# IN-STUDIO MEDIA TRAINING 101

## LOOK. LISTEN. CONNECT. TELL A STORY THAT STICKS.

wasabi publicity

Smart PR. Real Connections. Big Impact.

A QUICK CHECKLIST FOR SPOKESPEOPLE

## 1. LOOK & PRESENCE: YOU ARE ON CAMERA

### HAIR

- ☐ Keep it neat and camera-ready. Avoid big changes just before the interview.
- ☐ Tame flyaways and watch for shine under studio lights.

### MAKEUP

- ☐ Camera adds contrast. Wear a bit more than you normally would.
- ☐ Matte finish reduces shine. Powder (not shimmer) looks best on camera.
- ☐ Blot as needed. Avoid heavy fragrance.

### CLOTHING

- ☐ Wear solid, bold colors that pop on camera. *Think jewel tones (blue, teal, magenta, emerald, plum).*
- ☐ Avoid busy patterns, stripes, small checks, loud prints and bright white (can blow out on camera).
- ☐ Keep it simple, professional and true to your style.

### SHOES (YES, THEY MATTER)

- ☐ Your feet may be on camera. Wear clean, closed-toe shoes that match your outfit.
- ☐ Avoid scuffed shoes, bright soles or athletic logos.

### JEWELRY & ACCESSORIES

- ☐ Keep jewelry simple and quiet (noisy pieces can hit the lav mic).
- ☐ Avoid items that reflect light or dangle.
- ☐ If wearing a watch or fitness tracker, remove or loosen it.

### ONCE YOU'RE MIC'D

- ☐ The producer will place your lavalier mic. Don't touch it.
- ☐ Avoid rustling fabric or jangling bracelets.

### POSTURE & BODY LANGUAGE

- ☐ Sit up tall, shoulders relaxed.
- ☐ Lean slightly forward to show engagement.
- ☐ Keep hands relaxed and natural. Less fidgeting, more connection.

### WHERE TO LOOK

- ☐ Look ONLY at the eyes of the person interviewing you.
- ☐ Do NOT look at the camera, the studio crew or the monitors.
- ☐ Stay with your interviewer—even during pauses.

### ENERGY & MINDSET

- ☐ Be present, curious and conversational.
- ☐ Smile naturally. Breathe.
- ☐ You're here to have a meaningful conversation, not perform.

## 2. WHAT YOU SAY: CONNECT & MAKE YOUR POINT

### AUDIENCE FIRST

- Every answer should help the audience.
- Be clear, relatable and concise.
- Make one clear point in every answer.

### TELL STORIES, NOT THEORY

- Personal stories are memorable and relatable.
- People connect with people, not products.
- Use the "**Setup – Action – Result – Point**" formula.
- Keep stories brief (30–60 seconds).

### USE CLICHÉS TO YOUR ADVANTAGE

*Clichés are catnip—to a listening audience and to a journalist, producer or host.*

- Phrases like "At the end of the day…" or "The bottom line is…" instantly signal a takeaway.
- Use them to frame and underscore the key point you want the audience to remember.
- Then deliver that point clearly.

### BE CONVERSATIONAL, NOT ARGUMENTATIVE

- Stay curious, not combative.
- Bridge back to your message—don't get pulled off track.
- If you don't know, say: *"Great question. What we know is…"*

### THE TRIANGLE OF INFLUENCE (WASABI APPROACH)

- Live your values.
- Inspire with your story.
- Make a positive difference.

## 3. STORY EXAMPLE: SETUP – ACTION – RESULT – POINT

When appropriate, share a human example.
Keep it short using **Setup – Action – Result – Point.**

- **SETUP:** Share the situation or challenge.
- **ACTION:** What did you do? (The key choice, practice or step.)
- **RESULT:** What happened as a result? (The impact or change.)
- **POINT:** Your takeaway for the audience. (Why it matters to them.)

### SAFE POSITIONING (IMPORTANT):

We never say we treat, cure or replace any medical advice or established programs.

We share how our work supports regulation, resilience and well-being—always as a complement, never a substitute.

### QUICK PRE-INTERVIEW CHECK

- ☐ I know my 2–3 key messages.
- ☐ I have a story (or two) that illustrates my point.
- ☐ I'm wearing solid, bold colors.
- ☐ I will look at the interviewer's eyes.
- ☐ I will make one clear point in every answer.

**Remember:**
You don't have to say everything.
You just have to say what matters.

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