

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



The Reynolds Group

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Where Art Thou O Audience?

I regularly quiz shows on where they think ratings growth will come from. I usually hear an answer I think is initially unattainable. Many radio talent believe that growth comes from stealing their competitor's audience. Not true (at least as a first pass). Traditionally, a show will get audience share from one of three places (and it's easiest in this order): figuring out how to get their partisans to tune in an additional one (or more) days in the week. This is a function of having strong, entertaining benchmarks, proper teasing (day to day) and doing those kinds of things that compel in listeners a sense that if they miss a day, they'll miss a lot. The next best place to get audience share is from people who use your station, but don't use the morning show. Fix this with entertaining promos that intrigue listeners to sample them. You can also address it by centering the imagery of the show in all your promos around the strong, entertaining benchmark. Finally, the very last place you'll gather additional audience is by convincing partisans of other shows to use yours. This is tough and is much more a function of marketing and doing big, bold, "talked about" radio which should be tackled in the latter stages of any program. Attack these in this order (easiest to hardest above) over the years to help increase the show's audience share the fastest.

Learn By Watching TV!

Here is a very instructive exercise to do with your morning show in the New Year. Record an hour of each of the following morning TV shows: Today, Good Morning America, FOX & Friends, Morning Joe, and the Early Show. Grab the lifestyle hours of each and then watch them with your talent. These shows are designed much

like morning shows. An interesting and diverse ensemble cast doing fun and intriguing things with the biggest topics of the day. See how they put their show together structurally and what they do with the topics they choose. You might just heighten your show's ability to connect with and entertain their audience in the process!

The Reynolds Group is regularly asked about promos. What are the most effective? Lots of shows like to promote something on the next day's show. I'm not a fan of those, unless you're promoting something VERY big and at a specific time. I much prefer "look back" promos which position the team as real and fun (the promo MUST result in laughter) or doing a series of promos around the big, entertaining, fun benchmark on the show, encouraging listeners to sample it. You best leverage long term growth by focusing on brand development. Convince them you're fun and listeners will show up.

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!



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