



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

MASTERING MEDIA MESSAGES

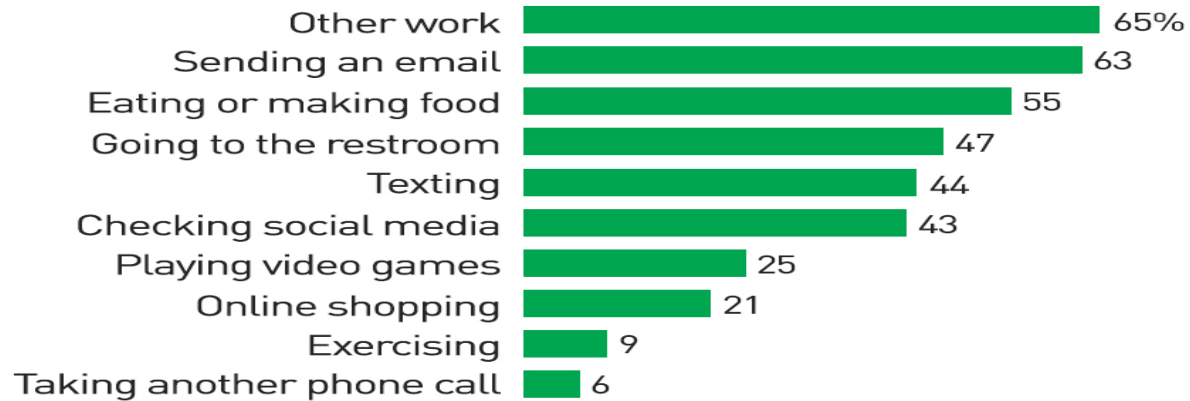
**How to Ace Your
Next Media
Interview**

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL? ☎



Source: Intercall - HBR.org



VIRTUAL TIPS



CHANGING MEDIA LANDSCAPE



twinkl.com



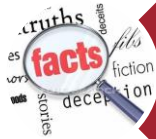
MUCH HAS CHANGED



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



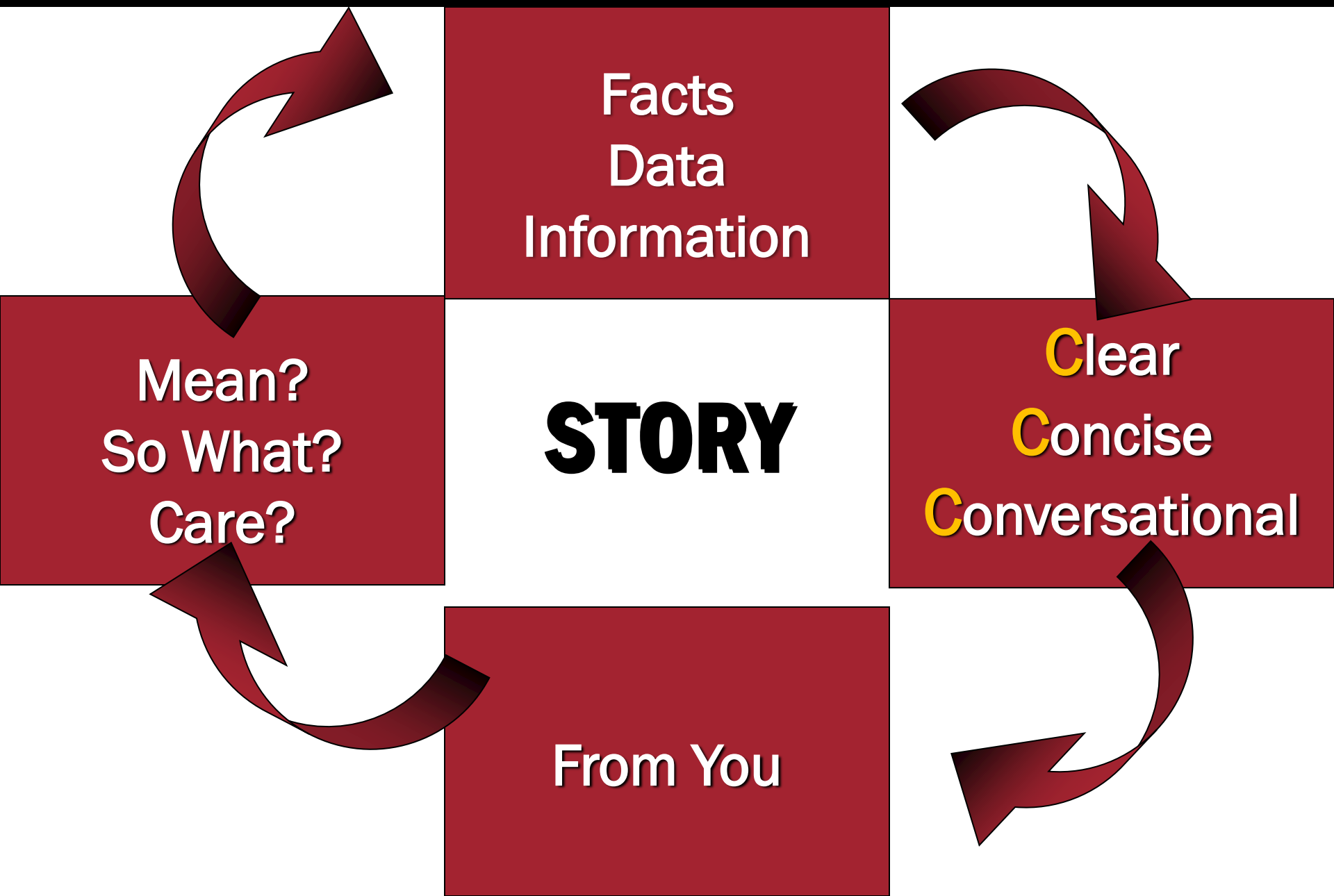
Fried Rat Syndrome

FRIED RAT SYNDROME

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



WHAT REPORTERS WANT



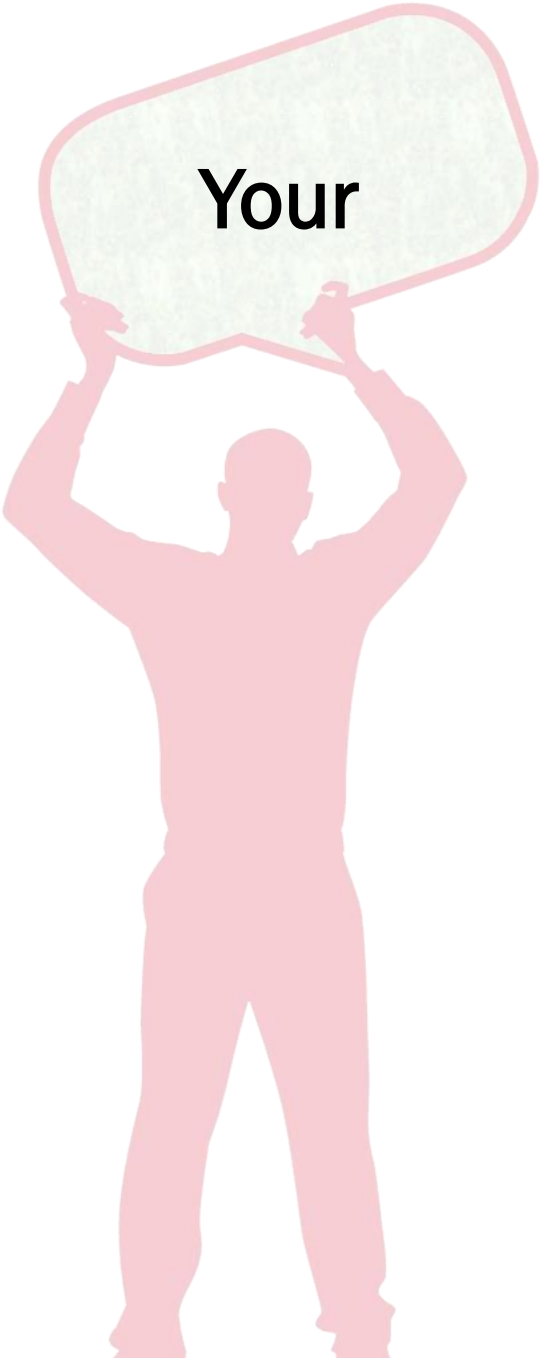
Karen Friedman



**What's the
Story?**

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

It's

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

Your

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

Turn



What is a message?



A red speech bubble graphic with a white border, containing the text "Messages are not".

**Messages are
not**

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

The background features several thin, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A large, dark red speech bubble is positioned on the left side of the slide, containing the text 'Messages are'.

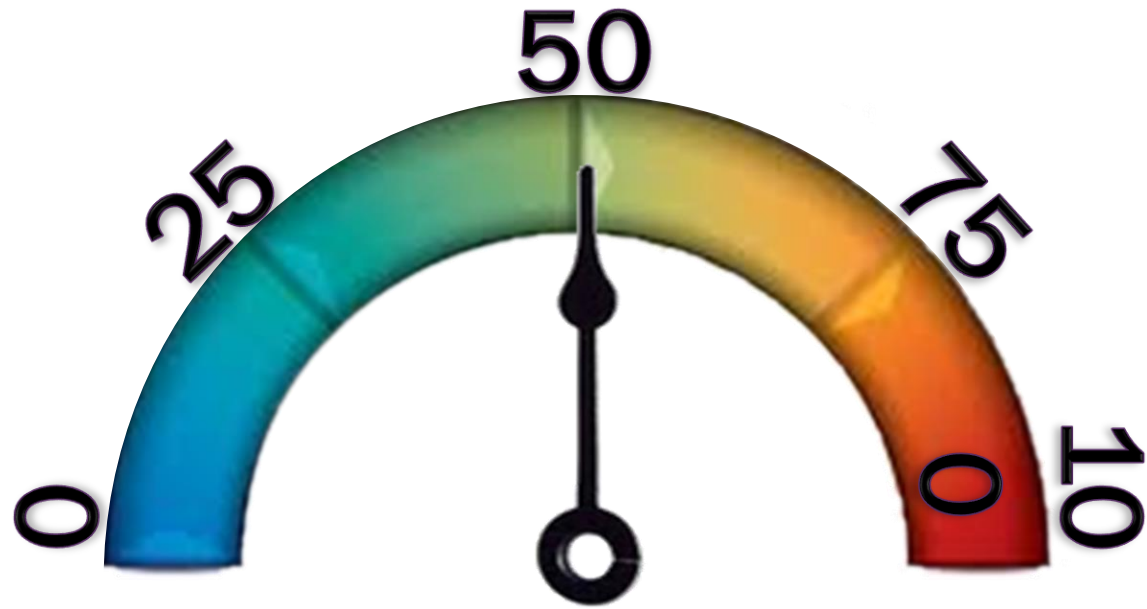
Messages are

- **About your listener**
- **We recognize the pain, despair and outrage being expressed across the USA**
- **Never been more important to offer support and coordinate efforts to maintain a diverse and inclusive community**



SIT IN THEIR SEATS

About Them



Make Me Care Meter



PLAN IN ADVANCE

DON'T BURY THE LEAD



STORY



PHILOSOPHY

Big Picture

Essential
Environment

**WHAT'S
THE
STORY**

PRESENT

Steps Taken

Why

FUTURE

Social Justice

Relationships



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

WELCOME



Acknowledge
Transition
Message
and Address



Insert Card

Receipt



ONLY ON CTM

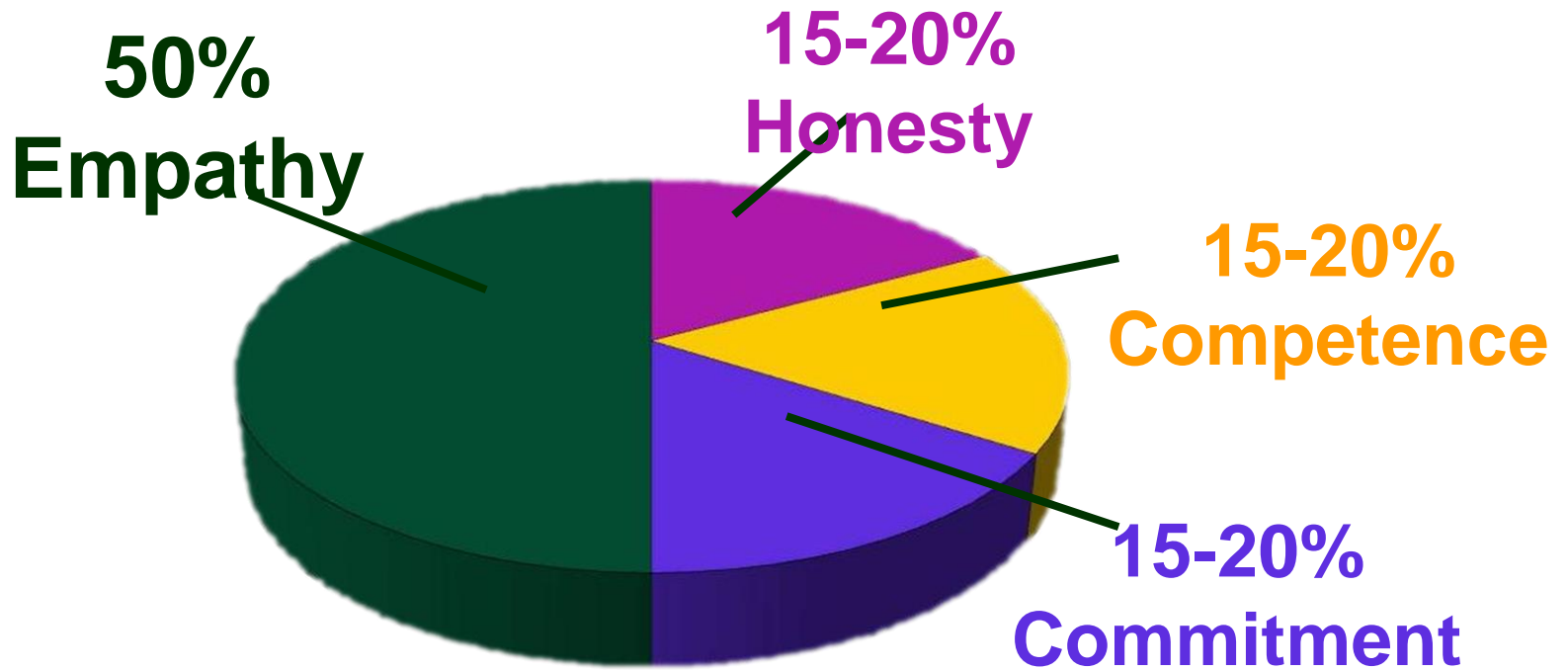


WORKPLACE SAFETY

MCDONALD'S MANDATING MASKS FOR WORKERS, TEAMING UP WITH MAYO CLINIC

YLE SPEAKER NANCY PELOSI ISSUES A MANDATORY MASK ORDER FOR THE HOUSE OF REF 8:21 / 79°

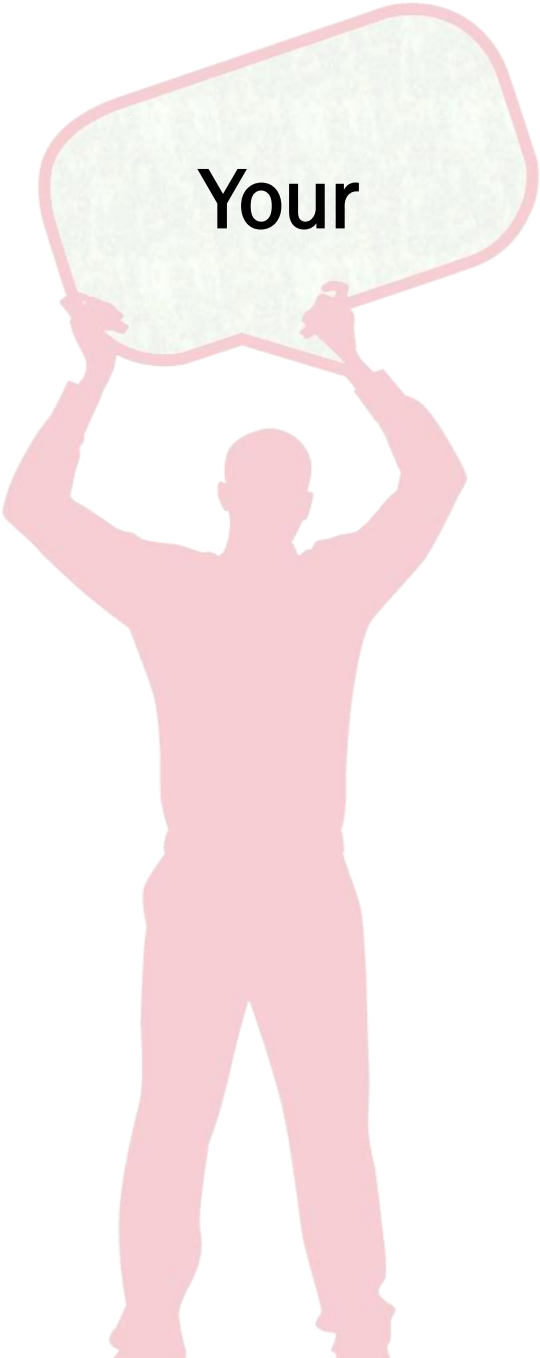
Personal Credibility Reaction



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

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Turn

F-O-C-U-S

Focus the message



Opportunity



Clear. Concise. Consistent



Understand your audience



Simple



KarenFriedman.com/VN