



A successful or supersonic *RSL* flight requires love, care and attention to detail pre-flight. The cabin crew performs these duties.

Pre-flight, the six most desirable cabin crew attributes are:

- a) tongue in cheek world view**
- b) natural sense of zeitgeist**
- c) love of kooky facts**
- d) capacity for sideways thinking**
- e) ability to make *RSL* happen**
and/
- f) will to make *RSL* succeed**

All the cabin crew investment that is put in pre-flight will shine right back out during the flight and light up both passengers and crew. The passengers will soak up the shine and will respond in kind with witty heckles and clever answers. The cabin crew is prepared and so is confident - they can focus on performance and service.

This section will provide you with a tried and proven toolkit of techniques, tips and templates for putting together a supersonic *RSL* flight.

topical rounds

Our regular topical rounds at
RSL cover:

Tabloid	- that is pop culture & trivia
Pop Music	- bands, new releases & gigs and/
Film & TV	- new movies, TV shows & adverts

These are the rounds that take
the most time to prepare.

Preparation involves the cabin
crew trawling the worlds media
outlets, filtering the data
through that natural sense of
zeitgeist (see cabin crew
attributes) and from this
fashioning an entertaining,
informative and topical quiz.

If the cabin crew stay wide awake
to the world around them then
the amount of actual media trawl
can be kept to a minimum.

infotainment

Infotainment is the fuel for *RSL*
and infotainment is everywhere.
In fact the sheer volume of
infotainment out there and the

amount of new stuff being produced each day is quite frightening.

Local and national tabloid and broadsheet newspapers publish daily and weekly. The music press publishes weekly and monthly. There is a constant flood of new local listings, brochures, pamphlets, billboards and flyers. Not forgetting books, magazines and reference manuals. And that's just examples of infotainment on paper.

Other mediums include radio, television (with ever increasing channels), cinema, video, CD and of course the Internet. All pumping out infotainment and all potential sources for *RSL* questions.

At first sight all this infotainment chaos can appear daunting but if you follow the *RSL* guidelines on how to look, where to look, when to look and what to look for soon patterns will start to emerge.

Golden Rule

infotainment is the *RSL* fuel to inform and entertain

awareness

The cabin crew, like the rest of the world, is constantly consuming infotainment. Where the cabin crew differs is that they get to create even more infotainment out of all their favourite bits.

Ideas and potential questions are everywhere for a cabin crew with their eyes and ears open and their notebooks at the ready. Infotainment that does it for them should do it equally well for their passengers. It's all about awareness.

Look for hooks, gags and gimmicks. The best kind of infotainment is the stuff which makes you go 'hey! that's cool' or 'no way' or 'yeah! check this out'. And, as you know, there is a million bizarre, funny, happy, sad and plain dumb stories out there which do just that.

Once you find infotainment that appeals start to ask empowering 'how can we?' questions like 'how can we make this work at RSL?' or 'how can we simulate Denmark?'

If you ask the right questions you might magically attract the answers you seek. Whatever. Think positive. Think 'aha! I know this will make the passengers laugh' or 'yeah! I can act out that advert' or 'wow! This new magazine makes you spontaneously combust'.

questions

A recent *RSL* straw poll reveals most quizmasters lack imagination and are incredibly lazy. They buy a copy of 'The Greatest Pub Quiz Book Ever' filled with 1001 boring tired old pub quiz questions and they are sorted - pub quizzes for life. Well good luck to them. At *RSL* we like to try that little bit harder.

Ready Steady Lounge questions are more quirky than quizzy and more leftfield than mainstream. They are more than mere infotainment.

Golden Rule

RSL questions are zeitgeist and passenger friendly

Plus they inform and entertain.

zeitgeist

Zeitgeist is top banana that most elusive essence of nowness.

Sometimes you might get to touch, surf or if you are very fortunate become zeitgeist for a short time. If you can even come close that is enough.

In less abstract terms zeitgeist is the stuff people are talking about. All the newest tabloid news and breaking news, the coolest events, CDs, gigs, TV shows, movies and adverts.

adverts

Adverts are excellent zeitgeist material. Ad campaigns are often cute and clever with a strong visual impact and a high exposure, all over a short time span. Also, as compared to movies and CDs etc., which carry with them the baggage of commentary and review, adverts are relatively fresh and unsoiled.

RSL do not care about the actual

products but do appreciate well-crafted adverts and campaigns. There is no hidden agenda here adverts are a part of life and if they look good, we look good.

The best TV ads use a simple idea or hook with a specific look and feel which is easy - and fun -for the cabin crew to recreate and act out as a question.

Advertising on local bus shelters and billboards to promote say a new store or TV channel are a good source of questions. As are teaser campaigns - 'can you predict the likely product?' Even bad advertising can provide good questions. At *RSL* we like adverts.

mass exposure

If one week a particular celebrity or band is getting mass exposure use their definitive three or four word biography as a question for example 'which cocaine kid?' or 'which New York new-wave band?' Next week someone else will be in vogue. Zeitgeist is like that.

passenger friendly

Passenger friendly questions try to allow every passenger to be a contender whether or not they know the right answer, assuming there even is a right answer.

Questions that encourage passenger input are always passenger friendly. Think about it. The question and the response are automatically personalised.

open ended

Open ended type questions like 'name if you can three bands with [random subject] as part of their name?' or 'please draw an emoticon' have lots of potential answers. Passengers decide which ones are right.

Similarly whenever a zeitgeist director or band issue a movie or an LP. Use their back catalogues. Ask for the names of other movies or other LPs by the same director or band.

Fig 1.1 examples six open ended templates.

Fig 1.1**open ended templates**

1. name three artists on [zeitgeist] record label
2. name three bands from [zeitgeist] country/city
3. name three novels by [zeitgeist author]
4. [artists] collaborating: name other collaborators
5. [zeitgeist actress]: name three previous movies
6. draw please [zeitgeist cartoon character]

no lose™

Even more input is required in No Lose™ type questions like '[zeitgeist pop star] is in fact a clone using the DNA of which two other pop stars?' or 'if you had a one to one with [zeitgeist celebrity] what would you say?' These can't fail to please. The passengers are always right. Plus your passengers are the coolest and smartest people in town, right? So, the cabin crew can tap into a big new brainpool of cool smart answers.

Fig 1.2**no lose™ templates**

1. which celebrity will die in a freak skiing accident
2. invent a t-shirt slogan for [zeitgeist band]
3. what job will [celeb] be doing ten years from now
4. someone gay without prejudice not yet outed
5. suggest a title for the movie of [zeitgeist event]
6. what was karma celeb in a past life

phrasing

Much is down to the wording or phrasing of questions. If the infotainment is a bit obscure put the answer in the question. This gives the passengers, if they missed that genius nugget of infotainment, the chance to take an educated guess.

Answers in the question can vary from the bleeding obvious like 'which award did *golden* haired *globetrotter* [golden globe winner] win?' to the trickier 'what *spin* are [zeitgeist band] putting on their forthcoming gig?' where the answer was 'a *revolving* stage'. You get the idea though, a passenger friendly key word (or words) in the question, which suggests the answer.

Regular passengers know the deal and are at slight advantage but we reckon that's fair enough.

multiple choice

Multiple choice questions let passengers at least have a guess

at the answer. Random comparisons like 'which is the loudest between [one loud thing] and [another louder thing]?' or wider or taller or brighter etc. and random statistics like 'how much does the average person sweat per year measured in cans of coke?' with options (the answer is 606, by the way) are both good for multiple choices.

As are scenarios - paint little pictures - with questions like 'was [zeitgeist celeb.] in [unlikely situation one], [two] or [three]?' For these the cabin crew would create two equally (im)plausible situations by twisting the real one.

prices

One way or another most questions give the scope to win some points through passenger input or guesswork or, at least, offer a good price on success. At the *RSL* bookmaker multiple choice questions are priced at 2 to 1 or better, open-ended questions are odds-on and No Lose™ type questions are quite literally a no lose gamble.

inform & entertain

The last two objectives are to inform and most importantly to entertain.

definitions

Definition questions like 'what is feng shui?' or 'define spread betting' fulfil both objectives but can have a short shelf life. Passengers and cabin crew are kept up to speed on the vocabulary of modern living - don't laugh - plus there is lots of potential for entertaining answers.

Type type questions are good value aswell. For example 'what are vega fina, big butt and padron 2000 all types of?' where the answer is 'cigars'.

Find kooky phrases in rap speak or sex speak or Icelandic or teen speak and ask your passengers to translate.

Perhaps ask the passengers to identify the foreign version of a movie or a TV show title. Note:

with some titles the foreign version translated back into English makes an even better question.

Truly there is a world of possibilities for a creative cabin crew.

local

Local stuff works because passengers care about what is going on in their neighbourhood. If the cabin crew find out for example there is an audition for TV contestants or a secret gig happening locally they should share this news with passengers before it breaks.

filler

There are always a few filler questions and in a slow week or when the cabin crew have mismanaged their time there may be more than a few.

Filler questions come from the b-list that 99% of infotainment churned out daily by PR companies with zero love and zero imagination. But lacklustre

material does not need to mean lacklustre questions. At *RSL* we believe absolutely anything can be made at least a little bit entertaining.

Copy the tabloids. They know how irreverent adjectives can polish up the most lacklustre material. For example a celebrity on a diet - dull story - make them a 'pie munching' celebrity. Choose your adjectives carefully to maximise entertainment value but be aware of and minimise any possible offence to the passengers.

infomercials

The cabin crew can also do infomercials and promote side projects like clubs or self help manuals. A No Lose™ type example is 'what tracks do you hope to hear in the brand new club *Ready Steady Disco* at [venue] on [date]?'

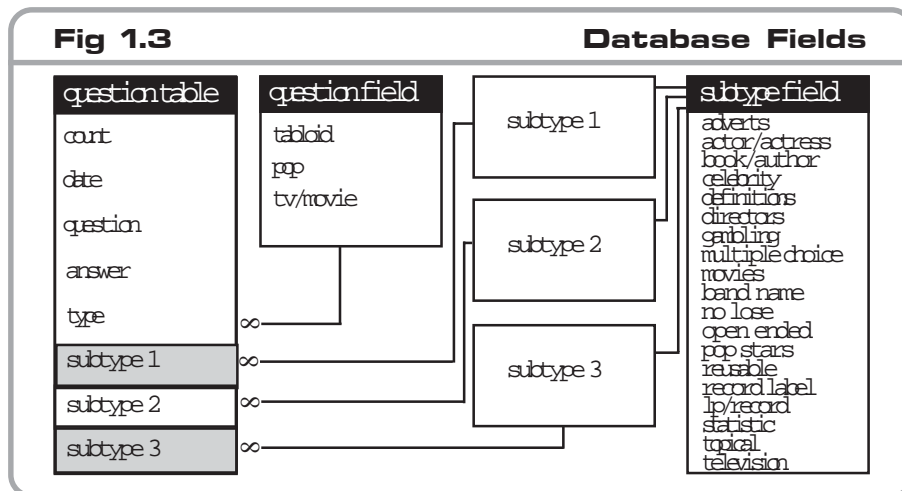
reuseable

Zeitgeist questions are best consumed fresh. But certain formats are reusable.

Many of the open-ended and no lose™ type templates are totally reusable by design - just slot in who or whatever is zeitgeist at the time.

Proceed with caution though when re-using multiple choice or definition questions. Passengers experiencing repeat questions are going to be, quite rightly, unimpressed passengers.

Avoid wastage - the cabin crew have invested a bit of themselves in every question. Put all this love to good use by constructing a question database. Your database should include venue, date, type (e.g. pop or tabloid) and sub-type (e.g. topical or statistic) fields. See Fig 1.3 for more details.



This database will quickly become an asset. In the unlikely event of creative blocks your friendly database can help spark new ideas for questions or templates. The venue and date fields will give guidance on reusability. And the sub-type field will allow queries to bring out different question sub-types, so opening up the possibility of feature rounds or perhaps even an *RSL* quiz book.

pre-flight meeting

Back to the now. Each cabin crew member will have applied all the trickery above to produce at least ten topical questions.

Next a pre-flight meeting is convened to consolidate the questions, remove any duplicates, add polish and carry out final zeitgeist and entertainment checks.

On a good day this meeting is all smiles. The cabin crew can road test their questions on one another, bounce development ideas around and savour being integral to such a cutting edge enterprise. Before too long ten

cabin crew approved questions for each topical round (tabloid, pop and film/TV) are agreed. Plus we have spare questions coming out of our ears, which are stuck on the database.

When the cabin crew are not ready or steady these meetings can become murder.

non-topical rounds

Various non-topical rounds are also required. These soon become relatively low maintenance as the format is known, tried and tested.

Our non-topical rounds are:

In-flight Audio	- music & theme tunes
Personalities Sheet	- an initials game
Minibiogs	- celebrity biographies
Faces	- of cultural icons

inflight audio

The in-flight audio round comprises pop music intros and TV, movie, advert theme tunes. Pop music rocks worlds. Dip into

the overflowing golden lakes of pop and make your choices. Possible selections include any song your passengers have grown-up with, fallen in love to or ever sung in the shower. Be aware of your passenger age mix and keep it simple stupid. That is stick to the hit singles.

Fig 1.4

Inflight audio sources

1. Original Artistes
2. Now That's what I call Hits [year] [genre]
3. Scart plug TV [MTV [Europe & America], VH1]
4. Radio
5. Internet

RSL ideal selections would be an eclectic mix of old and new tracks which are instantly recognisable, highly singable and have drop dead gorgeous intros. Five of these with first verse to chorus lyrics and we are laughing. Although not mandatory an adventurous cabin crew might like to try incorporating topics into the selection.

The themes can be played straight or interpreted [sources in Fig 1.5]. If one or more of the cabin crew have keyboard skills make use of them. A theme interpreted

in a lounge style on a toy piano is more of an event for the passengers than the original on a tape.

Fig 1.5

Theme sources

1. Scart plug TV [Adverts, Programme Themes]
2. Movie Soundtracks
3. Original Artistes
4. Best TV [genre] Themes Ever Albums
5. Internet

A variation on themes - easily accomplished with a video to audio scart plug - is to use the dialogue from TV shows, movies, and/or adverts.

personalities sheet

Fig 1.6

1/2 point for each celeb.

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fr	
fr	francis rossi
g	
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tn	
uq	
va	
wb	
xo	
yo	
zk	

The personalities sheet is something for between rounds to keep passengers amused. It is an a through z initials game. Passengers are asked to come up with a celebrity name (forename and surname) for each set of initials to win points. Fig 1.6 illustrates the format.

The celebrity can be minor or major league, living or dead, real or cartoon. Pretty much anyone as long as they are known to the cabin crew. Where the

celebrity is obscure passengers may include a cross-reference to try and add credibility but the cabin crew would still make the final call.

Try different things. Nominate your minor celeb. of the week as an example. Use the 26 letters in column two for secret subliminal messages: adverts, *RSL* comment, palindromes or anything else you fancy.

Fig 1.7 **26 letter subliminal messages**

1. everyoneisaminorcelebatrsl
2. tonitefrequentflyersgofree
3. jetpacedinfotainmentfrenzy
4. eurovisionsongsrockmyworld
5. gohangasalamiimalasagnahog

If the letters 'u', 'x' and 'z' prove awkward try using wildcards.

minibiogs™

A minibiog™ is a short biography duh - around 200 words - which gradually reveals a celebrity. Be slow and gentle in teasing your celebrity out that is don't secrete too soon.

Fig 1.8

minibiog™ sources

1. Who's Who type books
2. TV bio-mentaries
3. Newspaper/magazine profiles
4. Obituaries
5. Internet [celeb. pages]

RSL usually construct minibiogs™ by following these six easy steps:

- a) date & place of birth**
- b) parents names/occupations**
- c) childhood/formative instant**
- d) random quote**
- e) where are they now**
then, finally, the payoff
- f) why are they famous**

The minibiog™ should also have good readability and a catchy sign off like 'I am sitcom guru...' or 'I am Irish flake...'

faces

The faces round is cut 'n' paste old skool. Newspapers and magazines are full to bursting with celebrity faces. If an image appeals and is photocopyable (newspaper pixellated dots are good) then put it in your faces round.

This is an optional icing type round.

administration

Administration is boring so each cabin crew member should punch their weight. The final pre-flight tasks list is so dull in fact we had to put it into a Fig.

Fig 1.9

final pre-flight tasks

1. Input questions to database
2. Print out Questions [2 copies]
3. Make up tape of 5 intros
4. Type up lyrics
5. Record 5 themes
6. Type up Personalities Sheet
7. Type up 3 Minibiogs
8. Photocopy blank answer sheets
9. Photocopy Personalities Sheets
10. Cut n paste Faces and photocopy [optional]

Once all this rubbish is sorted *Ready Steady Lounge* is in the bag. Now the fun really begins.