

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



The Reynolds Group

Planet Reynolds

We Create Personality Radio

steve@reynoldsgroupradio.com

www.reynoldsgroupradio.com

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(919) 821-4700

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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!

One of the odd things I keep hearing is because PPM is about actual listening, shows no longer need to identify the station on the top and back ends of breaks. This couldn't be more wrong. We're still in the business of building brand images. Couple that with listeners really not knowing who they're listening to (never presume they do) and we have a recipe for disaster if you never tell them who you are (station and show name). If you want full credit for the great radio you just did (and want to put a listener in a position to return), be loud and proud of who you are in every break.

What Happened to the Basics?

As I travel the country listening to morning radio, I wonder: what happened to the basics? One of radio's strengths is its mobility. It's available everywhere. When you factor in the multi-tasking taking place before listeners become captive audiences in their cars, we need to get back to providing those things listeners were groomed to get from us before the world got so competitive. I am mainly talking about providing weather and time to listeners. Watch local TV in the morning. They're all over the weather - they do it every ten minutes and kill us visually by

running it as a crawl on the bottom of the screen. Listeners want weather. They want to know what the day will bring, how they should dress, what the kids should wear. It's no longer than one sentence ("rain today, high of 51"). We should offer it at the top of every break or suffer further loss of listenership to local TV stations who are killing us here. Ditto the time! Tell listeners what time it is. As they move thru their homes, they want to know if they are on schedule. Why avoid these basics when they're so easy to do and expected by the listeners?

One of the simple things almost every show misses is to reintroduce themselves to the audience every half hour. Cume churns in and out of morning shows because of listeners' lifestyles. That compels the program to re-set the stage every thirty minutes so those people who aren't P1s know the show they're listening to and who's on it. The analogy I draw for talent is this: if your local nightly TV newscast can run something during the news reminding viewers who's on the "show" after being on the air for (probably) decades, we should, too. There are many different ways to do this. But if we don't, how will we ever have a chance to reinforce character definition and, more importantly, make converts of the percentage who don't normally use the morning show?