

## ***I WANT IDEAS!***

### **BACKSTORY**

Sal is head of the department of programming at a television network. Sal is cut throat, no nonsense, and all about getting the highest ratings, no matter who has to be fired, humiliated or killed.

### **PREVIOUS CIRCUMSTANCES**

Sal is speaking to his/her writing staff at the regular morning meeting. Sal is clearly at the end of his/her patience with this group.

### **SAL**

Listen, I sent you all a concept analysis report yesterday. Did any of you read it? *[Blank stares]* Well, in a nutshell, it said the American people are turning sullen. They've been clobbered on all sides by Vietnam, Watergate, the inflation, the depression. I've been telling you people since I took this job six months ago that I want angry shows. I don't want conventional programming on this network. I want counter-culture. I want anti-establishment. Now, I don't want to play butch boss with you people. But when I took over this department, it had the worst programming record in television history. This network hasn't one show in the top twenty. This network is an industry joke. We better start putting together one winner for next September. I want a show developed, based on the activities of a terrorist group. Joseph Stalin and his merry band of Bolsheviks. I want ideas from you people. And, by the way, the next time I send an audience research report around, you all better read it, or I'll sack the fucking lot of you, is that clear?

### **EMOTIONAL FLEXIBILITY EXERCISE**

- 1) Emotional/sense memory of a time when you had no more room for bullshit.
- 2) Personalization: someone who is absolutely incompetent.
- 3) Sensory condition: overall of bugs crawling all over your body.