

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



The Reynolds Group

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What Aaron Sorkin Teaches Radio

You've probably heard the accolades for writer Aaron Sorkin's new HBO program called "The Newsroom". This romantic look at cable TV news in an era of talking heads and shout-fests is getting rave reviews - and they're well deserved. You may think this is a show about a cable news operation and its best practices on reporting. It's not. None of Sorkin's shows (West Wing) or Oscar-winning movies (The Social Network) are about what they appear. The brilliance of Sorkin, and the reason his work is loved, is because they're about the characters and their relationships. Sorkin gets us to care about the characters he writes. That "The Newsroom" happens at a cable channel is merely a setting. So what is there for us to learn in morning radio from this? That the more the cast makes the audience care about them, their lives, and their association to the others on the show, the better chance you have for sustained ratings success.

Bottom line - no morning show in America wins if the audience doesn't know the cast and care about them. As

you listen to the morning shows in your building over the next week, evaluate them on these criteria:

1. Is every cast member, at their core, likable, genuine, and accessible, even in the moments they might say something jerkish?
2. In all they talk about, do you get the sense they're being honest with the audience, even if they don't hold a position a majority of the audience does.
3. Do they share stories about their lives to show their vulnerability?
4. In every topic they choose and in the ways in which they do those topics, do you walk away caring about them as a human being?

Gather a yes to every question above and you have the foundation for authenticity. At every show coached by The Reynolds Group, the more we've convinced the talent and team to move in this direction, the higher the ratings seem to go.

It's not the topic, it's what you do with it that matters...

No doubt last Friday, every morning show was talking about the shootings in Aurora, CO at the Batman movie. In a lesson that what's really "sticky" about your break is what you do with the topic, two notes of excellence: Kyle and Rachel at Radio NOW, Indianapolis and Blaire Kelleher, producer for Tiffany and Michael on B101, Philadelphia, really stood out. Knowing this generation lives on social media, they combed through Facebook and Twitter and each found someone who was in the theater when it happened. They got those people on their show that morning. While our competitors were talking about it and re-airing clips from TV, both shows got someone to tell their story in the first person, riveting those who were tuned in. This was a morning of old time radio - where listeners heard it for the first time from us. What work does your show do to make things unique and personal when breaking news like this happens?

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

Proving PPM Right

One way we give talent an outsider's perspective on what they do is to find analogies that resonate in their personal lives. A recent study in USA Today of mobile websites for airlines shows travelers vast satisfaction with JetBlue, because their site loads the fastest on a smart phone (4.237 seconds). Compare that with United's 18.284 seconds and you have the making of brand loyalty in a want-it-now world. The difference may be just fifteen seconds, but it once again proves PPM's point: if you can't deliver a fun, engaging, entertaining break in record time, the audience gets fidgety. Which means they might bolt to a show that does. Read the story here.