

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



The Reynolds Group

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Morning Drive: Where the Work Begins...

Talking with a show I might potentially work with, I'd noted the lack of Super Bowl content on their program the morning after the big game. When I quizzed them why, with parties, Beyonce, the black out, and all those ads to talk about, the anchor (who makes the final content decisions on the show), said, "Well everyone else was talking about the Super Bowl this morning so we decided not to." Oh. One of the easier decisions for any morning show is what topics to do. Whatever is happening in the pop culture or news cycle, whatever local stories might be big, and those stories about the talents' lives which position them as just like the listener should always float to the top. But the hardest part is to figure out what to do with those topics. That's the

work part. Morning shows must be a reflection of the sensibilities, inquisitiveness, values, and sense of humor of those on the show. If not, the show will be prep-service driven and sound very generic. Interested people are interesting people. Once the topic is identified, the ideas developed and the angles taken must come from the core of the people on the show. What most intrigues them will probably elicit the greatest emotional reaction from listeners and the bonding and connection process will continue. To do that, your talent must know themselves and be able to dig within to come up with things around the big topics of the day that will allow listeners to lean in so they don't tune out. If your talent can't do that, your show will always sound like wallpaper.



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 in!

Howard Stern Schools Us Again...

There's something to learn every time I listen to Howard Stern. I recently watched a YouTube of an interview he did with Jay Z from September. Howard is a brilliant interviewer because he does his homework. And to the point made above, this is completely engaging because Howard explores those things with Jay Z that most intrigue him. The next time you listen to Howard or watch Oprah, Ellen, or Letterman make note of the questions they ask the person they're talking to and see if you agree. At the bottom is a link to the Jay Z interview (it's an hour, but it's brilliant radio you cannot walk away from). Watch what Howard does to make this great:

- In the first few minutes, he builds trust with Jay Z. How? By proving he actually read his book by developing questions you could only get by having done so. There's a moment Jay Z notes this and the tone of the conversation changes.
- Howard does his homework. He is genuinely intrigued by not only Jay Z, but why Jay Z came on. Every question comes from something that interests Howard. And most questions lead to

stories. Howard is an exceptionally curious person, always wanting to go deep.

- That trust and prep allow him to poke around in other areas most would never go (and many handlers tell you that you can't).
- Maybe it's Howard's years of admitted therapy, but he loves pulling back the layers and exploring deep areas most are uncomfortable with. Watch him explore Jay Z's relationship with his father abandoning him and what gets shared publicly in what feels like a very private conversation. You cannot fake this.
- Howard is prepared but not married to his list of questions. He listens very hard and continues to explore areas that interest him, further pulling back the layers inside the conversation.

You always hear interviews don't work in PPM. That's wrong. Crappy interviews don't work...at any length. Do the prep and be genuinely and deeply interested and the audience will take that ride.

A YouTube of Howard's interview with Jay Z can be found by clicking [here](#).

The Cure That Fixes Your Ills

You want to do well in morning drive and fix, long term, your ratings issues? We all know people who wish to do nothing more than "manage the clock" and argue about stop set placement to eek out one more minute of PPM listening. Stop. Now. Please. Focus your efforts on the harder, but much more rewarding and success-building task of improving your content. Highly accessible content, done in the most authentically entertaining way is what will keep people coming back again and extend listenership. Grooming talents ability to share their lives in the most fun, genuine way. And helping them understand their connection to the topics of the day will lead to ideas and content, grounded in accessibility and emotion, which will result in breaks that are sticky and result in loyalty unmatched in the market.

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