



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS



MASTERING MEDIA MESSAGES

How to Ace Your
Next Media
Interview

Where 18-29 Year Old Americans Get Their News

27%
TV



38%
E



14%
A



5%
PRINT



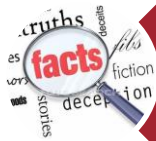
MUCH HAS CHANGED



3 of 5 social media users share without reading



No critical thinking or understanding



More likely to believe a friend, than fact



News stories unfold without your input



Fried Rat Syndrome

FRIED RAT SYNDROME

Facebook Post
Reddit goes viral
130,000 shares
Millions view
Reuters story
Snap judgments
Not true



speed

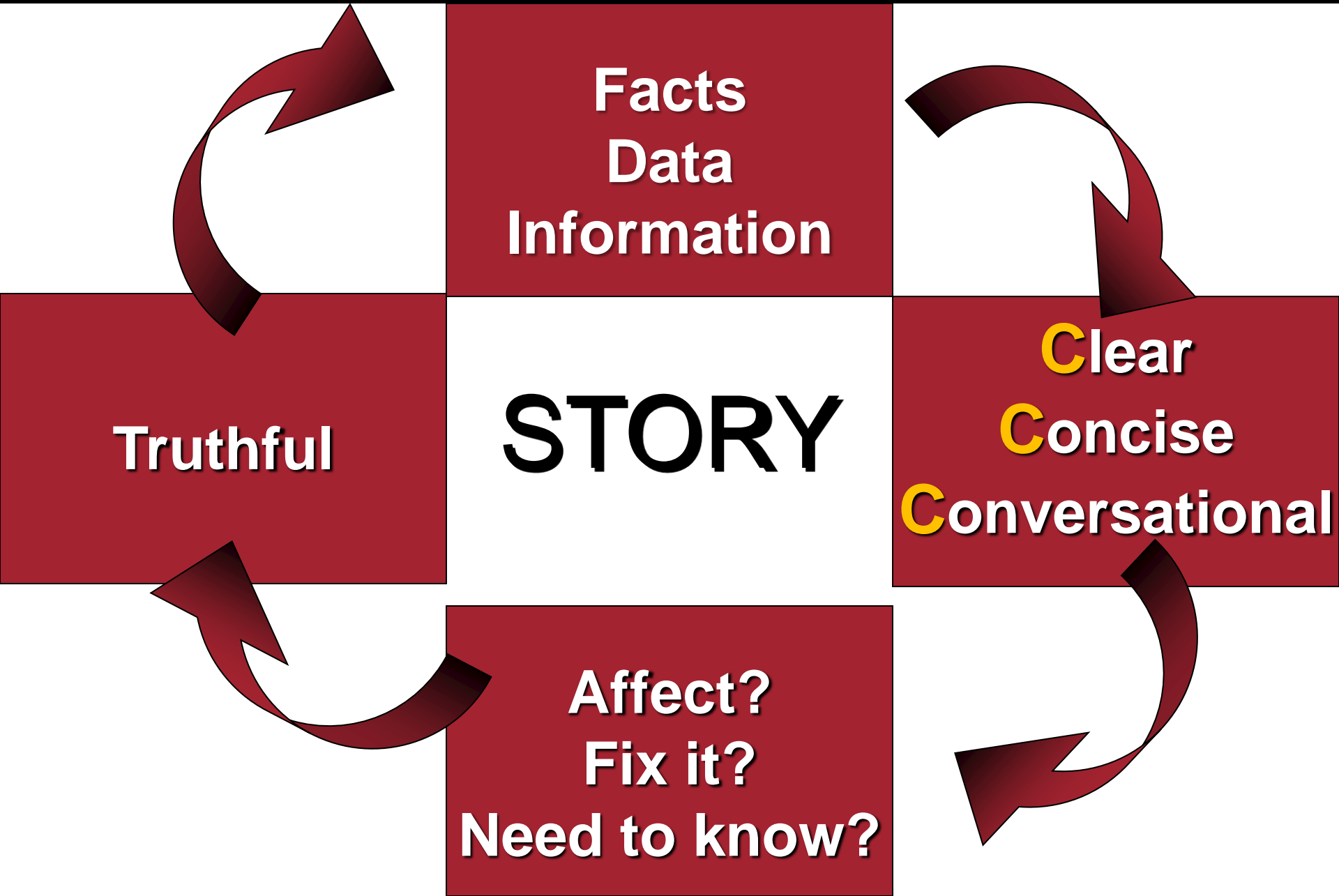
facts

connect the
D O T S

empathy



WHAT REPORTERS WANT



Karen Friedman



**What's the
Story?**

A silhouette of a person in a suit, holding a large, light green speech bubble with a pink border above their head with both hands.

It's

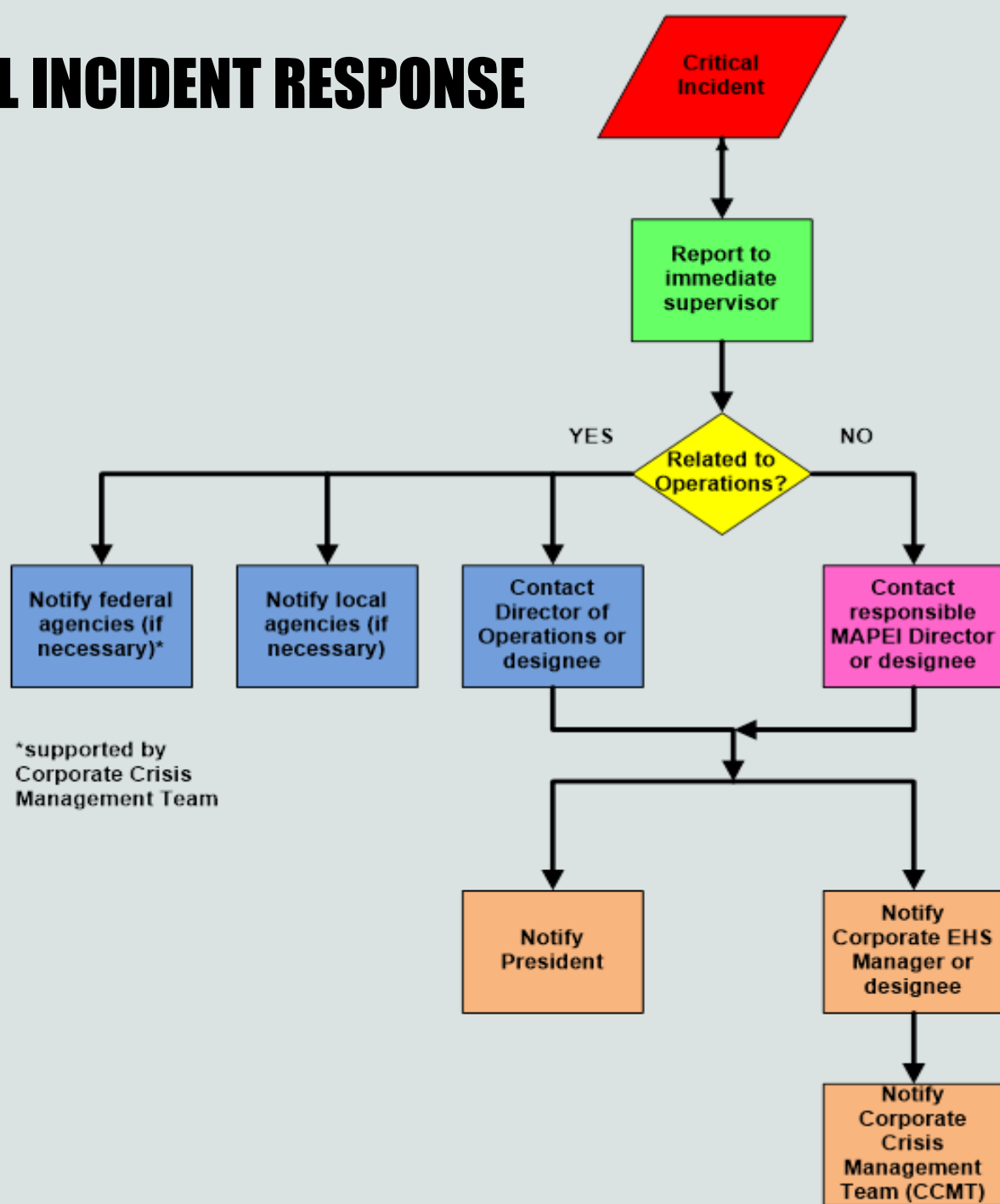
A silhouette of a person in a suit, holding a large, light green speech bubble with a pink border above their head with both hands.

**You
r**

A silhouette of a person in a suit, holding a large, light green speech bubble with a pink border in front of their chest with both hands.

Turn

CRITICAL INCIDENT RESPONSE



Average Attention Span



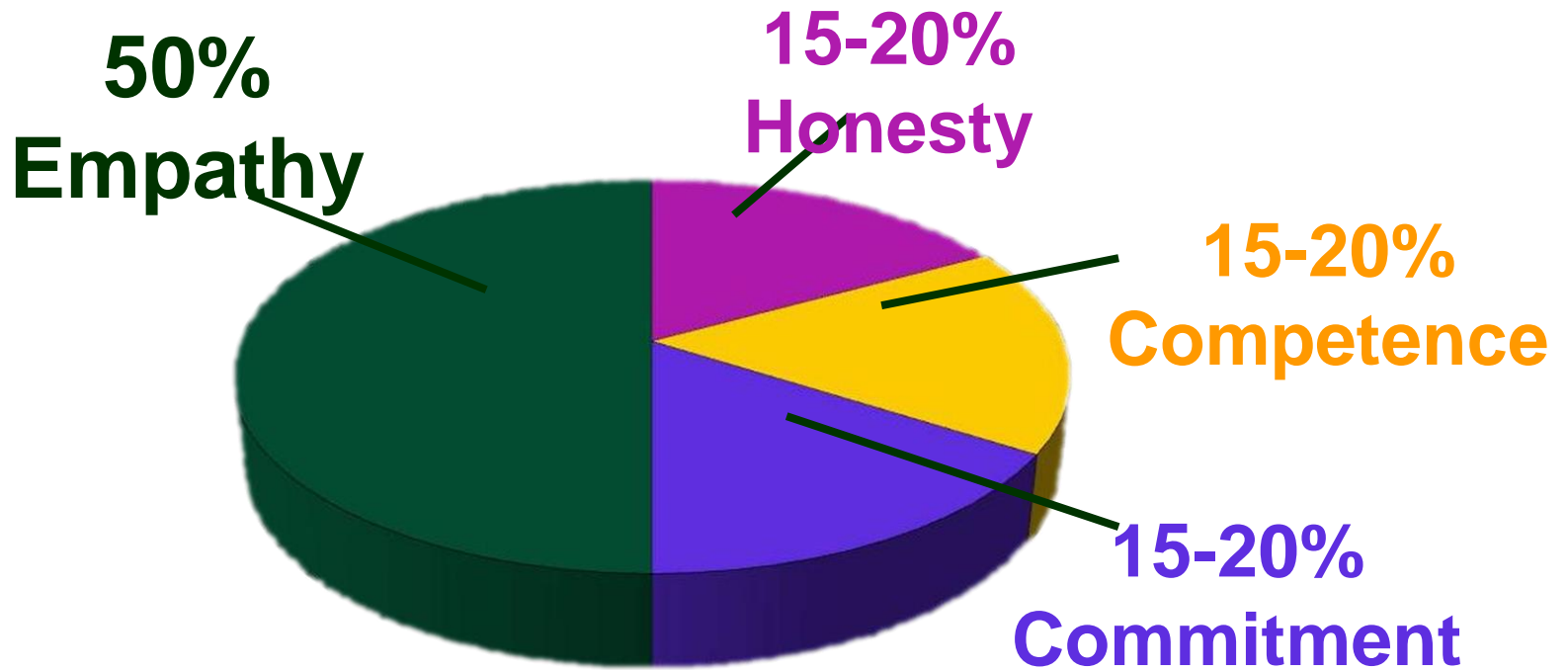
- ▶ 2000: 12 seconds
- ▶ 2015: 8 seconds

9 seconds!

DON'T BURY THE LEAD



Personal Credibility Reaction



People don't **care**
how much you **know**
until they **know**
how much you **care!**

PLAN IN ADVANCE



STANDBY STATEMENT

At 8:00 a.m. today, a chain of tanker trucks carrying 1200 barrels of crude oil careened out of control on Interstate 95, spilling some of the oil into the Poquessing creek which connects to the Delaware River.

At this point, the Philadelphia utility company has not found any contamination, but will monitor the water 24/7 and you can find updates at www.utility.com

WHAT HAPPENED

What we know

Facts/info

**WHAT'S
THE
STORY**

ACTIONS

Steps taken

Timeline

YOU

You should do

More info



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



C-P-R

- 7 died
- Laced with poison

Safety First
31 Million Pulled
CEO Everywhere



TYLENOL 1982

E.coli
1 child dies. 60 sick

Accept
Responsibility
Immediate Recall
Paid Medical Bills



ODWALLA APPLE JUICE 1996

Never Blamed
Weather

Public Apology

Customer Bill
Rights

Media/Social
Channels

Ice Storm. Breakdown
5 days. 1000 cancelled
flights



JET BLUE 2007

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline above their head with both hands.

It's

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline above their head with both hands.

**You
r**

A silhouette of a person in a suit, holding a large, light green speech bubble with a red outline in front of their chest with both hands.

Turn

NAME _____

ADDRESS _____ DATE _____

Rx

**NEGATIVES
to
POSITIVES**

PRESCRIBED BY KAREN FRIEDMAN

EITHER/OR

Either you're
going to let
people back in
or you're not?

- Safety is our top priority. We are working closely with the fire department to make absolutely certain the building is safe before anyone is allowed to enter.

UNCERTAINTY

People are really nervous they could inhale this stuff, what are you telling them?

- There is no reason for people to be afraid
- We understand people's concerns which is why we are doing x-y-z. Here is what we know right now

NO COMMENT

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. I can tell you that he is in stable condition and his family is with him.



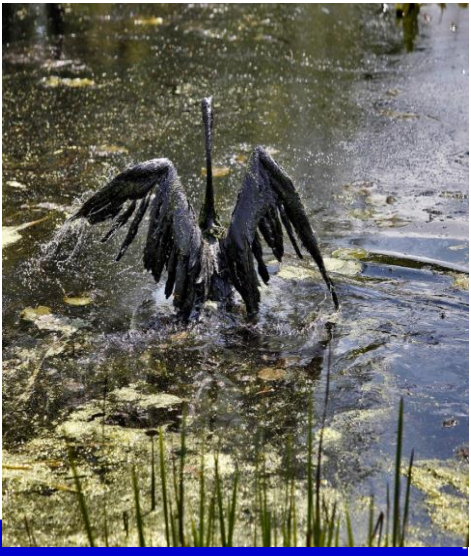
- Classifieds:** | | | |
- News
 - Travel
 - Money
 - Sports**
 - Life
 - Tech
 - Weather



Kobe drops 48 in Lakers' romp of Sixers



- Essentials**
- [Scores](#)
 - [News briefs](#)
 - [Blogs](#)
 - [Interactive Media](#)
 - [Day in pictures](#)
 - [Video](#)
 - [Archives](#)
 - [Print edition](#)
 - [Subscribe](#)
 - [Contact us](#)



Breaking News MANAGING PERCEPTIONS

- QUICK RESPONSE
- EMPATHY
- ABOUT VICTIMS
- PROVIDE FACTS
- ACTION STEPS
- REASSURE/FIX PROBLEM
- NEVER SPECULATE
- NEVER SAY NO COMMENT
- UPDATE AND UPDATE AGAIN
- STANDBY STATEMENT
- WHEN DID YOU

Best Bets

Looking ahead to 2006 [10 stories we can't wait to see unfold](#) 
 • [Vote for your favorite](#)

NCAA football [Young savors one-for-the-ages orchestration](#) 
 • [Final coaches' poll](#)
 • [Photo gallery](#) | [Video](#)

Featured video [Python has a Burrito](#) 



KarenFriedman.com