

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



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Leno V. Conan: What We Can Learn

There was so much to learn when the Jay Leno - Conan O'Brien mess flared up. Chief among them was the power of honesty. If listeners are drawn to anything, it's this. Those on the air who are disingenuous are rejected (hence the immense popularity of Howard Stern in his terrestrial time). Both of these guys, each with their own appeal and audience, knew they were "the story". There was no parsing the details so they made their fans well aware of where they stood on the topic of the battle and their perceptions of their employer. This is not false

license for your morning show to publicly take on every little thing the station does wrong. That falls under the "no one cares" rule. Crucial to this equation is how much play the controversy has in the media. In Leno/Conan, everyone knew everything because it was covered everywhere so they had to comment. That argument will prevent your morning show from complaining about things that don't matter. But once these guys knew it'd entered the mainstream (fairly quickly in this case), had they not taken a position, they'd have been fake! And no one likes a phony.

Stewart V. Colbert: What We Can Learn

Intellectually, we'd probably all agree that almost everyone hates the topic of politics, right? Then why is there such popularity of Jon Stewart and Stephen Colbert? Because of the "X Factor", which is humor. These guys create laughs with the day's political happenings. And humor has energized a base of people who'd otherwise yawn at the topic. Jon Stewart will tell you his show is not about politics, it's about

humor around politics. Jay Leno and Conan O'Brien know this, too. Which is why, when their controversy owned the pop culture cycle, they communicated their point of view by being funny. Morning radio shows consistently win by having very healthy humor images and not by using their time to spout off. Always making sure they're "delivering the funny" guarantees additional listening back to your morning show!

A strategic bit which fuels honesty done on some Reynolds Group morning shows is called "The Marital Report Card". So many talent spend time telling their listeners stories of those things that happened to them inside their relationship. Once a week, we flip the coin and let the spouses of the co-hosts come on to tell a story about things the talent did in the previous week. The bit culminates when they give them a letter grade on how they were as a spouse in the previous week. It's highly relatable and if the right story is chosen, quite fun to listen to.



Steve Reynolds

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!