

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

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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!

## Now It's Time To Say Goodbye

With the final installment of the Harry Potter series just released, it's interesting to watch audiences reaction to the end of this relationship. Fueled in part by our having watched these three kids grow up (we wrote on this when Toy Story 3 came out and you can read that here), there is no doubt there's much to learn from how this series was constructed. This was good verses evil, terrific character development in the sense that every person in each movie created conflict enough to move the narrative forward, the fact that these people have been a part of our lives for the past decade and (very important), this was a story based on pure imagination. I saw Harry Potter in the same week that two radio stations went away in major markets. Listeners loved and had affection for Q101, Chicago and WRXP, New York (full disclosure that I was a huge fan of RXP, especially considering I worked with Leslie Fram and Matt Pinfield to

launch their morning show). There was such an emotional, vibrant connection listeners had with these stations and talent. That bred veracious loyalty. And if you had a chance to see or hear any or all of these people say goodbye to their fans, then it begs this question: what would your morning show share with its audience if it were also given a last show? How emotional would they come off? How honest would they be? Would anything be left unsaid, knowing they'd never have a chance to talk with them again? It's an interesting exercise in authenticity. Would they be real and vulnerable or just tell me what Lindsay Lohan did yesterday or what was on TV last night? To move listeners from like to love, to fuel a relationship that results in the vibe "I must be around these people, they are a part of my life," imagine your last day - what you'd share and how you'd share it. Then do that every day. Great morning radio is highly personal. Is yours?



Steve Reynolds

A show recently shared with me that they saw research which says interviews don't work in PPM. Really? Considering it was such a broad statement, I asked the following: based on the interviews tested, what specifically wasn't liked about them? Were the people being interviewed not relevant to the topics of the day? Were the hosts boring and asking irrelevant questions? Were interesting stories with points of conflict and emotion not being told? Or was the person being interviewed just selling something? Before we make these bold, declarative, all-encompassing decisions like "interviews don't work in PPM so we shouldn't do them" can we poke around to see why and fix that so they can still be a part of the arsenal in how we entertain?

One of the things that most fascinates me about the Harry Potter phenomenon (total gross worldwide over the last decade is \$8-billion) is that JK Rowling imagined it one day while riding the bus to work. The brain is an amazing organ. Bob Dylan, one of music's greatest innovators, once said: "Creativity has much to do with experience, observation, and imagination and if any one of those three things is missing, it doesn't work." How much imagination is fostered inside your experienced morning show? You cannot sustain success without it.