

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



The Reynolds Group

Planet Reynolds We Create Personality Radio

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Three Steps to a Morning Show Reset

January is a great time to take a global inventory of a morning show, to set it up for grand success in the new year. Fresh from their breaks, all Reynolds Group morning shows will spend the month assessing three main areas so that our team wins in distinctive and big fashion. Use these guidelines for your morning show, too:

1. **Assess Your Content Strategy.** Is the content strategy of the program still viable and unique to the show vis-a-vis the competition? Is it focused, easily executable, and understood by all as content is selected and ideas developed? Based on the show's life cycle, is the team working on those areas critical at that stage? Is each cast member defined, distinctive, likable, fun, and different from the rest of the team? Is the show continuing to accrue or affirm the four critical images imperative for any show to win (the FAIR Strategy©)? Remember, shows that have very healthy images of being Fun, a cast that is vulnerable, real, honest, and Authentic, a program that Innovates in a way that fits their brand image, and a team and its content that are seen as exceptionally Relevant always win if they have a core content strategy.

2. **What Are Your Promotional Efforts.** How significant is your promotional and/or marketing campaign for the show so that extra measure of cume chooses it each morning? This may not necessarily be about how much money is spent to buy affection, but is the show teasing in ways to make people come back? Do they do narrative story arcs so the audience wants the next chapter the following day? Do the benchmarks continue to work in forcing "cume urgency" into the program (do meters come to you at those

appointment times)? Do you know what percentage of station cume does NOT use the show and do you have a bold idea or two to reduce that number in the next twelve months? Have you leveraged relations with other media entities in town to gain them that extra measure of on-going attention? Are you using social media in a way to build your brand and affect interest in the show? Does your morning program have significant "miss a day, miss a lot" images" so listeners feel as though they're missing something if they don't tune in?

3. **Develop a Year-Long Ground Game.** What's your ground game over the next year? There are many shows that can be beaten on the streets either because they're not actually in your town due to syndication or they won't get out and meet listeners. It's work, but it's still effective. Getting out in the market with a focused campaign to meet listeners and make converts will always be positive for a program. One of the many strengths of local radio versus other mediums is that we can do this. Radio is very intimate, so for potential listeners to meet the local morning show, whether at a promotion or community service function, is highly effective. A few important things on a ground game: it must be focused so everything you do under its umbrella has a central theme; it must be on-going (you can't do one a month and expect to win from that); the show can't miss the local content that develops from it and they must use it on the air; and you won't get credit unless it occupies content space on the program and is positioned properly. I've worked with many shows that beat competitors because the guys across the street won't get out to be with the people who listen or could potentially listen.

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 in!



Steve Reynolds

A Product's Greatest Strength

One of my main jobs as a talent coach is to help each person on the team become strategic. That said, I remind all that one of the great marketing axioms of all time is that a product's greatest strength becomes its greatest weakness. Concurrent to the exercise to the left, do a 360-degree analysis of your competitors, too, with your own morning show. Leverage your competitor's strengths against them and understand their weaknesses, as that may present opportunities to you. It'd be easy to discount the competition (I love to be ignored so they don't see us coming), but part of being strategic is knowing what the other shows are up to.