

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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## YOUR MORNING SHOW SHOULD BE FAIR TO BE GREAT

Any really terrific brand owns images that bring people in the door. Owning strategic images as a morning show assures it will own a base of listenership to build loyalty. The Reynolds Group only asks its shows to be **FAIR** in order to be **GREAT**:

- F: Funny
- A: Authentic
- I: Innovative
- R: Relatability

Listeners choose morning radio to have **FUN**. Listeners lives, especially now, suck (if I can be so bold). They use morning radio as their 30-minute daily escape from the BS of their day. No successful morning radio show in America wins without humor images. The more your show creates fun, the more listeners will want to be around you. **AUTHENTICITY** drives everything in life. As people, we make no time for anything (brand or person) who isn't the "real deal". Consumers (listeners) can smell a phony a mile away. The more real, authentic, and vulnerable your morning talent are, the greater the chance

they'll connect with listeners. Apple drives its core following of very passionate fans by being **INNOVATIVE**. Every year, they release innovative products which capture their followers. Innovation is crucial to keeping P1s happy. What new ideas and benchmarks has your show done to keep its partisans coming back to your station? Finally, we gravitate in life to people just like us, which is why **RELATABILITY** is so critical to any show. Listeners know instinctively if the program is choosing content that interests them. Choosing content is like choosing music - only play the hits. The show should have a regular list of those pop culture and news stories listeners know of and care about to create their entertainment so the broadest coalition of listeners believes the show shares their interests. Shows that work on being **FAIR** feed images imperative to building strong and positive images for an authentic and entertaining show that listeners will choose first when they wake up each and every morning.

Should you do benchmarks? Yup! Nothing does more to set and affirm humor images than having a unique, recurring feature that leads to laughter. The more you do it, the quicker you'll grab those images as the feature will add "cume urgency" to the show. Nothing is more powerful when listeners say, "Every morning at 7:30 when I am in front of the Home Depot, they're (blinking)." In that, you have a behavioral change that makes them tune in!



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 it!