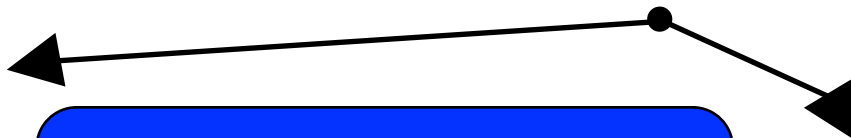


Only One Talent Coach Works With Eight Morning Shows in the Top Ten Markets!



Planet Reynolds
 We Create
 Personality Radio
 steve@reynoldsgroupradio.com

The Reynolds Group
 (919) 821-4700



The Reynolds Group

www.reynoldsgroupradio.com

Issue #5 Feb 1, 2010

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

Wanna Win Bigger? Know Your Show Plot!

Something TV shows understand that's a new conversation for radio is the concept of "show plots". Your station has one as a music strategy: "Today's Best Country," "Best Variety of the 80s, 90s, and Today," and "The Number One Hit Music Station" are all examples of a music philosophy (plot) captured in a few words. These plots help the station occupy a brand position in the marketplace so consumers choose it

when they want that kind of music. Your morning show should be handled the same way. Every Reynolds Group morning show has a specific, focused, and unique content plot in their market which makes it easier for them to choose and do content to succeed faster. Once this is defined or affirmed, the show gets easier to prep and evaluate to attain deeper success. What's your show's content plot?

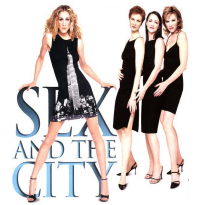
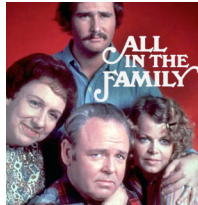
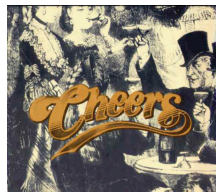
Steve Reynolds



Securing Your Plot: A Case Study

Developing a plot is a specific and unique exercise show-by-show, market-by-market. Karlson & McKenzie at WZLX, Boston is a classic example where once we identified plots already taken (considering they're fourth in the market in longevity for the demo), good things started to happen. Here's what existed: "Old Cynical White Guy Has Fun with Politics" (Imus), "The Song Parody/Wacky Character Voice Show" (Loren & Wally), "It's About Sex" (The Hillman). So, we go where they aren't. Our show is about "A funny view of the world's dysfunction." Once we focused K&M on this (with the slug line "Big, Fat, Fun Mornings"), ratings took off!

MATCH THE PLOT TO THE TV SHOW



- A. A bigot deals with his dingbat wife and radical kids in an ever-changing world.
- B. The believer and skeptic search for proof that aliens exist.
- C. It was the show about nothing!
- D. Friends escape life in a Boston bar where everyone knows their name.
- E. Six 20-somethings find life and love in a coffee shop.
- F. Four women navigate relationships and sex in NYC.