

# INSIDE RADIO

## THE BLUE PAGE

### INVEST IN YOUR PEOPLE AND GROW YOUR BRAND

Steve Reynolds coaches radio's top talent and has for ten years. Premiere shows like *Gene & Julie*, KVIL, Dallas, *Mojo in the Morning*, Channel 95.5, Detroit, *Karson & Kennedy*, MIX 104.1 Boston, *The Tom Joyner Morning Show*, *J & Julian*, B96, Chicago, *Nick Cannon*, 92.3 NOW, New York City *Tiffany & Michael*, B101, Philadelphia, and *Cipha Sounds & Rosenberg*, HOT 97, New York City. These are shows and stations with higher ratings and revenue because of this investment.

#### Make the case for coaching...



Outstanding companies and managers invest resources in the growth of their people. Premiere athletes win sports titles because of coaching. Upper level actors win Oscars because of coaching. The great talent of radio win Arbitron championships time and again because their managers invest in their growth. Talent coaching helps good talent get great and great talent get better, improving the station.

#### Tell us about your defining moment as a talent that helped shape your company...

At the tail end of my on-air career, I saw focus groups on our successful show. That was the beginning of seeing morning radio from an outsider's perspective. For the balance of my time anchoring the show, I gave listeners more of what they wanted and less of what they disliked and our ratings increased. The thesis of The Reynolds Group is to help give radio talent this outsider's perspective so they make better decisions when choosing and doing content.

#### What makes you different from other talent coaches?

It's a great question because this really ends up being about the management of people. I think because most of my career was actually being on a successful morning show, I know how it feels to wake up at 4:00 am and that makes me a little like Dr. Doolittle. I can talk to the animals! Being able to relate to the talent on this level

helps build relationships and trust. Once they see me as an advocate, we can move the needle faster.

#### Do you have central approach to helping a show?

It's a strategic approach to doing morning radio. I have to admit that when I was on the air, we made it up as we went along. Every show I work with has a "plot line", much like a successful TV show. A one-sentence thesis that makes it much easier to choose content, do it in a way that best resonates with the audience, and highlight the show's differences in the marketplace so they stand out.

#### Can you give us an example of that in action?

Absolutely! *Karson & McKenzie* at WZLX, Boston are a great team. They're interesting and fun guys. When we started, they were in 14th place in P25-54. We took a look at the market and for the primary demo found the following existing plot lines: angry old guy having fun with politics, young local show centered around sex, and long term show which does lots of parodies and character voices. As those positions were already occupied, we knew where we couldn't go. So, we built a show around "dysfunction". When we got the guys focused on having fun with the dysfunction of their lives and the world, ratings started to climb. Now in PPM, *Karson and McKenzie* moved up to 2nd in demo. When these custom content strategies are used in conjunction with **The Wheel of Content**® (a tool designed to make any show more innovative) and **The Scorecard**® (a prep and evaluative tool designed to help build morning show brand strength), listeners will know what the program is all about and it'll stand out in the marketplace as it's different, unique, fun, and focused. If a team does the work around their specific custom strategy, higher ratings follow.

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



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