



Topic Sheet

This brand new commercial wraparound idea from Creative Marketing and Communications features radio personality and author of the *The Great Barbecue Companion*, Bruce Bjorkman, aka Mr. Barbecue. Each of these BBQ TiP features is just 30-seconds in length and are designed to wrap around a 30-second message. No matter what your cooking skill level, anyone who has fired up the grill will find these TiPS to be fun and useful. And of course a great way to hold your listeners attention through an advertisers commercial message

- 1) Spice dating
- 2) Zest up your chicken
- 3) Testing thermometers
- 4) Balanced BBQ
- 5) Smoking the right way
- 6) Foil Grill Cleaning
- 7) Cutting board trick
- 8) Meat thermometer trick
- 9) Mustard magic
- 10) Fat IS your friend
- 11) Take your knife to the doctor
- 12) Fall off the bone tender?
- 13) #1 BBQ sin
- 14) Locking up smoke
- 15) Cookie cutter cheeseburgers
- 16) Salty language
- 17) Steak sense #1
- 18) Steak sense #2
- 19) Sauce secret #1
- 20) Sauce secret #2
- 21) Become a BBQ writer
- 22) Keeping a cool fire
- 23) Look for the nut!
- 24) Hot and fast
- 25) Gas relief
- 26) A clean machine
- 27) Black magic trick
- 28) Play misting for me
- 29) Brine time
- 30) Smoking fruit
- 31) How long?
- 32) Veggies on the grill
- 33) Fish is done
- 34) Most valuable tool
- 35) Undercover BBQ
- 36) BBQ gone wild