

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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Issue #15

July 1, 2010

## WHY LISTENERS SHOULD GIVE A RAT'S ASS!

Like many Americans, I went to see the new Toy Story movie a couple of weeks ago. I'll admit it, I cried at the end. If you have yet to see it, the storyline is about how the toys don't feel needed with their owner, Andy, now off to college. I found it curious when the adult male sitting next to me wept, too, and his three-year old asked, "Daddy, why are you crying?" Why did these plastic toys in a movie make us do that? Because the writers made us care about them. They're Buzz Lightyear, Woody, Mr. and Mrs. Potato Head, the Cowgirl, and the Dinosaur. We have a relationship with these characters, nurtured over time, through humor and compassion. Winning morning radio is no different. On a market visit several months ago with a station, I found the morning show that day to be impersonal. The only thing I talked with the cast about was this: the listeners will care about the show when they care about you. And you control that in the content you choose and what you do with it. Morning-time is tough - listeners have no desire to wake up with something that doesn't connect emotionally. How much does your morning show share its life on the air (or at least the parts of their life that will make listeners care about them)? Bottom line #1 as a talent coach: the great TV shows that have mattered to us (the ones where we felt something, even cried, when they went off the air - from M\*A\*S\*H to Seinfeld to Sex and the City to Friends) it was for one reason: we liked and cared for the characters - they were real and vulnerable. Now, what do your talent do each day that makes the listeners care about them to build that same loyalty?

## Seriously, It's Not Time to Be Serious...

Spend a couple of days listening to your morning show (as a manager in real time or as a talent from airchecks) and evaluate it using one single criteria: how funny is it? With oil spills, wars, political divisiveness, and lots of fear in the workplace, listeners use morning radio more as an escape from the real world than ever before. Here's bottom line #2: listeners want to laugh and have fun. No morning radio show is successful without significant humor images. Listen as a listener and be completely, totally honest. Are they laughing and having fun (without being cheesy)? If so, you'll win big. If not, well...

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 in!

Steve Reynolds



The goal of every morning show is to do the kind of radio that builds loyalty with the most number of people. That means lots of cume and TSL. New shows I work with get asked this question: if you could get listeners to say two things about your show unaided in 18 months, what would they be (because you can control that with the choices you make)? The answers I am looking for are "I feel like I know them," and "they're lots of fun to listen to." Wanna win images that translate to loyalty? Reveal yourself and have innovative fun around the topics that matter!