

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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The Tucson Shootings: Do Listeners Crave Your Point-of-View?

A friend recently said to me that all the radio games we play to get people to listen, all the gimmickry stations offer up to manipulate people to stay tuned in, pale in comparison to being effective in developing long term listening to having an actual emotional connection with your audience.

Every once in a while something serious happens which morning shows should address that'll help develop even deeper and richer relationships with their listeners. Yes, 98% of the time it's about silly, frivolous fun. But maybe once or twice a year something happens that allows talent to show a human, compassionate side. The Tucson shootings was one, in my opinion. Now, two stories, both of which happened between 8:45 and 9:00 last Monday morning (the first show after the weekend shootings):

At 8:45 that morning, one of the shows I work with interviewed Daniel Hernandez, the 20-something aide who held the Congresswoman right after she was shot. Telling the audience he was a trained nurse, he talked about how he saved her life and painted a very vivid picture of what happened that day. I, along with this show's listeners, leaned in and were gripped by every detail only he could share because he was there. Then this: the show told him he was what was right about America. That his heroism, in the face of this horrific story, reaffirmed their faith that the United States is a good place with good people. No one else could give that to me except them. They did. My relationship with this show evolved more deeply. And I wondered how moms in cars felt about our show in that moment, with or without their kids sitting next to them.

At 9:00am, I got in the car to head to a meeting. I purposely went to Howard 100 because I was curious what Howard Stern's take was on the Tucson shootings. Making that decision to tune Howard in was telling. That's the relationship he's groomed with me. He has such an interesting and authentic take on everything that I wanted to be engaged by his viewpoint, around that topic, on that morning. That's one of the reasons I keep coming back for more of Howard. I want every listener of every show I work with wondering, "Geez I wonder what (show's) take is on this, I should tune them in."

I am not suggesting a theme show or a conversation from a political point-of-view (there's no win in that). What I do believe is that to build deeper loyalty with P1s on mornings like these, we recognize the choice which can be made. Will you choose relevance to that moment or offer up generic content breaks which matter less on days like these? Bottom line, how will you connect with the audience?

FOX News is a very polarizing network, but it works because it owns a point-of-view. They brought the A-team in to report the Tucson shootings that weekend. Below is a link to Gretchen Carlson's interview with the mother of the 9-year old girl who got killed. There was zero politics in this. She handled it as a mom, with immense compassion. In these few minutes, you get the sense of her humanity. See how real and vulnerable she is in this six minute interview. I used it with one show to move them away from offering up facts in their breaks about the Tucson shootings, believing that if I moved them emotionally, they'd move their audience, building deeper loyalty in those moments. Please watch and then see how the mom on your morning show could do the same: <http://www.thehopeforamerica.com/play.php?id=6587>

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!

Steve Reynolds

