

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

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Will That Interview Work In PPM? Yes, and Here's How!

What's Old Is New Again

In PPM, we hear a lot of "absolutes". A regular favorite is "interviews don't work in PPM". So lots of shows make the decision to not do them. I don't agree as interviews are yet another way to engage and entertain the audience as part of content development. That said, here are the five things to consider when pitched an interview to make sure it's on point to working for the audience and in PPM:

inside the story, and tell them something they don't know that all are intrigued by?

1. Is the person being interviewed known or why they're coming on of high interest to the listener? This is critical as listeners decide in seconds if it matters to them. Equity (familiarity) is everything in the morning.

3. Are they fun to talk to and will the cast members of your show have a good time talking to them? Listeners won't have fun or be interested if the show members aren't!

2. Can the person you're interviewing tell a story, have the ability to bring listeners

4. Will they let you record the interview so you can air only the best parts? Bookers are crafty - they'll only schedule an interview if it can be live. That's dangerous. Airing only the best parts of an interview guarantees it'll be evaluated highly.

5. Finally, does everything (the person being interviewed, the content, the execution) fit the show plot or content strategy?

Get "yeses" to all five questions above and the work has just begun. It's at that point the show should prep an interesting and fun Q&A that listeners will respond to positively that will also work in PPM! But wait, there's more:

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!

- Record every interview to control what airs! And avoid saying "no" to a booker if you can. Having a good relationship with that booker could land you lots of A-listers down the road. Still, only air the great stuff that fits the model above. Then...

- There's no reason you can't put the B-listers and what gets edited out of an interview you do air on the web where your partisans will be more forgiving of less than entertaining content.

- Interviews don't need to air as interviews! Where's it written that the five minute Q&A is what listeners have to hear? Consider pulling out a specific exchange (one or two questions/answers) and just air that or place them in your Hollywood reports thru the morning to make that generic feature more special, for example.

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• Apple released another software update for its popular iPad and iPhones just before Thanksgiving. Many think software updates are offered to make things work better. For Apple, software updates are part of their marketing strategy. Just when their Pis get bored with the gadget, Apple releases software that makes it do new and different things. This innovation reinvigorates Apple's fans and makes them fall in love with the gadget (and company) all over again. What's the message for us in radio? If you're not innovating around the best topics of the day, listeners might get bored with your show - and if they do, your show creates a vulnerability, which might give your competitors a fighting chance to steal them. Software updates breed brand loyalty - so does innovation for your show. Read the NY Times article about Apple's strategy here.
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Steve Reynolds

With Christmas approaching, can the morning show provide "Giffterventions" for the audience? Ever get a crappy present from a friend or relative? This is where the show calls the well-intentioned person who chooses bad gifts and tells them on behalf of the listener what's up. Isn't that relatable and wouldn't it be fun to hear?