

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



The Reynolds Group

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The One Morning Show Argument That's Totally Bogus

In chats with some morning shows in the last few weeks, I asked what we were doing around The Royal Wedding. A few shows popped back, "Our listeners aren't into that so we're not doing anything." Oh. Let me recalibrate the recipe for choosing content. If the filter is "are they into it", I can make an intellectual argument against any content choice. American Idol? It's seen weekly by only 23-million, which means 273-million in America don't watch it. Better avoid it. The earthquake last month in Japan? That news is sad, let's not do anything with it. Donald Trump? No one watches "Celebrity Apprentice" anymore so let's be careful there. All bogus, all irrelevant. Listeners choose morning radio to be entertained. Do that around the biggest topics of the day, and you have the perfect recipe to make people come back again. It's not "what will we talk about on the show," but "how will we entertain them with the topics they are aware of (not care about)". With that reset, we came up with these ideas around The Royal Wedding on those calls:

*"Karson & Kennedy's Morning of Brits & Queens" (MIX 104.1, Boston) where we played fun games thru the week looking for a Friday studio audience to watch the wedding with us. You could only play and win if you were British or gay. A few highly opinionated Brits and Queens gave us a running commentary about what was on the TV, entertaining those driving to work.

*"J's Big Poll" (will pause for you to hear the naughtiness in the name) as done on B96, Chicago. J Niice wondered if people in Britain cared about the wedding. That's why we called convenience stores in that country to ask. He wanted to know if they'd be interested in taking his big poll. Listeners laughed as he placed the calls to Merry Old England!

*We used the street view of Google Earth to find the little shops around Westminster Abbey where the wedding was taking place and got those owners on to paint the picture of what was happening. It was interesting to get a first-hand story.

*The game "Say It Like the Queen and Win" where listeners had to read the directions of a household product like the Queen to win a prize. Those in cars cackled at the odd mixture.

*One show fantasized about going to the wedding, which is why we got a British etiquette expert on to run them through the do's and don'ts of going to a royal wedding. It was a fascinating and fun conversation to eavesdrop on.

*Another show felt that they needed to buy William and Kate a wedding gift. So we did. From SkyMall.

If your morning team thinks these ideas are not entertaining or that they don't fit their show, that's fair (I get that all the time). Then ask them (as I have before with other shows): if you don't like these ideas around that Hot Topic, what ideas do you have that can be done so the audience has fun around something they know about? One morning show sent me a link to the New York Times article: "Royal Wedding is Drawing a Yawn From Many Americans." My response? Make them laugh and they won't yawn!

It's not the topic, it's what you do with the topic that resonates with listeners and makes them come back to the show again. So the next time your morning show says, "our audience isn't into that hot topic", challenge them on it. Because Hot Topic ideas equals higher ratings.



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!

Each Sunday morning, we publish and share a Hot List of topics for talent and programmers which have the greatest accessibility for any audience that week, regardless of format. Create fun from the topics on this weekly list and the most people will be entertained. More than 1000 people get it each week. Want it (or for your morning talent to get it)? Just click reply to this e-mail and say so (it's free). All I need are names and e-mails!

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