



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

MASTERING MEDIA MESSAGES

How to Ace Your Next Media Interview

Where Most Americans Get Their News

68%

TV



86%

ONLINE



50%

RADIO



32%

PRINT



Where Most Americans Get Their News

facebook

One-third



Social Media Impacts Perceptions



10-15 seconds reading journalist story



Eye grabbing headlines to attract scrollers



Likes and tweets can spread incorrect headlines

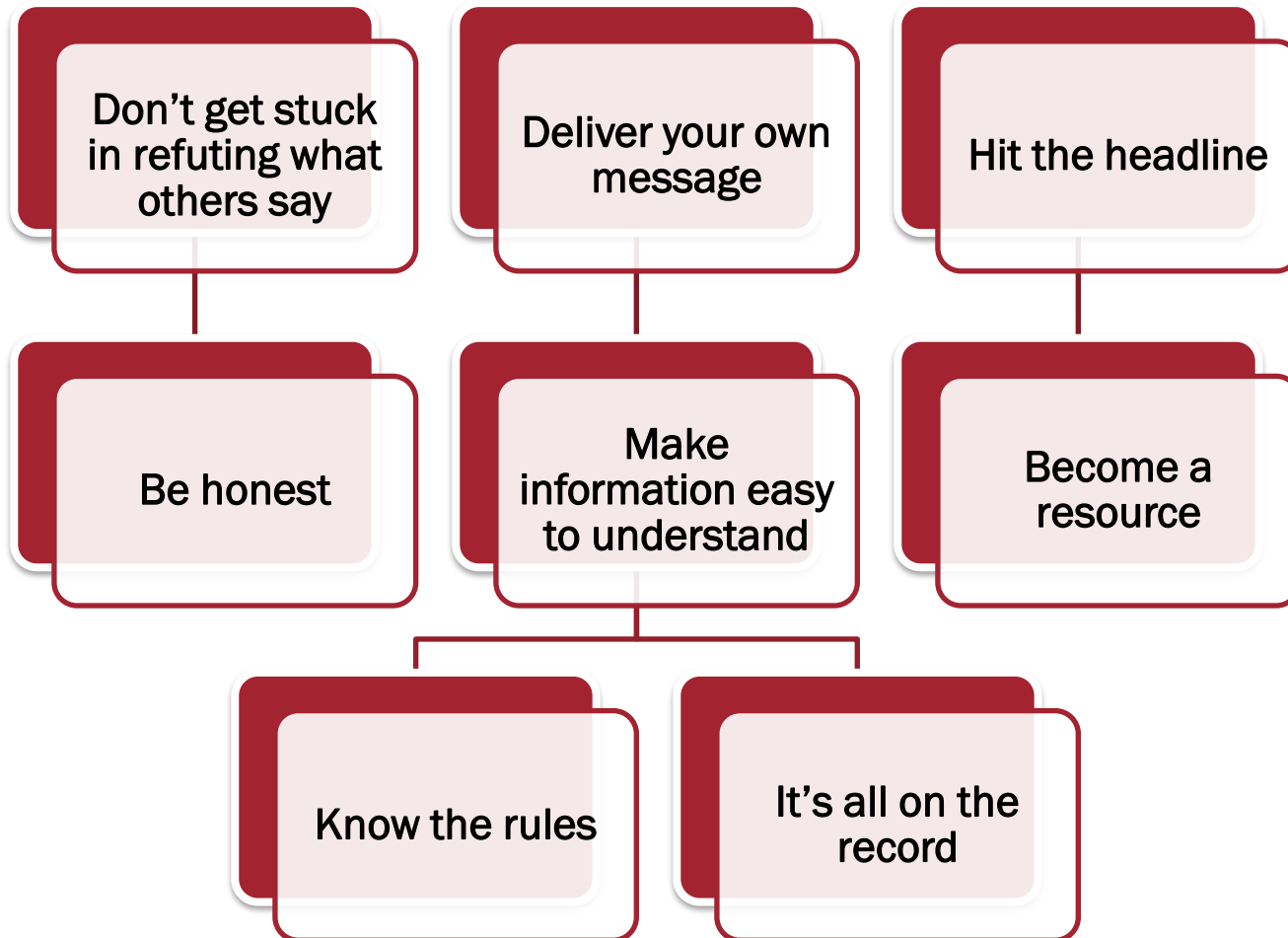


News stories unfold without your input



No critical thinking

Media Success Tips



VIRTUAL TIPS



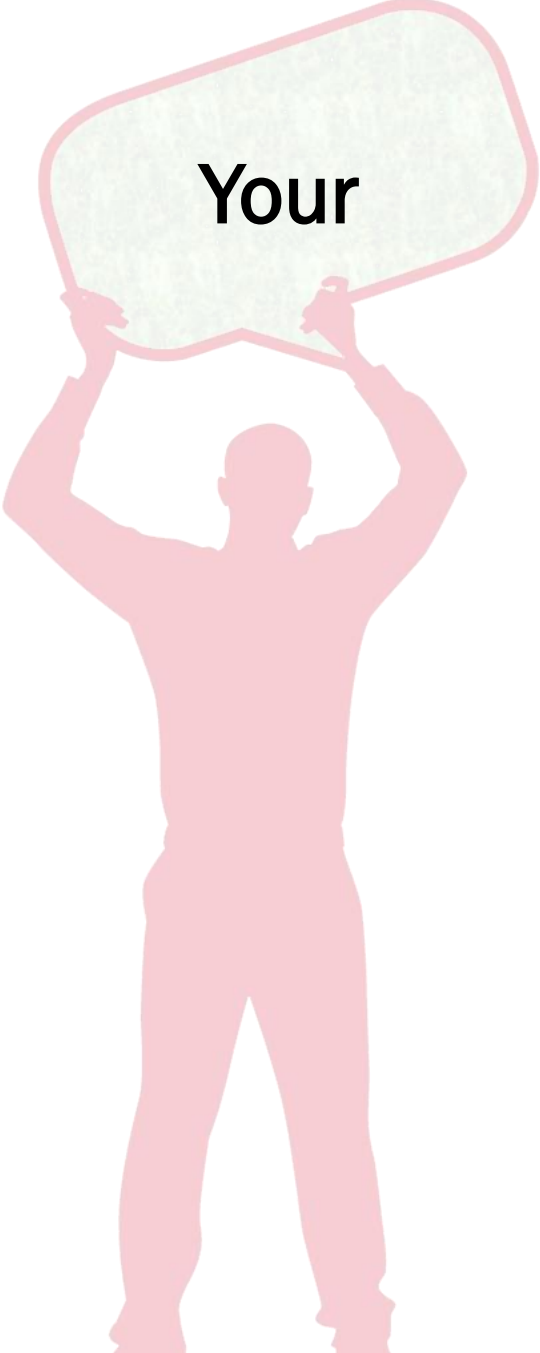
VIRTUAL TIPS

- ✓ Talk to the camera
- ✓ Camera distance
- ✓ Gesture
- ✓ Warm it up
- ✓ Plan for pauses
- ✓ Know how to recap
- ✓ Dry run





It's



Your



Turn



SIT IN THEIR SEATS

About Them

DON'T BURY THE LEAD





PLAN IN ADVANCE

LETRY



Issues

Challenges

Shortages

Restrictions

ACTIONS

Partners

Plans

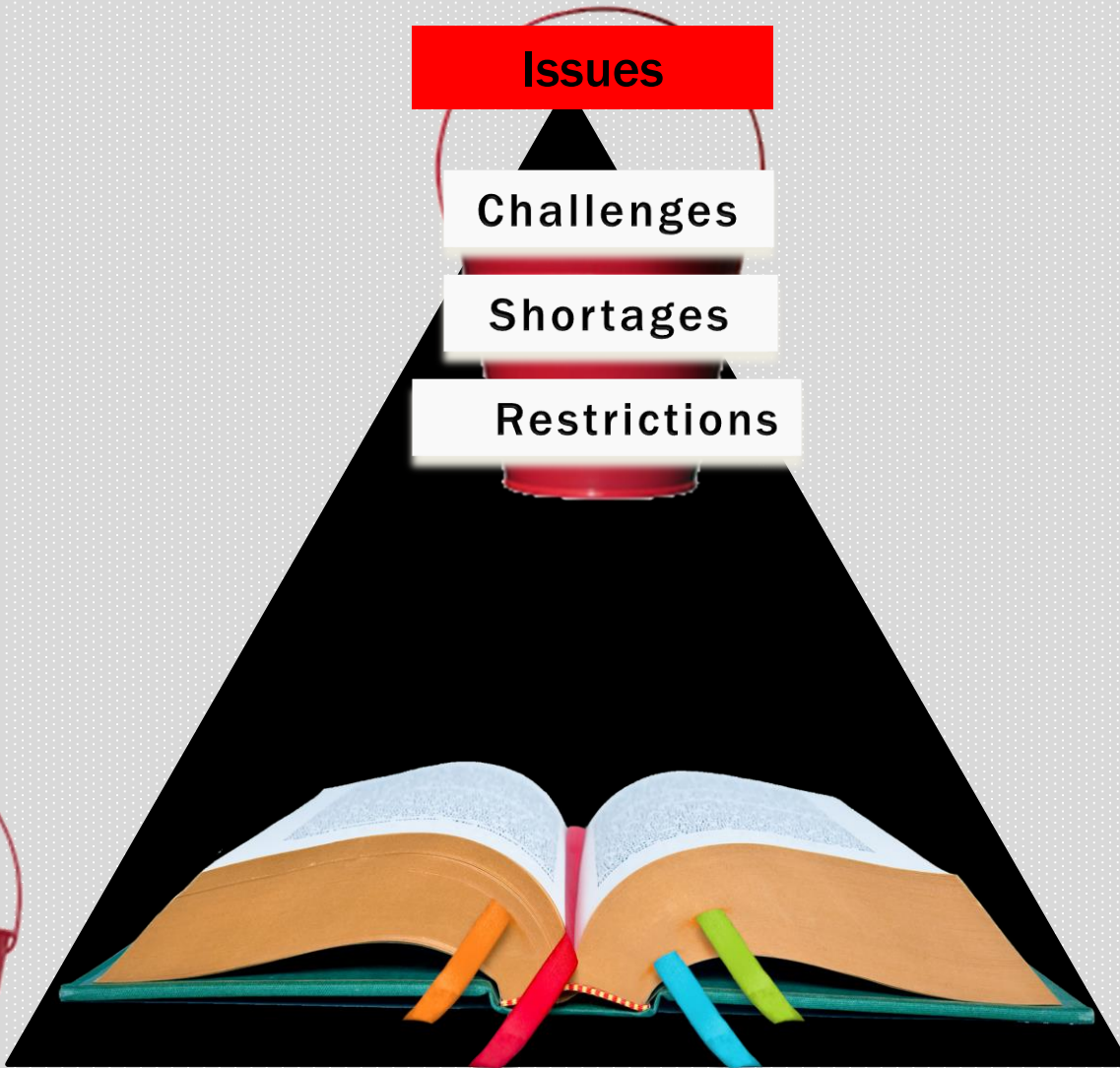
Production

FUTURE

Safer

Affordable

Access



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

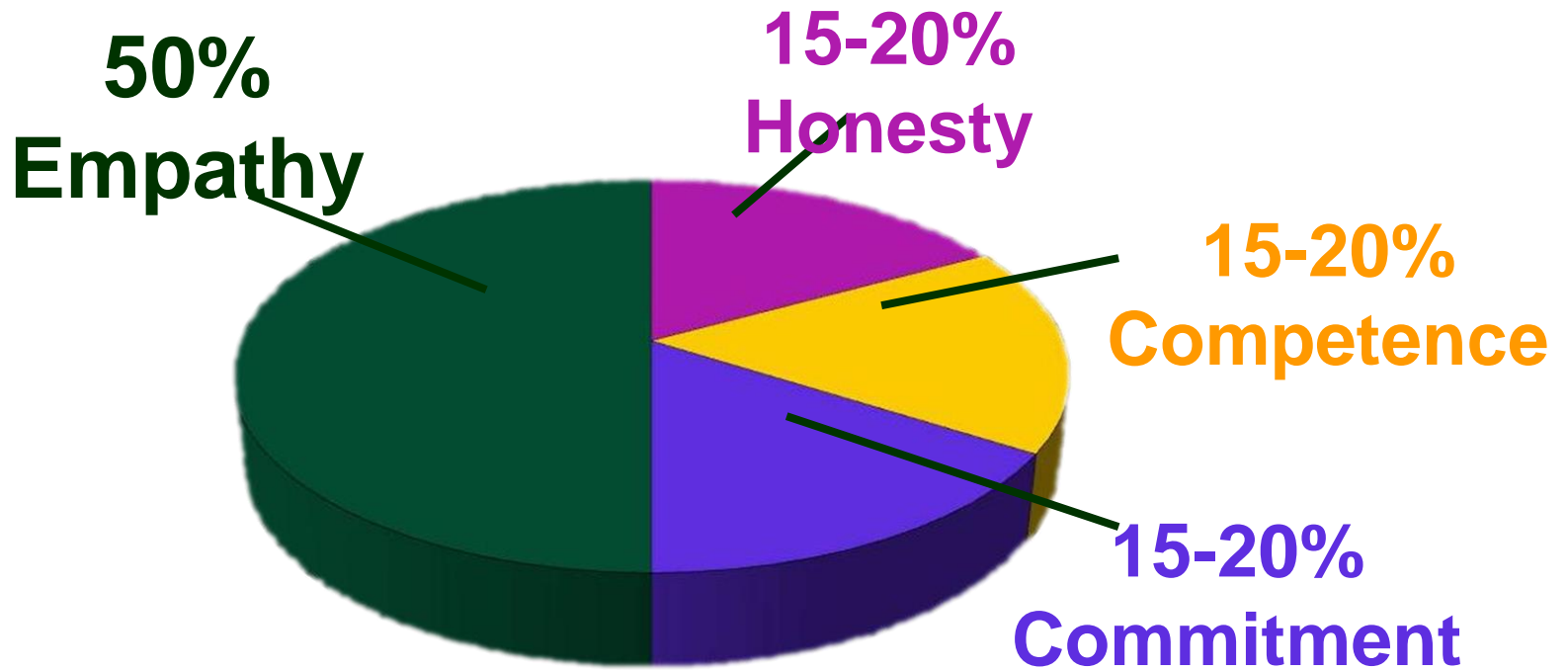
A - T - M



Acknowledge
Transition
Message
and Address



Personal Credibility Reaction



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

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

Turn



WHAT TO SAY

DON'T KNOW



Reframe

I understand your concern however 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: I'm not sure what you are asking, can you clarify?



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



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