

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 #25 June, 2011

Blah, Blah, Blah, Blah, Blah, Blah, Blah, Blah

I recently had an extra day in the office so I decided to listen to some shows I don't work with. The decision-making of one fascinated me. The morning after a major local sports team almost clinched a national championship, here was that show's lineup of content in one hour: banter about JK Rowling remodeling her house, gabbing on about Leona Helmsley's pet dying, how one show member liked car racing and another didn't, and droning on about how Marc Anthony is a difficult interview. I am a lucky guy because I also get to work with great shows and some very smart people. One of them sent me this quote from the book "Do You Matter" by Robert Brunner:

"Today, if someone took a poll of your customers, constituents, followers —

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

whatever, and asked if you mattered to them, how do you think you would come out? If you ceased to exist tomorrow, do you think anyone would really care? In other words, has your product, service, or brand established an emotional connection with your customers to the extent that they are invested in your enduring success?"

In the face of their market's Big Topic that day, the show I listened to that morning went generic. All I heard, as I tuned in, were listeners disconnecting from the content choices of this show on that day. Which begs the question (and this applies to all of us - you as a manager, your morning show attempting to build loyalty, even me as a guy who owns a talent coaching business): Do...you...matter? If your customers suddenly found themselves without you, would there be a gaping hole in their lives? Here's an exercise to do which might be fascinating to you: listen to a different hour of your morning show each day next week. Write down the topic they've chosen and note how they've decided to do it. Is it personal, real, and emotional? Do you get the essence of your team as human beings? Are they emotionally connecting with your demo? Or are they droning on about the latest Hollywood news or doing even less relevant or more generic topics to fill time? The shows I work with are all graded based on how well they've emotionally connected each morning with their listeners. Did they do anything at all when I tuned in that really, truly mattered? Did they make me feel something?

Test yours in the next few days and decide, if they ceased to exist tomorrow, would the audience really miss them? Or is it just a bunch of blah, blah, blah, blah, blah?

Some shows I work with believe that to build loyalty with listeners, it's all about content choice: "if we're talking about what they're talking about, our ratings will go up." That's only partially right. While content choice equals accessibility, I remind shows that you develop a relationship with listeners the same way you do with a friend in real life. In an exercise, we then dissect a personal relationship a show member has. They see what builds that loyalty, at first, is commonality. But as the relationship grows it only endures because of an emotional connection and true authenticity.

The Race to 1K

A great way to do some character building on the show is to pit the cast against one another in a competition the listeners can get involved in. At some stations I work with we recently spent one month doing "The Race to 1K". Each show member was tasked with meeting 1000 listeners in the month. The first to get there won. Listeners called inviting them to come meet their friends/co-workers. The hitch was that listeners could only choose one show member. The choosing of sides, and then the airing of the great audio each got when they went out, elevated the entire cast as listeners were forced to show their passion for just one of them.