

THINK PIECE: ENCOURAGING FORWARD MOVEMENT

(Author: Lee Abrams)

WPIX REFLECTS NEW YORK: Take a look at the attached (and John's note below).

We are now doing streets in other languages. I've told the team I want a different language at least once every 2 weeks and we are not allowed to just repeat Spanish. I want a Farsi-speaking cab driver and a thick Irish-accented bartender and a Jamaican, etc.

This is so right. Instead of screaming, We're local with a picture of the skyline, they are truly matching the mood of New York, in its pan-ethnic and gritty reality. This is one, small step toward reinventing TV for the 21st Century, not to mention one of the few cases of AFDI'ing something that's been in discussion for years. Of course the key is consistently doing it vs. a one off. Incidentally, these are not finished pieces, but will give you an idea of the direction

INSTANT STAFF MEETING: Below are a list of videos that Ray Brune, the Executive Producer of our new morning concept, put together for our first Bootcamps with the new staff. Many have been circulated, but I am always surprised how many have not yet seem these. Always pretty inspirational or at least interesting stuff:

BOOT CAMP DAY #1/DISC #1

DID YOU KNOW (POPULATION):

[http://www.youtube.com/watch?v=ECDZbrzkTxk?](http://www.youtube.com/watch?v=ECDZbrzkTxk)

ONION:

- **STUDENTS DON'T GIVE A SHIT**

<http://www.theonion.com/video/in-the-know-are-tests-biased-against-students-who,17966/>

- **Firefighter**

<http://www.theonion.com/video/incredibly-sexy-firefighter-tragically-dies-in-ste,17549/>

- **Sluts**

<http://www.theonion.com/video/vh1-reality-show-bus-crashes-in-california-causing,14390/>

- **Boston Globe**

<http://www.theonion.com/video/boston-globe-tailors-print-edition-for-three-remai,17572/>

DID YOU KNOW (HUMAN CAPITAL):

<http://www.youtube.com/watch?v=kzCQ219bxl8>

THE SURPRISING TRUTH ABOUT WHAT MOTIVATES US:
<http://www.youtube.com/watch?v=u6XAPnuFjJc>

A DATE WITH YOUR FAMILY (CUT DOWN):
<http://www.archive.org/details/DateWith1950>

SELECTIVE ATTENTION TEST #1:
<http://viscog.beckman.illinois.edu/flashmovie/15.php>

SELECTIVE ATTENTION TEST #2:

DO YOU KNOW (SOCIAL MEDIA):
<http://www.youtube.com/watch?v=6ILQrUrEWe8>

STIMULATE CREATIVE PROCESS:
<http://www.youtube.com/watch?v=kPC8e-Jk5uw>

TED SPEECH LARRY LESSING (LAWS THAT CHOKE CREATIVITY):
http://www.ted.com/talks/lang/eng/larry_lessig_says_the_law_is_strangling_creativity.html

DO OUR PROPERTIES LOOK LIKE BANKS? I THINK OFTEN YES.
<http://positivesharing.com/2007/03/12-ways-to-pimp-your-office/>

THEN, THERE'S THIS RASMUSSEN STUDY: IT'S A BATTLE OUT THERE.
http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=136373

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