



**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



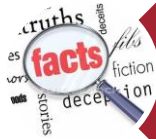
# MUCH HAS CHANGED



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**



# WHAT REPORTERS WANT

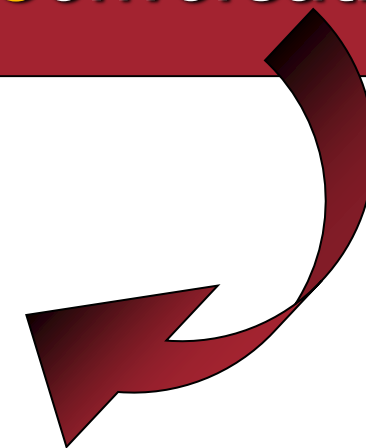
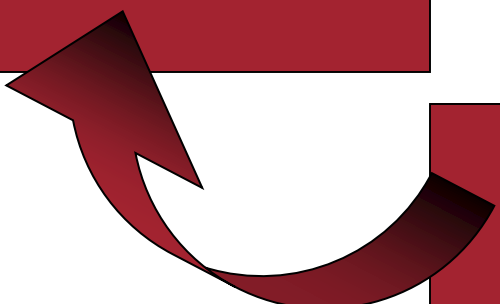
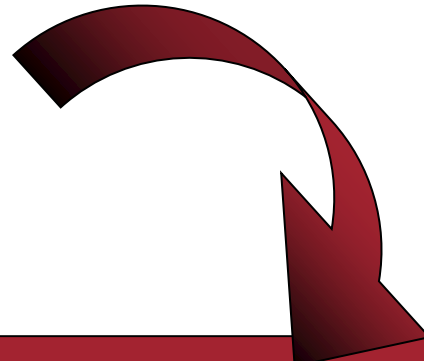
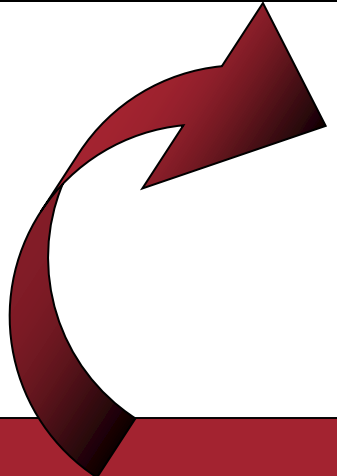
Facts  
Data  
Information

Hear it from you

**STORY**

Clear  
Concise  
Conversational

Mean?  
So what?  
Care?



Karen Friedman



What's the  
Story?



# **SIT IN THEIR SEATS**

**About Them**



**It's**



**Your**



**Turn**





**PLAN IN ADVANCE**

# DON'T BURY THE LEAD



*What is a message?*

**Messages are  
not**

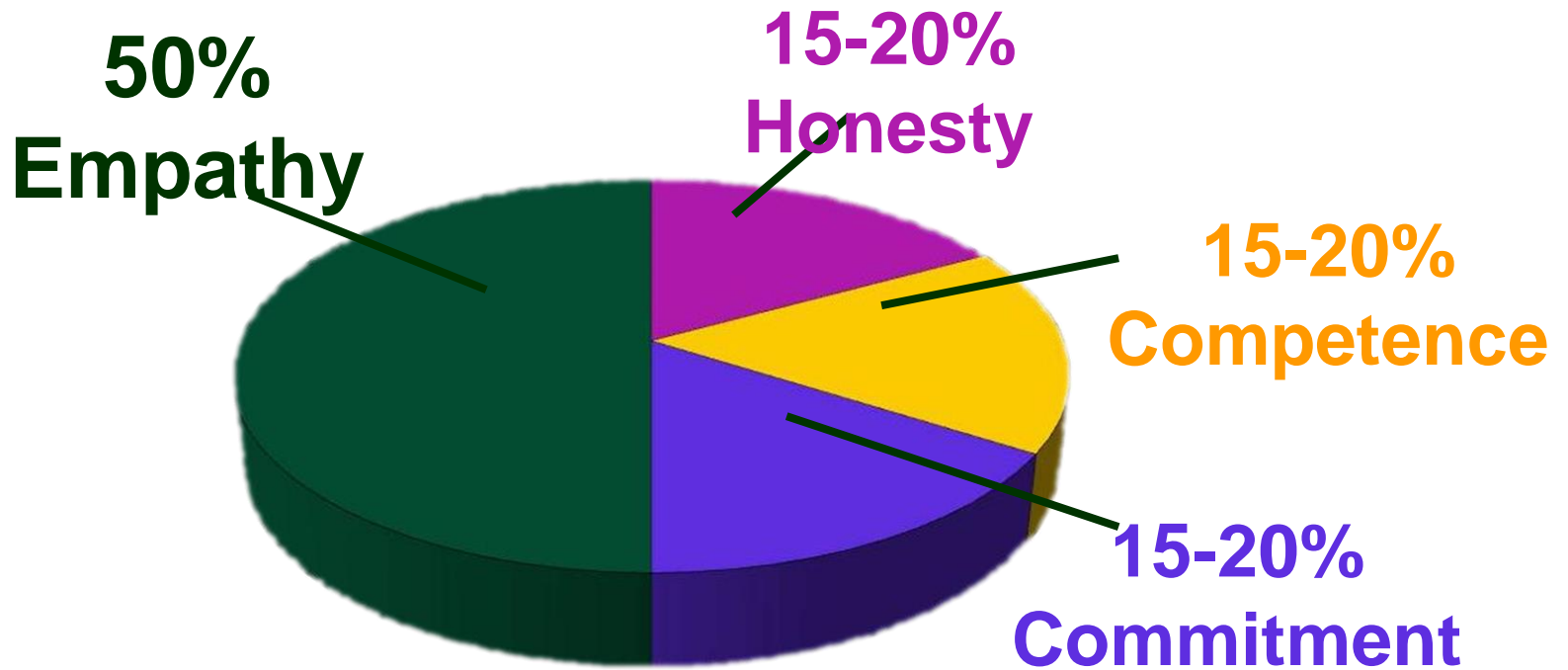
- **Marketing Statements**
- **Mission Statements**
- **We have the greatest employees**
- **We work closely with our partners**
- **Making it about me**

A decorative background featuring several curved lines in shades of gray, some solid and some dashed, creating a sense of motion or flow. A prominent red speech bubble is positioned on the left side, containing the text 'Messages are'.

**Messages are**

- **About your listener**
- **NBME plays a critical role in providing the best doctors in the world**
- **Medical knowledge and education is so important if we are to maintain excellent standards so we as a population feel confident in our doctors**

# Personal Credibility Reaction



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

**WHAT WE DO**

Manages USMLE

Critical Role

**WHAT'S  
THE  
STORY**

**PROCESS**

Subject Experts

Peer Review

**NEW  
PRODUCTS**

Examples

Evolving/Growth

# 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





WHAT MAKES  
A MESSAGE  
STICK

# F-E-A-S-T

Facts

Examples

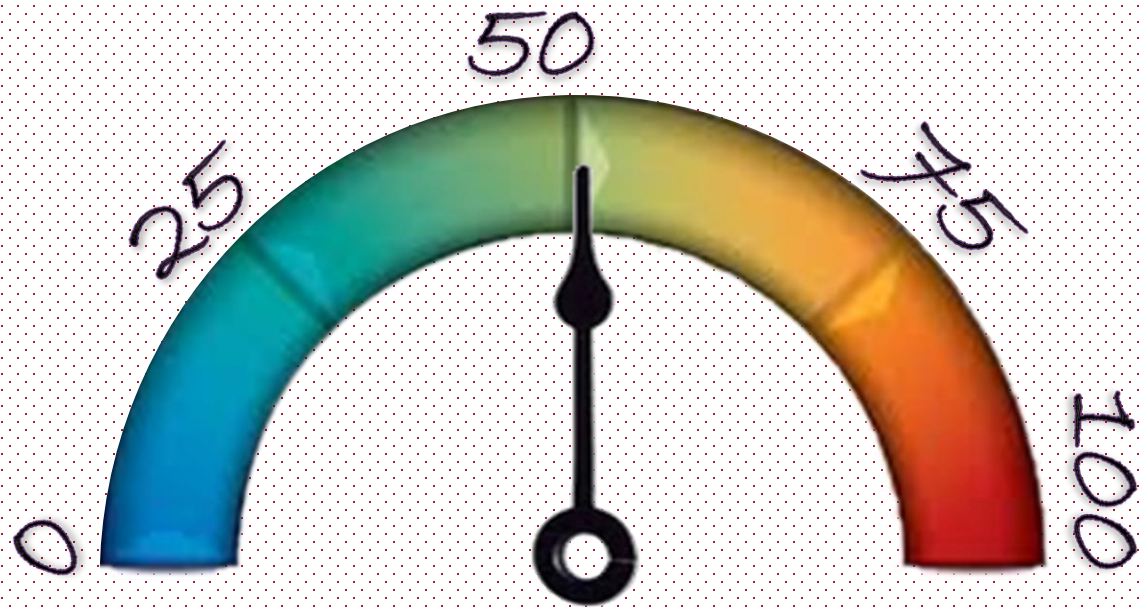
Analogies

Stories

Third  
Party



**C-P-R**



Make Me Care Meter

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

**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 text "Your" is written inside the bubble.

**Your**

A silhouette of a person in a suit, standing with arms at their sides, holding a light green speech bubble with a red outline. The text "Turn" is written inside the bubble.

**Turn**



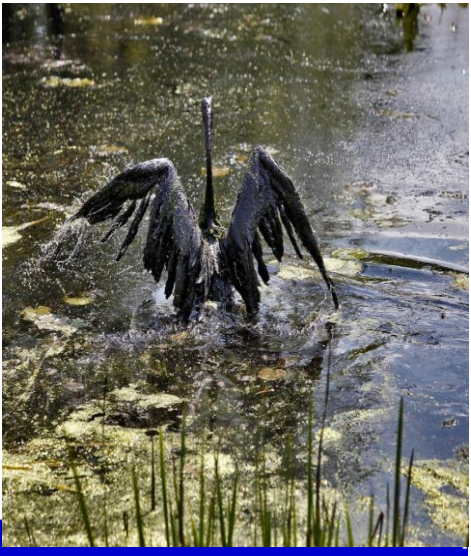
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  - Sports**
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  - Tech
  - Weather



Kobe drops 48 in Lakers' romp of Sixers



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*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 KNOW?**
- **WHAT DID YOU DO?**





**WHAT TO SAY**



# DON'T KNOW



## Reframe

I understand your concern about the market and it's important. I think the bigger issue is...



## Stick to what you know

That's not my area of expertise. What I do know is this



## Be authentic

I'm going to need to look into this

# VAGUE/LEADING QUESTIONS



Ask person to give example or share data/facts  
Question the question: Why do you ask that?



Re-state points to verify what the person is saying  
Don't repeat the negative

# CONFRONTATION



Do not take bait



Use phrases:

Here is what we know  
Research suggests



Bridge to message

What's important to  
remember  
Let's take a step back

# F-O-C-U-S

Focus the message



Opportunity



Clear. Concise. Consistent



Understand your audience



Simple



**KarenFriedman.com**