

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

# Planet Reynolds

We Create Personality Radio

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## They Zig We Zag

This one's all about understanding and leveraging your strengths. In a recent market visit with a major market show, we discussed how our direct competitor was adding music to the morning show. They have a fairly new program, with an underdeveloped team. We have the exact opposite situation. We have a very tenured morning show which has significant brand images. The reflexive act in PPM is to add music to a morning show. While music is important in a vast majority of the cases, we know in this particular market that our team and its features are loved. So, we did the exact opposite. We took music away, believing that our listeners want more of what our team provides. We'll carefully watch PPM for the next couple of months as the team pays very close attention to making sure that this additional content they have to create is as real, relevant, innovative, and fun as ever to see if this was the right decision. The question to be posed as you help make your morning show players strategists is this: what are your show's absolute greatest strengths (players or features) and are you using them in a way to create additional listenership back to your brand?

When asked years ago how he wanted me to communicate with him in e-mail about the Emmis shows I worked with, Jimmy Steal, Emmis VP of Programming and PD of Power 106 in Los Angeles, told me: "start at the end and stop." In other words, "I'm busy so give me bullet points instead of paragraphs." I've never forgotten that as I teach talent how to craft breaks listeners will react to positively in PPM. Talking to the talent of a major broadcast group about this recently, I shared two analogies I think cut through and shifted them from being inside to outside thinkers:

- \* When we watch TV each night as consumers of television, we change the channel if the show we land on doesn't engage us within a micro-second. If we treat TV this way, why should we believe listeners will treat us any differently?
- \* When sent a YouTube link by a friend who tells us it's the "funniest thing I've ever seen," we're inclined to click on it because of trust with that friend. Our eyes immediately dart to the length of the clip. If it's short, we click play. If the first 15 seconds don't capture us, we leave and go to another website (or do something else) that matters to us.

So much of what we do is frame things in ways talent we're working with can relate to in their own lives so they make positive changes to their shows. Here are two which might help when you talk with your morning show about PPM.

Ah, fall. Time for honored traditions like NFL and college football, cooler temperatures, and every manager's favorite exercise, doing budgets for 2011. As you figure out the valuable things to spend money on next year, if you haven't in years past, give some thought to the continued investment in the growth of your morning show. Talent coaching works to help improve the ratings. Is 2011 the time to find out how talent coaching can benefit the brand development growth of your radio station?

## 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!

