

Only One Talent
Coach Works With
Eight Morning
Shows in the Top
Ten Markets!



The Reynolds Group

Planet Reynolds

We Create Personality Radio

steve@reynoldsgroupradio.com

www.reynoldsgroupradio.com

The Reynolds Group

(919) 821-4700

Issue #2

Dec 1, 2009

What Oprah Does That Indicates If Your Morning Show Will Win!

We can always tell how successful particular morning talent will be having studied the success of The Oprah. The Queen of TV Talk perfected the art of rapport-television. By all intellectual accounts, she shouldn't be a success. Oprah's never been married, doesn't have kids, flies in private jets, owns million dollar mansions (plural!), hangs out with other rich and famous people, and treats her employees to cruises as a thanks (often, they go all at once - it must be because she likes getting those American

The Reynolds Group coaches morning shows to better connect with their audience. Focusing them on the demo and challenging them to develop fun, relevant content and entertaining ideas makes more people want to tune it!



Steve Reynolds

Express points). Looking at it on paper, it shouldn't work; yet millions of women worship her. Why? Because at the start of her show in 1984, Oprah bared her soul. She shared her secrets. And that connected her to a fan base she's nurtured for 25 years. We know of Oprah's battle with weight (she's lost the pounds, she's gained the pounds, she's lost them again!), how she was abused as a kid, and what her perspective is on every little thing in life that's on her show. In short, she's honest and authentic. People (consumers of goods) crave authenticity. Look at your own life. Would you ever bother to spend any amount of your valuable personal time with a brand (person) who isn't the "real deal"? If not, then why would listeners? There are markers we quietly look at when evaluating talent. One of them is the personality's ability to be honest with the audience and lay bare their perspective on any topic or tell almost any story about their life with the audience to connect with them. Just like Oprah. The closer the talent comes to having no fear of this type of relationship with their listeners, the better the chance those who tune in to the

program will say, unaided, that they feel they know the people they wake up with each morning on the radio. Our medium is still the most intimate form of communication there is. At the end of each show, evaluate the program on The Oprah Criteria: what did I learn about the personalities today I might not have known before I turned them on? Have that same quality Oprah employs on every show, and listeners won't like you, they'll love you.

The Diary Exercise

There are many ways to develop personal, real life experience content for the show. One of them we use quite effectively is The Diary Exercise. Have each show member keep a diary of everything they do for two days, regardless of how mundane or boring. Pick a few things from the diary of each show member and get VERY inquisitive around them. Turn it into a conversation and watch how organic story-telling appears. And once you hear those, you have content which can be brought to the air to connect with the audience and define your talent!