

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



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## When Your Story Should Be Told!

One of the hardest questions I've ever been asked was by Jerry Potter, anchor of "Candy & Potter", on KMPS, Seattle. In a training session, he'd asked when he would know if a real life experience should be shared with listeners. Thinking, my answer was this: if whatever you've experienced resulted in a powerful emotional reaction, you should consider it because that reaction will let you convey it in a way listeners will bond with. That the emotion would drive the story. Not everything a talent experiences should be brought to the air (not all of it is appropriate or would position the talent as likable and real). As I've thought harder about this question over the years, here are the five criteria I believe should be satisfied by a talent for a real life story to be shared with listeners and developed:

1. The listener must be able to see themselves in the story. In other words, there has to be a fair shot

As a listener, I want to know why content you've chosen matters to you. Recently a student in Mississippi had her prom cancelled because she's gay. Reflecting on it on his syndicated show, Rickey Smiley shared with his audience that his daughter was gay, and that he'd never want her to miss her prom because of it. In that one instance, I got why this topic was important to Rickey as he defined himself. Now the break mattered to me because I know why it mattered to Rickey.

that they'd have a similar experience.

2. If no to #1, the experience must be so different and unique, they'd be intrigued to hear about it.

3. There must be a true, definable point of conflict in the story.

4. The talent must've had a true emotional reaction to whatever happened.

5. The talent must be able to tell the story succinctly and be able to sell the same emotion to the listener.

If you can do these, the experience should be considered and the show should figure out how best to develop the story to define themselves as real and take it to places where listeners will be able to bond with and connect with the talent.

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!

Steve Reynolds

## Why Southwest Wins!

I hate planes. But love Southwest. Why? Because they take care of customers. Flying recently out of Philadelphia, there was a bad accident on I-95 and at take-off time, we were minus fourteen passengers. Attributing it to the accident, they told those of us already on the plane that they were delaying pushing back by fifteen minutes to give more people a chance to make it. Then, they walked the aisle with free peanuts for all. Fifteen minutes later, ten people had come on board and we left the gate. But not until the flight attendants asked those who were late to applaud for those of us who waited for them. We all laughed and fell in love with Southwest again. The moral of the story: take care of your customers (even those who write hate e-mail). Make them fall in love with you all over again because you listen to them!

