



CONTENT VAULT • 20 RADIO-READY LINKS

THE VAULT.

Station-neutral. Market-adaptable. **Pick it up and take it on air.**



01 • EVERYDAY

🕒 5 MIN PREP

THE ACKNOWLEDGEMENT DISTANCE

The awkward moment when you recognise somebody from too far away. Do you wave, smile or pretend you haven't seen them?

ON-AIR ANGLE

"There's a very specific distance where you recognise someone, they recognise you, but you're both too far away to say hello. What are you supposed to do?"

LISTENER TRIGGER

What's your most embarrassing experience trying to avoid or acknowledge someone in public?

SOCIAL PLAY Poll: "You spot someone you know 30 metres away. Wave now or pretend you haven't seen them?"

THE KEY.

EVERYDAY	Everyday Observations Gets you: relatability
DEBATE	Debate Starters Gets you: opinions
COMEDY	Comedy & Absurdity Gets you: humour
CONFESSION	Personal Confessions Gets you: stories

HOW TO USE IT.

- PICK 4-6 LINKS. NOT ALL 20.
- CHANGE ONE DETAIL: A PLACE, A NAME, A PRICE.
- OPEN WITH THE ANGLE. ASK THE TRIGGER.
- POST THE SOCIAL PLAY STRAIGHT AFTER.

02 • EVERYDAY

🕒 5 MIN PREP

THE FAVOURITE SPOON

People have strangely intense preferences for certain everyday objects, especially cutlery.

ON-AIR ANGLE

"Do you have a favourite spoon at home? Because apparently some people genuinely believe food tastes better with a particular spoon."

LISTENER TRIGGER

What's the most ridiculous everyday object you're weirdly attached to?

SOCIAL PLAY Post two dramatically different spoons and ask followers to choose their champion.



03 • COMEDY

📺 5 MIN PREP

MEDIEVAL PUNISHMENTS FOR MODERN PROBLEMS

Invent exaggerated medieval-style punishments for mildly irritating modern behaviours.

ON-AIR ANGLE

"If we brought back medieval punishments for today's everyday annoyances, what would be the first offence?"

LISTENER TRIGGER

Nominate a harmless modern annoyance and invent its hilariously disproportionate medieval punishment.

SOCIAL PLAY Carousel of fictional medieval sentencing notices based on listener suggestions.

04 • DEBATE

📺 5 MIN PREP

THE STUPID ARGUMENT

Arguments that escalate into ridiculous disputes nobody wants to lose.

ON-AIR ANGLE

"Every relationship or friendship has that one argument that lasted far longer than it should have. And when you explain what it was about, you realise how ridiculous it sounds."

LISTENER TRIGGER

What's the stupidest thing you've ever seriously argued about?

SOCIAL PLAY Anonymous argument submissions, with followers voting who was right.

05 • DEBATE

📺 5 MIN PREP

THINGS YOU PRETEND TO UNDERSTAND

Everyday terminology or concepts people confidently nod along to without understanding.

ON-AIR ANGLE

"What's something everyone talks about that you still don't understand, but you're now too embarrassed to ask?"

LISTENER TRIGGER

Confess one thing you've been pretending to understand for years.

SOCIAL PLAY "Explain It Like I'm Five" carousel, tackling the best submissions.

06 • EVERYDAY

📺 5 MIN PREP

THE SUPERMARKET TROLLEY TEST

Can you judge someone's personality by how they behave with a shopping trolley?

ON-AIR ANGLE

"I think you can tell everything you need to know about somebody by what they do with their trolley after shopping."

LISTENER TRIGGER

What's one supermarket behaviour that instantly makes you judge someone?

SOCIAL PLAY Ranking poll of supermarket crimes, from abandoned trolleys to blocking entire aisles.

07 • EVERYDAY

📺 5 MIN PREP

THE ROOM NOBODY USES

Homes often contain spaces preserved for imaginary guests or special occasions that never arrive.

ON-AIR ANGLE

"Does your house have a room that looks absolutely beautiful but nobody's actually allowed to sit in?"

LISTENER TRIGGER

What's the strangest room or part of your home that's practically off-limits?

SOCIAL PLAY "Forbidden Rooms" photo submissions featuring unusually protected spaces at home.

08 • DEBATE

📺 5 MIN PREP

SHOULD MOVIES REQUIRE HOMEWORK?

Some films and TV franchises have become so complicated that enjoying them requires hours of research.

ON-AIR ANGLE

"Should you really have to watch eleven films, three series and a YouTube explanation just to understand what's happening in a new movie?"

LISTENER TRIGGER

Which film or series did you abandon because it required too much background knowledge?

SOCIAL PLAY Poll: "Entertainment or homework?" featuring popular franchises.



09 • COMEDY

📱 5 MIN PREP

THE HUNGER ALTER EGO

Everyone has a different personality when they're extremely hungry.

ON-AIR ANGLE

"I don't think we're responsible for our personalities when we're hungry. Some people become silent. Others become genuinely terrifying."

LISTENER TRIGGER

What animal best describes you when you're starving, and why?

SOCIAL PLAY "What's Your Hunger Animal?" Interactive story quiz.

11 • EVERYDAY

📱 5 MIN PREP

THE PRE-PHONE BATHROOM

Remember how people entertained themselves before smartphones followed them everywhere?

ON-AIR ANGLE

"Before smartphones, what exactly did people do in the bathroom? Because I remember reading ingredients on shampoo bottles."

LISTENER TRIGGER

What's the strangest thing you used to read or do while sitting in the bathroom?

SOCIAL PLAY Nostalgic carousel: "Bathroom Entertainment Before Smartphones."

13 • CONFESSION

📱 5 MIN PREP

HOW OLD ARE YOU IN YOUR HEAD?

Your biological age and your imaginary age can be decades apart.

ON-AIR ANGLE

"Ignore your actual age for a second. How old do you genuinely feel in your head?"

LISTENER TRIGGER

Give us your real age, your mental age and one piece of evidence.

SOCIAL PLAY "Real Age vs Brain Age" question sticker and results graphic.

10 • DEBATE

📱 5 MIN PREP

GENERATION WARS

Everyday habits that different generations think are completely normal or absolutely ridiculous.

ON-AIR ANGLE

"What's something your generation does that older or younger people simply cannot understand?"

LISTENER TRIGGER

Nominate a habit from another generation that makes absolutely no sense to you.

SOCIAL PLAY Two-sided generational debate cards with audience voting.

12 • CONFESSION

📱 5 MIN PREP

THE NICKNAME THAT ATE YOUR REAL NAME

Some nicknames become so dominant that nobody remembers the person's actual name.

ON-AIR ANGLE

"Do you know somebody you've been calling by a nickname for fifteen years, but you genuinely couldn't tell me their real name?"

LISTENER TRIGGER

What's your nickname, and what's the ridiculous story behind it?

SOCIAL PLAY Anonymous nickname reveal series, with followers guessing the origin.

14 • CONFESSION

📱 5 MIN PREP

THE TINY THING THAT MAKES YOU FEEL ADULT

Unexpected moments that make people feel like they've officially entered adulthood.

ON-AIR ANGLE

"What's the most ridiculous thing that made you feel like a proper adult? Because getting excited over a new vacuum cleaner feels like a warning sign."

LISTENER TRIGGER

What was your first genuinely unexpected grown-up moment?

SOCIAL PLAY "Officially An Adult" checklist for followers to complete and share.



15 • COMEDY

📺 5 MIN PREP

DANGEROUS GRANDPARENTS

Grandparents sometimes behave in ways that would horrify today's cautious parents.

ON-AIR ANGLE

"How is it that grandparents can look after children for five minutes and suddenly every household safety rule goes out the window?"

LISTENER TRIGGER

What's the funniest or most outrageous thing a grandparent has let you or your children get away with?

SOCIAL PLAY Anonymous grandparent confession cards.

16 • COMEDY

📺 5 MIN PREP

FAMOUS LAST WORDS

Innocent statements that almost guarantee something is about to go horribly wrong.

ON-AIR ANGLE

"There are certain sentences you should never say out loud. 'I know a shortcut' is probably at the top of that list."

LISTENER TRIGGER

What's something someone said moments before everything went wrong?

SOCIAL PLAY Reel series featuring famous last words with funny scenario reveals.

17 • CONFESSION

📺 5 MIN PREP

WHAT'S IN YOUR BOOT?

The contents of someone's car boot can tell an entire story about their personality.

ON-AIR ANGLE

"If I opened the boot of your car right now, what would I find that you'd struggle to explain?"

LISTENER TRIGGER

What's the weirdest thing currently living in your car boot?

SOCIAL PLAY Followers submit boot photos with a "Rate My Boot" audience vote.

18 • COMEDY

📺 5 MIN PREP

THE PERSON WHO COMPLAINS ABOUT EVERYTHING

Some people can find a problem with literally anything, even good news.

ON-AIR ANGLE

"You could tell certain people they've won a free holiday and their first question would be, 'Do I have to pack my own suitcase?'"

LISTENER TRIGGER

What's the most ridiculous complaint you've ever heard?

SOCIAL PLAY "Professional Complainer Championship" featuring fictional scenarios and audience-submitted complaints.

19 • CONFESSION

📺 5 MIN PREP

WHAT DO YOU SHAKE BEFORE EATING?

Weird food rituals people believe are universal, such as shaking particular snacks or drinks before consuming them.

ON-AIR ANGLE

"Is there something you absolutely have to shake, stir, tap or rearrange before eating it, even though nobody else understands why?"

LISTENER TRIGGER

What's your weirdest food ritual, and what happens if you skip it?

SOCIAL PLAY Short videos of food rituals, with audiences voting "Normal" or "Unhinged."

20 • CONFESSION

📺 5 MIN PREP

THE ONE THING YOU DO JUST FOR YOURSELF

Small, personal rituals that give people private enjoyment without needing anyone else's approval.

ON-AIR ANGLE

"What's something you do purely for yourself? Not for social media, not for your partner, not because anybody expects it. Just because it makes you happy."

LISTENER TRIGGER

What's your personal little ritual that nobody else really knows about?

SOCIAL PLAY Anonymous feel-good confession wall, featuring listeners' little pleasures.



RAPID FIRE.

- 01 WAVE OR PRETEND YOU DIDN'T SEE THEM?
- 04 STUPIDEST THING YOU'VE SERIOUSLY ARGUED ABOUT?
- 09 WHAT ANIMAL ARE YOU WHEN YOU'RE STARVING?
- 13 REAL AGE. BRAIN AGE. GO.
- 17 WEIRDEST THING IN YOUR CAR BOOT RIGHT NOW?
- 19 WHAT DO YOU SHAKE BEFORE YOU EAT IT?

BUILD AN HOUR.

- 1 EVERYDAY to warm the room up.
- 2 DEBATE to get the phones going.
- 3 COMEDY to lift the energy.
- 4 CONFESSION to land it.

IN THE VAULT.

20 LINKS • 4 FLAVOURS • ANY STATION

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|---|--|
| 01 The Acknowledgement Distance | 11 The Pre-Phone Bathroom |
| 02 The Favourite Spoon | 12 The Nickname That Ate Your Real Name |
| 03 Medieval Punishments for Modern Problems | 13 How Old Are You in Your Head? |
| 04 The Stupid Argument | 14 The Tiny Thing That Makes You Feel Adult |
| 05 Things You Pretend to Understand | 15 Dangerous Grandparents |
| 06 The Supermarket Trolley Test | 16 Famous Last Words |
| 07 The Room Nobody Uses | 17 What's in Your Boot? |
| 08 Should Movies Require Homework? | 18 The Person Who Complains About Everything |
| 09 The Hunger Alter Ego | 19 What Do You Shake Before Eating? |
| 10 Generation Wars | 20 The One Thing You Do Just for Yourself |

SAME HEAD. NEW BITS. TOMORROW.