

***THINKING OUT OF THE BOX BECOMES YOU WHEN YOU DECIDE NOT TO BE PREDICTABLE!***



**FINDING “NEW” TREES IN “OLD” FORESTS ...THEN LOOKING BELOW THE SURFACE:** The “obvious” often jumps at us like the newspaper top-of-the-fold; when there is so much more out of our view ...**like an iceberg.** Unfortunately, even though we are capable of assimilating so much more, we go into “cruise mode.” Not because we are lazy, but we fall into the trap of accepting what is interesting to “**us.**” Then we cloud our preparation protocol by accepting that “we are working hard.” Truth is, we may be

working hard, but are we working right! Taking the time to think-out-of-the-box -- finding the new, unique, unusual, and different, is the fuel of compelling entertainment, and increased recycling to build CUME! We offer the following “out-of-the-box” questions to help develop the habit of “thinking” beyond what is obvious. Be *inquisitive* ...do not just accept the first and easiest route. **Enter, the WHAT QUESTION ...**



- What Is Today’s News (Local, State, World)  
- Start Here, But Do Not Stop Here!
- What Are You Ashamed Of
- What Is Making People Edgy
- What Is Scaring The Listeners
- What Is Being Hidden From View
- What Is Driving You Crazy
- What Is Making You Optimistic
- What Seems Unusual To You
- What Can We Make Fun Of
- What Would You Hide Until Death
- What New Trends Are Developing
- What Is Your Family Talking About
- What Are Your Neighbors Talking About
- What Are Men Talking About
- What Are Women Talking About
- What Are Teachers Talking About
- What Did You See On FOX News
- What Did You See On msNBC
- What Did You See On CNN
- What Does The Latest Polls Show
- What Is Happening In Business
- What About Office Politics
- What Did You See On American Idol
- What Did You See On Boston Legal
- What Did You See On Law & Order
- What Did You See On CSI
- What Did Leno/Letterman Do
- What Is Happening This Weekend
- What Recording Artist Is Playing In Town
- What Is The Hot Sports Story
- What Is The Block Buster Movie

**HAVE WE ASKED THE MOST PROBING QUESTION:** *What we don’t know?* It is here where “new” information that may be unknown, hidden, or not easy for the listener to find is discovered. After all, the listeners read the same newspapers we read. Airing what is already “known” is *predictable* and leads to lethargic, low recycling audience fatigue. Doing YOUR homework will keep YOU ahead of your listener and the competition! If you do not ask ...**WHO WILL?**

- How Does It Affect The Listener/Advertiser
- What Is Actually Happening
- Where Did It Happen
- How Did It Happen
- What Is Definite
- What Is Unclear
- Do We Know Every Detail
- Is There Conflict
- What Is Unusual / Unique / Bizarre
- What Is Unexpected
- What Is Presumed
- How Deep Is Your Trust / Mistrust
- Do We Know Every Person Involved
- Who Is Not Involved
- What Agencies Are Involved
- How Do You Feel
- Who Will Be Happy / Unhappy
- How Will We Be Affected
- Can It Happen Again
- Can It Be Stopped

**WILL IT EXPLODE OUT OF THE RADIO:** Pick the most stimulating 8 to 10 “hooks” to “engage” your listener’s foreground attention, not just passive listenership. One, or more, of the following tactics will help develop approaches that are stimulating, compelling, and entertaining. **Begin by asking, CAN I ...**

- Localize It (Bring It Home)
- Make It Interesting
- Make It Exciting
- Make It Simple
- Explain It
- Attack It
- Compare It
- Be Altruistic
- Be Optimistic
- Be Pessimistic
- Exaggerate It
- Ridicule It
- Diminish It
- Celebrate It
- Make It Funny
- Be Indignant
- Be Artistic
- Glamorize It
- Be Fanatical
- Make It Scary
- Make It Fun
- Be Conservative
- Be Liberal
- Be Individualistic
- Apply Apathy
- Be Ethical
- Be Permissive
- Be A Perfectionist
- Be Complacent
- Be The Authoritarian

**Will we generate DOLLAR\$?** Consider the following questions....

- Is It Entertaining
- Is It Compelling
- Is It Unique
- Is It Out-Of-The-Box
- Will It Get Water Cooler Talk
- Will It Keep People Glued To Their Radio
- Will They Tell Their Friends
- Will People “Remember” When They Listened
- Will People Listen Longer, Build TSL
- Will It Build CUME

**THINKING OUT OF THE BOX BECOMES YOU WHEN YOU DECIDE NOT TO BE PREDICTABLE!** Likewise, growing Arbitron P1’s begins when talent is more compelling, less predicable, and more entertaining than the competition. At that point, even the simplest promotion will carry talent to new heights! Until then, promotion often falls upon “fatigued ears.”

**Talent working hard will advance hard working promotion every quarter hour!**

*James R. Glass*  
**GLASS MEDIA**



**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
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Jim Glass, Specializes in News, Talk, Sports, Strategic Planning, and Revenue Development for MCVAY MEDIA, [www.mcvaymedia.com](http://www.mcvaymedia.com)  
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