



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

# MASTERING MEDIA MESSAGES

**How to Ace Your  
Next Media  
Interview**

# Where Americans Get Their News

41%

TV



37%

ONLINE



8%

RADIO



13%

PRINT





Center for a Livable Future @LivableFuture

- Home
- About
- Events
- Photos
- Videos
- Community
- Reviews
- Jobs
- Posts
- Tickets

Create a Page



Like Follow Create Fundraiser

Learn More Send Message

Write a post...

Photo/Video Tag Friends Check in

Photos



4.5 out of 5 · Based on the opinion of 13 people



Our Story The Johns Hopkins Center for a Livable Future investigates the intersection of food systems and publ... See More

Community See All Invite your friends to like this Page 5,232 people like this 5,960 people follow this 7 check-ins

INSTANT GAMES MORE

YOUR GAMES MORE

YOUR PAGES Karen Friedman Enter... 7

CONTACTS Alex McMackin 1m Cheryl Kunin Fair 44m Brett Kravitt 44m Christine McGinley Kathie McDermott Judy Pecoraro 1d Jayne Wallace Anne Burstein Horowitz

GROUP CONVERSATIONS Create New Group MORE CONTACTS Search



# FRIED RAT SYNDROME

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



# WHAT REPORTERS WANT

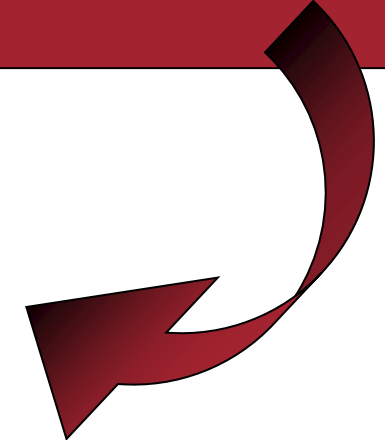
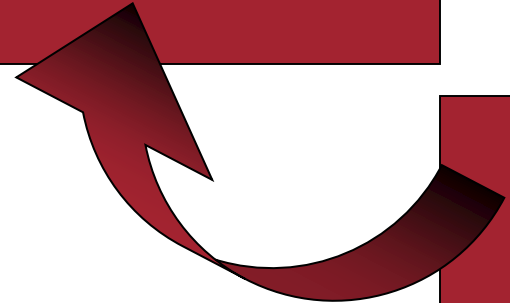
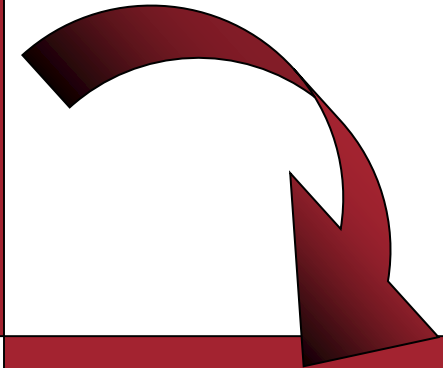
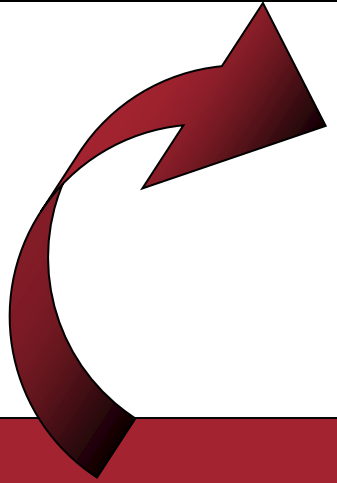
Facts  
Data  
Information

Relevance

**STORY**

Clear  
Concise  
Conversational

From You





# **SIT IN THEIR SEATS**

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About Them

Karen Friedman



What's the  
Story?



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.

**Your**

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**



**PLAN IN ADVANCE**

# DON'T BURY THE LEAD



*What is a message?*

**Messages are  
not**

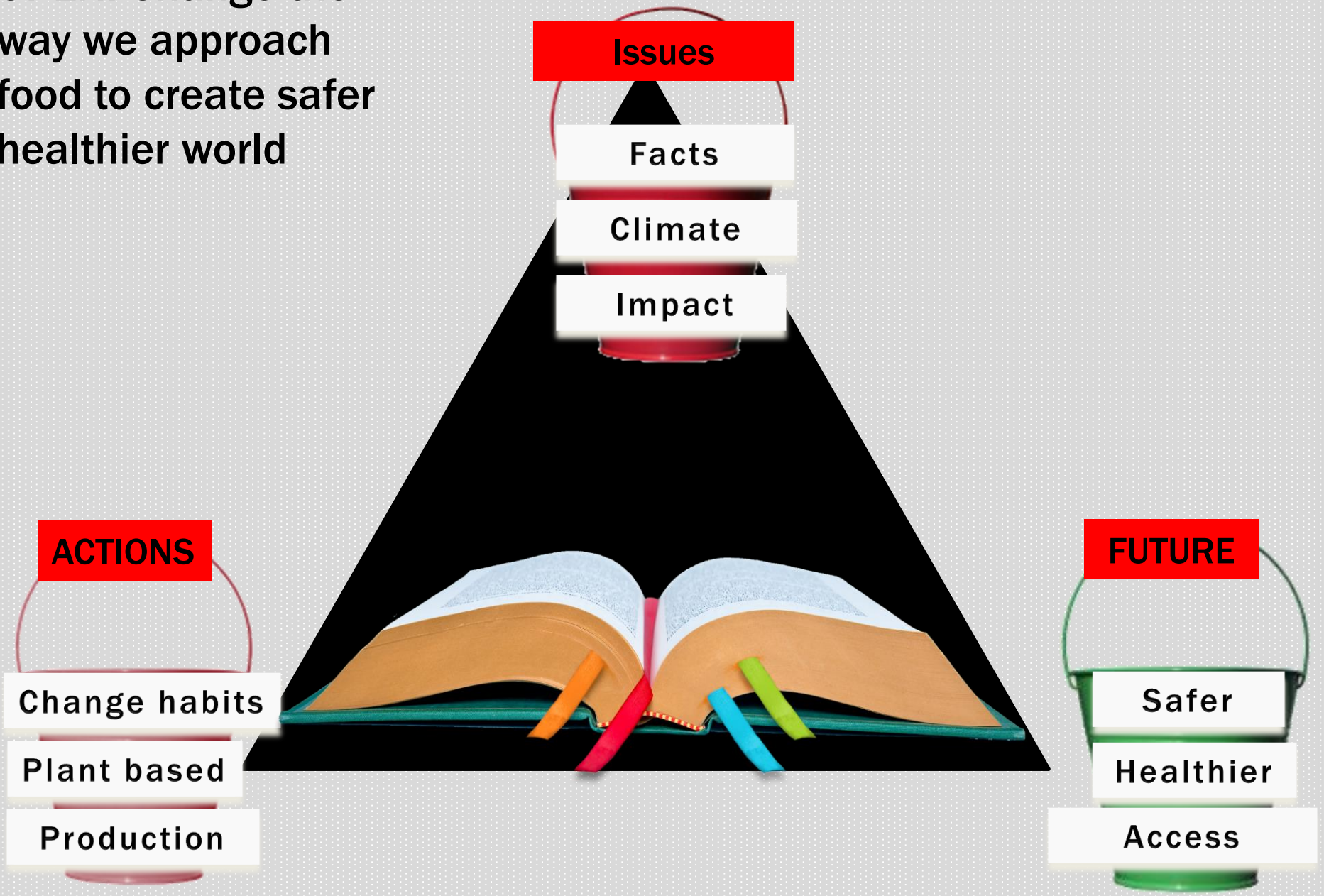
- **Marketing Statements**
- **Mission Statements**
- **We have the greatest employees**
- **We work closely with our customers**



**Messages are**

- **About your listener**
- **Nothing more important than the safety of our food supply**
- **We can do so much more to protect the food our children and their children eat for generations to come. For example---**

**OPEN: Change the way we approach food to create safer healthier world**





WHAT MAKES  
A MESSAGE  
STICK



# F-E-A-S-T

Facts

Examples

Analogies

Stories

Third  
Party

# 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

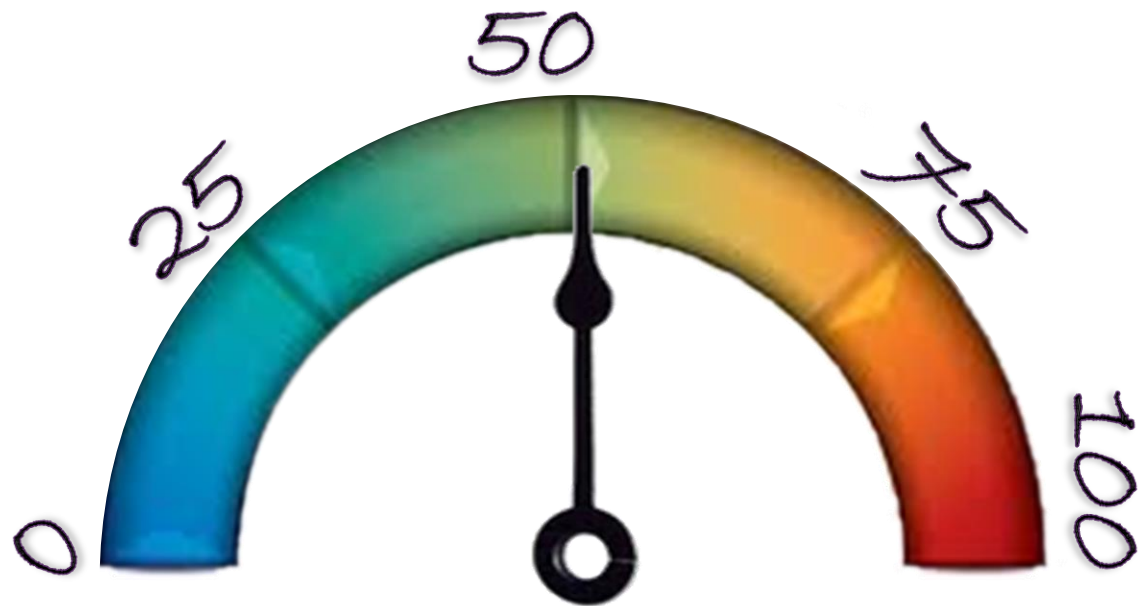
You might think that—in my experience

A - T - M



Acknowledge  
Transition  
Message  
and Address

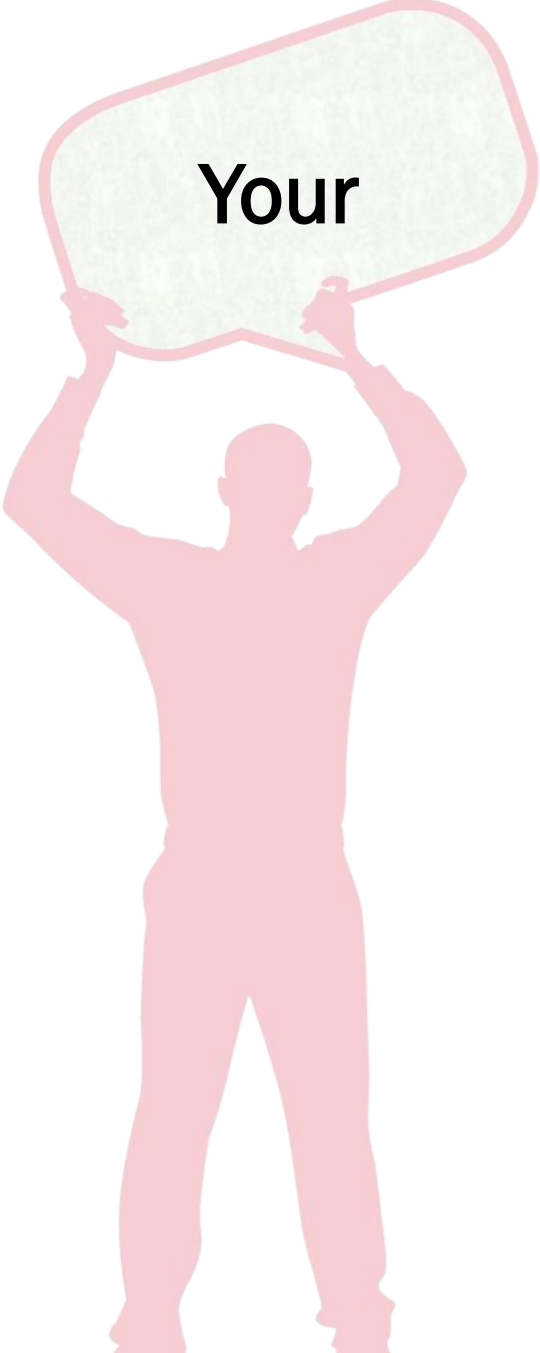




Make Me Care Meter



**It's**



**Your**



**Turn**

# Telling a story

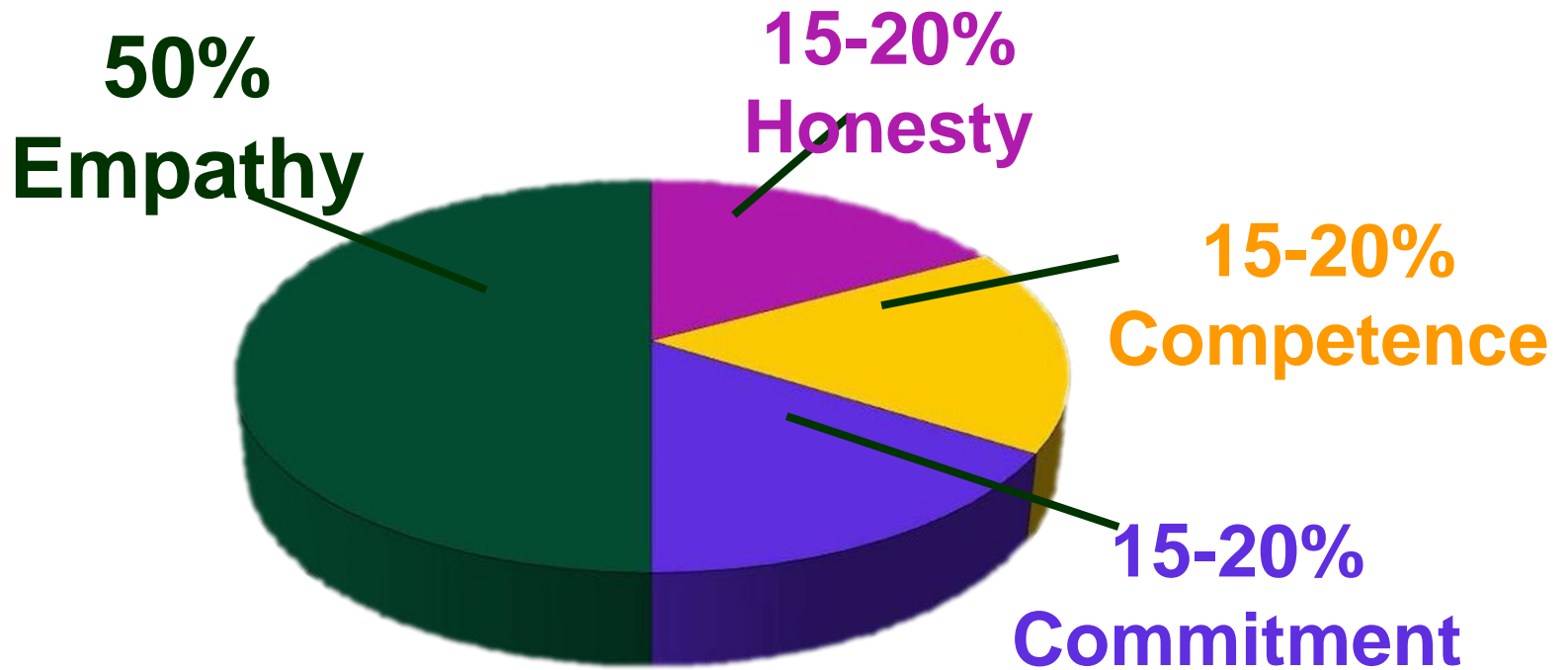


Research shows people are more likely connect to your message after hearing a story



**KarenFriedman.com**

# Personal Credibility Reaction



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