

Strategic Advice from Radio's Premiere Talent Coach

# Planet Reynolds

## We Create Personality Radio



The Reynolds Group

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## The Seven O'Clock Knock

A few weeks ago, while listening to a show early one morning, there came a knock on my door. It was 7:00am, and I saw an adult woman and a kid through the glass and immediately wondered why solicitors were starting so early. It was my neighbor in a panic. Her car wouldn't start, she was waiting for help, and her five-year old, Darcy, needed to be taken to school. Could I help? As a non-parent, this was an all-new experience. In all my years, I'd never dropped a kid off at an elementary school. I took a deep breath, loaded Darcy in the back seat of the car, and off I went. Thirty minutes later, while on the way home, I realized I'd received an education. So THAT'S what working moms do each morning!!! Both sympathy and empathy hold great power to connect with an audience. If you've never driven a kid to school, only the military rivals it for precision and efficiency. There are cones and lanes and guards with badges and teachers just waiting, like clockwork, to ferry the little ones into classrooms. That Darcy knew what to do as we approached the school added to the experience and highlighted how important the routine was to her life. So every Reynolds Group morning show has a fall assignment when schools go back into session: with their program director, the show takes a day off (we can voice track or do

## All Hail, The Weekly Hot List!!!!

Each Sunday morning we publish and share the Hot List of topics for talent and programmers. These are the topics which have the greatest accessibility for any audience that week, regardless of format. Create fun from these topics and the most people will gravitate to the show because it's highly relatable. More than 1000 people receive it weekly. If you'd like to get it (or have the entire morning show receive it), send an email to [steve@reynoldsgroupradio.com](mailto:steve@reynoldsgroupradio.com) with names and e-mail addresses and it'll start that next Sunday. Then the show can use it as a guideline for content choices each week to stay on point to attracting a larger audience. The weekly Hot List is free.

a best-of) so that the team collectively can have the same experiences the audience does each morning as they listen. That includes, but isn't limited to: sitting in traffic jams, dropping (their) kids off at school, waiting on line at a McDonalds drive-thru for a McMuffin, and more. If you do that, as a manager, with all, the team will shift from sympathy to empathy and truly understand the lifestyle of the audience during morning drive. They'll better relate to them and come up with a slew of different ideas to entertain the audience, all in the effort to get close to listeners so they know the show gets their life. Do that, and the breaks about Kim Kardashian's pregnancy will feel meaningless on your program. Reynolds Group shows already have this on their calendar. Will yours be doing the same?

## Yea, But What Do You Feel?

Here are two teases I heard two different shows use last week in an attempt to get their listeners to stay: "Coming up next, if you're a working mom, we'll play audio for you that'll piss you off" and "half of us will have cancer in seven years, details next!" Huh? Two items (smaller one first): if you're going to tease in PPM, never use the words "coming up next". The phrases "in eight minutes" or "at 8:23" are much more powerful. Second (and this is the big one), do you actually think listeners will stay to hear that kind of content? I always ask shows this very critical question: what emotion do you want listeners to feel at the end of the break? Ascertain that, then craft the break to make them feel that. An email sent out when the Boston bombings happened reminded shows that they could scare or anger people with their breaks and to avoid doing that, because those were not valuable emotions to keep listeners or get them to come back. On most days, what listeners are looking for is to have fun or laugh or feel happy. Those are the emotions that'll best set a show up to make listeners want to be around them again. These powerful frames will allow your show to design breaks and teases around the right content. To evoke the right emotions that fit your morning show brand and radio station so you get more occasions of listening. Walk your show through this exercise when breaks don't seem right and watch how easily a bad content break can be fixed.

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## What Apple Teaches Us This Week

Apple has its yearly WWDC this week. This is where Apple software writers get together to see what's new with Apple products. No doubt, Apple has suffered in the innovation department lately. But, watch what the next few months bring. We get bored with our devices very quickly - and with the pace of new ones coming out almost daily from a variety of companies (hello, Galaxy S4!), Apple won't rest. So here's a new iOS unveiled along with updates at some point to their hardware (new iPhones soon with other products Apple will wow us with) and, once available, Apple fans will fall in love with their devices all over again. Software updates for Apple (which are very regular) serve this marketing purpose. Just when we get bored, they draw us in all over again with new software that does new things. Which begs the question: if you have a morning show that's been on the air for several years, what new, innovative ideas have they developed so the audience doesn't get bored and your competitors (plural) get a shot at stealing them?

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