

How to Write 100 Jokes for Late Night TV During a Slow News Cycle.



The screenshot shows the ESPN website interface. At the top, there's a navigation bar with 'ESPN' logo and links for NFL, NBA, MLB, NCAAF, Soccer, and NHL. Below that, there's a secondary navigation bar with 'Home', 'NFL Nation', 'Scores', 'Schedule', 'Standings', 'Stats', 'Teams', 'Power Rankings', 'Football Power Index', 'Fantasy', and 'More'. The main content area features a news article titled 'Edelman on Brady: Like one of buddies in jail' with a sub-headline 'NEW ENGLAND PATRIOTS 29d - Mike Reiss'. To the right of the article is a video player with the title 'one of your buddies going to jail'' and a thumbnail image of Tom Brady and another man sitting at a table during a press conference. Below the article, there's an advertisement for Degree Dry Spray with the text 'Degree Dry Spray. Instantly dry for a cleaner feel.' and a 'BUY NOW' button. At the bottom of the article, there's a small text snippet: 'Panthers unsure if Newton will play vs. Bucs'.

It never fails. You're feeling funny and you want to write some jokes for the show you're working on or for practice to submit to a show and lo and behold; you can't seem to find anything compelling or interesting to write on, because it's been a slow news cycle.

Many times this happens during a 3-day weekend. It doesn't happen as much as it used to, mostly because the internet and social media have made the news more a 24/7 cycle, so there's rarely a time where people aren't tuned in.

So what do you do when you can't seem to find anything to write jokes on?

Here's what I do when there's a slow news cycle:

1. I go to USA Today



2. I go to Twitter and Facebook and find out what's trending
3. I look at sports at ESPN
4. I look at TMZ for Celebrity Culture.
5. I also look at a website called theweek.com

After Labor Day in 2016, it seemed to be a slow news weekend. I sat down to write material on Monday and I did the above process. I landed on ESPN and the first article that popped up was:

“Patriots wide receiver Julian Edelman said Tom Brady’s suspension is like a friend going to jail.”

The first thing I do is just to find an article. I don't look for something funny. I look for something that makes me think something is ridiculous, silly, naughty, insane, dumb, hypocritical, embarrassing, paradoxical or ironic.

In this case this news story was the first thing that popped up on ESPN. I saw the story and I said, “Really?”

So I immediately made a table. Because in the case of this story, there were two dissimilar ideas converging; “Jail” and “Football.”

The table is to write down everything I can come up with relating to football and jail.

To remind me of things to think about I write down the subcategories:

People, Places, Things, Events, Cliches, Words, Phrases and don't forget opposites.

The Importance of the List

Although I'm usually able to come up with a few jokes off the top of my head, when I do the listing, I'm able to come up with volumes. This is the key to really digging deep. Also I can usually find material to use in other forms of comedy, like sketches or desk pieces.

The list is also "task-at-hand." I'm not thinking about being funny. I'm just writing down things that are related to the subject. If an idea comes to me, I stop listing and I write it down. Otherwise I'll forget it. (There's only so much you can hold in your brain's memory). You can always get back to the list.

Football / Quarterback	Jail
deflategate	sentence
Underinflated balls	Time served
Wide receiver	cell
receivers	inmate
snap	yard
Take the snap	Mess hall
Make the calls	bars
Call the plays	Behind bars
end-o-round	cellmate
Post route	Toilet in your cell
Go deep	bunk
Hail Mary	Jail term
Serve Time	3 to 5
Hand off	Good behavior

Statue of Liberty Play	Arraignment
Screen play	arrest
Run or pass	Cell block
Pass play	Behind bars
Find a receiver	laundry
Out of time	warden
Run out the clock	Bitch about the food
Gridiron	Gang rape
offsides	Orange jump suits
penalty	Hard labor
Penalty flag	Chain gang
Find the hole	charges
Run up the middle	Life sentence
linebacker	Minimum security
Tight end	Ad Max
2 minute drill	Prison
Belichick	cellmate
Patriots	Guard tower
The bench	Barbed wire
On the bench	visitation
gatorade	Conjugal visit
Ball boys	Hearing
center	jury
Nose guard	guns

Hit hard	shivs
Take a hit	shank
Shoulder pads	Transfer
uniform	
clipping	
holding	
Goal posts	
uprights	
Between the uprights	
Brought to you by Budweiser	
Hand off	
Rush	
Blitz	
5 man blitz.	
cheerleaders	
announcers	
Game day	
Game film	
endzone	
Get it into the endzone	
Red zone	
First and 10	
4 downs	
Face mask	

Back door play	
Field goal	
punt	
Freeze the kicker	
Play clock	
referee	
linesman	
Move the chains	
protest	
Go upstairs and review the play	
Out of time outs	
Run it out of bounds	
Stop the clock	
Odds	
Coin toss	
Strong defense	
Strong offense	
Go for it on fourth down	
play-action-fake	
crowd	
Crowd noise	
dome	
Night game	
Day game	

Home	
Away	
tackle	
Illegal tackle	
Leading with the head	
Helmet to helmet collision	
Holding	
Pass interference	
5 man blitz	
Oxygen	
Get the gatorade poured on you	
overtime	
Overtime win	
Overtime loss	
Post game interview	
Michael Vick	
Gisele Bundchen	
Ground and pound	
Super bowl	
playoff	
AFC	
NFC	



3 Questions:

1. Is there an assumption that can be shattered?
2. Is there a double entendre play?
3. Are there 2 dissimilar ideas converging?

Patriots receiver Julian Edelman told ESPN that Tom Brady's suspension is a lot like a friend going to jail.

1. Tom Brady's suspension is nothing like going to jail. In jail you get 3 squares a day and the threat of anal rape. At home, you Gisele Bundchen.
2. Even if you put Gisele in orange coveralls and did anal, it's still nothing like jail.
3. Don't think of it as being away from the NFL, think of it as quality time with a supermodel.
4. Have you been to jail? There are a hell of a lot more tattoos... in the NFL.
5. That must suck too, because they don't let you break the rules in jail.
6. Michael Vick said, "No. No, it's not."
7. That sounds like a white privilege statement if I ever heard one. Because like over half the NFL can probably tell you from experience.
8. I've had friends in jail and there's one subject that never came up; deflated balls.
9. In fact, if there was a test in jail that allowed them to test balls, 7 out of 10 balls would probably be over pressure.
10. Have you seen the thugs in the NFL? Being on the field is more like being in jail. Except in jail if you get a 5-man blitz, you're probably gonna lose more than just yardage and the NFL has more tattoos.

Do you see the possibility for the Jimmy Fallon segment Pros & Cons?



Pros	Cons
In football Tom Brady is a quarterback	In jail, he's a tight end
In football pass interference is a penalty	In jail pass interference is a cockblock
In football the guy you walk up to from behind and put your hands between his legs is called the center	In jail, he's called your bitch
In football helmet to helmet contact is a personal foul	In jail it's foreplay.
In football the term 'ground & pound' is used to describe how the offense moves the football up the middle.	In jail ground & pound is an offensive move up <i>your</i> middle.
In football a five-man blitz is a defensive move that usually results in a loss of yards.	In jail, if you get a 5-man blitz, you lose yards, consciousness and your manhood.
In football you can get ticket for the whole season	I jail, you can get life.

No it's not. In jail Tom Brady is not a quarterback. He's a tight end.

In jail, pass interference is called a cock block

In jail I don't even think Belichick would have Brady run a naked bootleg.

Really? In jail, when you come up behind a guy and put your hands between his legs, he's not called your center he's called your bitch.

In Jail Helmet to Helmet contact is just foreplay.

Holding is what happens after lights out.



Also during a Slow News Day...

Think about what is going on around you Broader Sense?

Summer is coming to an end.

End of summer.

Labor Day

National Holidays

Celebrity Culture

TMZ

Evergreen Jokes

Factoids, Quotes, Product Claims

On this day...

The Key: Emotion. What are people connected to. What do they respond to?

To Wrap it Up

Keep in mind, that was just one news story and we came up with around 25 jokes or more. If you did 5-8 news stories in a day, that's well over 100 jokes you can use to submit in a packet or to pitch at the pitch meeting!