

THE 3-MINUTE RESET

For the days when the station feels heavier than it should

20-Second Reality Check

Take one breath.

Then ask yourself:

What's the one thing today that actually moves the station forward?

Circle it. Everything else can wait.

60-Second Log Scan

Look at the next hour and tighten just one thing:

- One break that needs a cleaner point
- One promo that needs a sharper line
- One imaging moment that needs warmth or clarity

Small fixes create big momentum.

90-Second Leadership Reset

Think of one person on your team who quietly keeps the place standing.

Send them a quick:

"Hey — I see what you're doing. Thank you."

It changes more than you think.

You don't have to fix the whole station today.

Just move one thing forward, steady the hour, and remind one person they matter.

That's real leadership.

Hole In The Wall Media.

Support for the people who keep stations standing.

