

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



The Reynolds Group

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Building Loyalty in a Disloyal World

This quote in a recent NY Times article captured me:

"In an accelerated culture, our loyalties toward just about everything — laundry detergents, celebrities, even churches and spouses — transfer more readily than our grandparents could have imagined. Now we dispose of phone carriers and cash-back credit cards from one month to the next, forever in search of some better deal. Forget the staying power of an institution like Johnny Carson; when Jay Leno starts to feel a little stale, he is shifted to prime time, then shifted back to late night."

We, as consumers, are less and less loyal to brands that don't deliver a positive experience each and every moment. That includes morning radio, which is why we impress on shows how imperative it is to re-design their program to better play to an audience that'd rather text and Twitter to communicate than do anything long-form (aka "a conversation").

Evolution serves those best able to adapt.

Playing to PPM: Becoming the Shiny Object

My friends at Coleman remind me that we best leverage ratings long term by focusing on brand development (see Planet Reynolds: Jan 18, 2010) but great performance in PPM happens at the intersection of brand strength and product execution. No doubt we live in an ADD-riddled world. And that's all of us. One of our on-going conversations with shows is understanding how *they* use external media is how listeners use *us* (see below). We're all in search of the shiny object. We have all this technology yet spend less and less time with anything because we get bored with it faster, unless it's very engaging (tough to do four hours a day, five days a week). Once we sensitize shows to see things from an outsider's perspective, we stand a better chance they'll redesign their show to win bigger in PPM.

Convincing Talent to Change: The Old Inside/Outside Game

Trying to get a morning talent to change their show so it wins in PPM can be one of the hardest things. Giving up control is tough, which is why we use lots of analogies to pull them outside of radio to make our points. If delivered well, they're tough to refute and put you in the best possible position to get them to make strategic changes so ratings go up. I talk with shows all the time about how, instead of being on the receiving end of PPM ratings in radio, we've been on the giving end of it in TV - each night as we sit on

the sofa - with the remote control. Every one of us cruises up and down the channel guide with lightening speed in search of a show that captivates and entertains. One that makes us laugh or engages us. We make that decision in micro-seconds before pushing the button again. Same with the internet. Say a friend sends you a You Tube link saying it's the funniest thing they've ever seen. We click on the link, immediately look at the clip length, and if it isn't "the funniest thing we've ever seen", we click away. I proffer to shows that if **we** treat TV and the internet that way, why should we believe listeners would treat **us** any differently? Point made.



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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