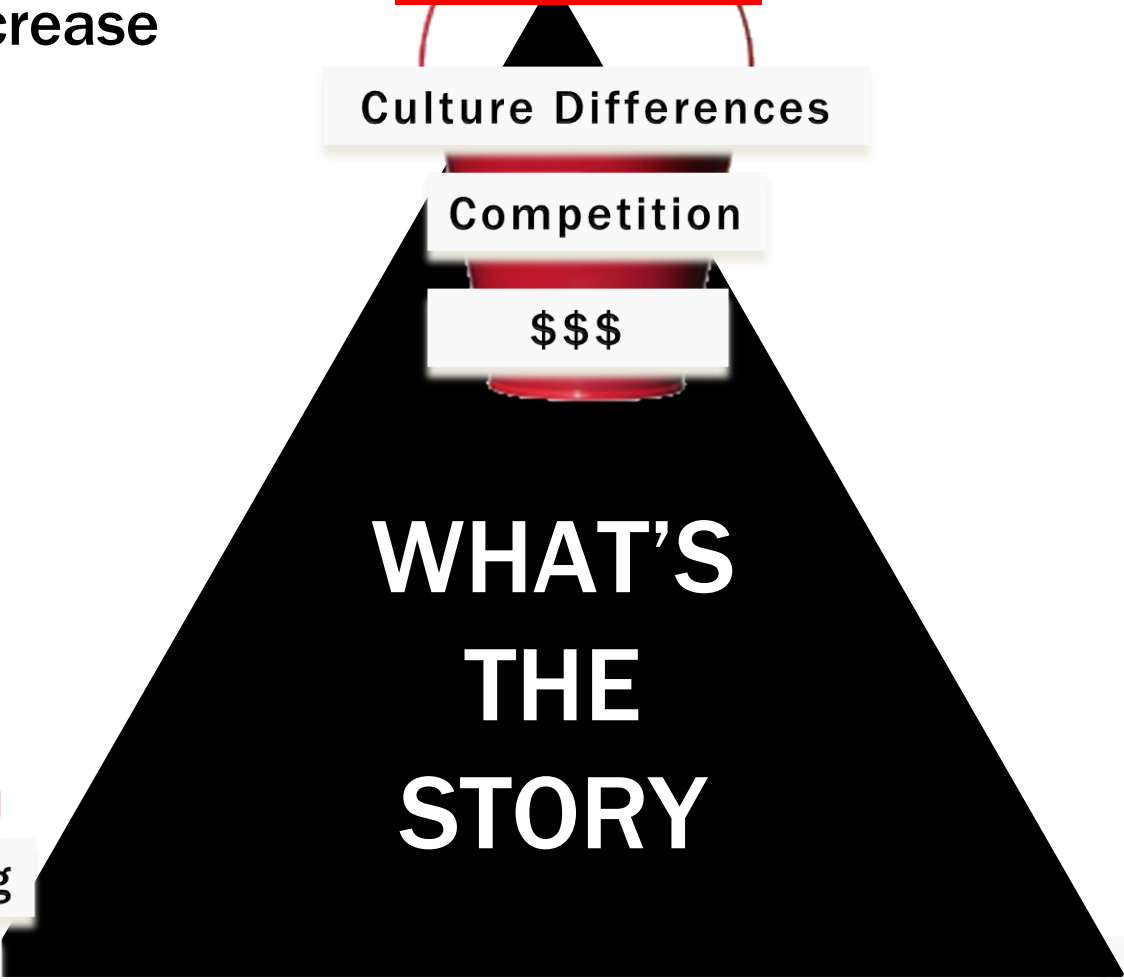
**OPEN: Opportunity to expand market share and increase revenue**

**CHALLENGES**

Culture Differences

Competition

\$\$\$



**ACTIONS**

PR/Marketing

Video Stories

Social Media

**FUTURE**

Revenue

Touch Points

Customer Engagement



# Bridge to Message

In fact

It's important to understand

What you might find interesting

That is a common misperception so let me clarify

First, let me say

Let me also point out

In reality

What we do know is

I'm not going to speculate; what I can tell you

That is not entirely correct, the truth is

You might think that—in my experience

A - T - M



Acknowledge  
Transition  
Message  
and Address



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ DATE \_\_\_\_\_

**Rx**

**NEGATIVES**  
**to**  
**POSITIVES**

PRESCRIBED BY KAREN FRIEDMAN

# EITHER/OR

**Either you're  
going to fix the  
problem or you're  
not?**

- **This is a complicated issue and we have people at the hospital now doing everything possible to resolve this as quickly as possible.**

# NEGATIVE

**Isn't it true you are  
nothing more than  
a crook?**

- **I am not a crook**  
– Richard Nixon
- **I am an honest man**



# I CAN'T SAY

**What is the victim's  
condition?**

- **I really can't comment on his condition**
- **It's important to understand federal laws prohibit me from giving specifics. In general, I can tell you that he is safely quarantined and we are watching him carefully.**

# HOSTILE

**Everyone offers this  
so what's the big  
deal?**

- **Everyone doesn't offer this and if you took the time to investigate**
- **You are correct but lets discuss what's different about our program**

# WIMPY WORDS



- **W**impy Approach
  - I think---I believe---I feel
  - I'm confident, I'm optimistic, I expect
- **I**nquiries/Tag lines
  - This might work, don't you agree? Ok?
  - Here are the facts to support
- **M**aybe I'm not sure
  - Maybe, kinda, I think, I guess, sort of, um, ah, like, ya know, just, kind of, sorry
- **P**retend
  - Biz speak, jargon, gobbledygook
  - Short, common, simple words



- **P**ace
- **P**ause
- **P**itch
- **P**ronounce
- **P**roject
- **P**ractice out loud

**Delivery P's**



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# **MISTAKES**

**About you, not them**  
**Waiting for questions**  
**No messages**  
**No examples**  
**No empathy**  
**Defensive**  
**No human face**  
**Not taking control**  
**If can't answer, not explaining why**  
**Jargon**



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