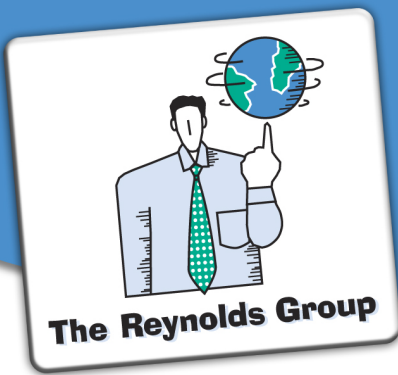


Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio



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Making Your Mess Your Message

Who'd have thought that a morning radio personality's death would result in fans making a pilgrimage to his studios to leave notes, cards, and flowers? Yet, that's what happened when Kidd Kraddick passed away unexpectedly last month. One would only need to peruse Facebook comments to know why. Consistently you read things like "I felt like I knew you, Kidd" and "every morning it was just you, your team, and me in the car on the way to work." Kidd was one of the innovators of ensemble cast shows and was a pioneer in understanding that to win, talent had to share their life with the audience. Kidd easily surpassed the first threshold for any show to attain success and, dare I say, become iconic. Move the listener with your vulnerability and be so honest with them that they care about you. He knew that "making your mess your message" was the powerful way to cultivate with an audience an image of accessibility and likability. While I am sure there were facets to Kidd's life we never knew (there are to us all), he, along with his very talented team, put it all out there so listeners could connect. An admission: I steal the subject line for this section from Robin Roberts, easily the most

liked morning TV personality in America. She says such in a profile done on this year's ESPY's (which you can see [here](#)). This should be required viewing for any show wishing to understand how to be successful. Robin says in the piece it's not good enough to be a great storyteller, unless you can tell your story. We know near everything she's endured in the past several years and it endears us to her - we feel like we know her. That drives Good Morning America's growth and success (be honest, do you really like Matt Lauer any longer?). I hear from managers who think listeners don't want to know about the lives of the people on their morning show they wake up with. Bullshit. They require it to be successful. That doesn't mean everything can or should be shared, but it's an imperative if you want the kinds of relationships Kidd had and Robin has. Whether you're a manager or show, take an assessment of your morning program in this regard. Listen to the team for two straight mornings and make an honest judgment. Listen to see if they're honest and shared those stories of their lives which moved the average listener to leave the break caring about them as people. That's when you become iconic.

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



Is Your Listener Profile Too Detailed for Your Talent?

An exercise every morning show likes to go through is developing a profile of the average audience member so they know who they're talking to. Here's what we end up with: she's 28, lives in these zip codes, drives an Acura, makes \$35,000 a year, is white collar, reads People, is married, and has three kids. Yikes! Really? I remind shows that, while this might be a terrific profile for the sales department, it isn't for us because it's too detailed. Having a profile of such depth will easily compel the show to second guess topics and approaches that could actually work. While we should know basic information like gender and age, every great morning show is Wal-Mart. We're in the "bodies business" and our goal is to get as many people tuning in as we can. Female 25-54 has many lifestyles. Want them all? Remind your team to choose topics of the highest equity. Then figure out a way to present them in most personal and fun way. Then every lifestyle inside the preferred demo will be satisfied and keep coming back for more.

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Each Sunday we publish the Hot List of topics for talent. 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. If you'd like to get it (or have the entire morning show receive it), send an email to 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.

Let's Talk About Me?

There is always a danger when you tell talent to share their lives and be honest with the audience. Without guidelines, you could do personal-experience content which ends up working against you. For the story to resonate, talent must run it through filters: is there a fair chance listeners could have or have had a similar experience? Does something pivotal happen in the story that will make listeners lean in? Is there a bold point of conflict in the story to hook listeners? What emotion are we walking the story to (laughter, tears, shock)? Can we tell it succinctly, with the hook up front? If you can satisfy these elements, the story will have a fair shot at being interesting for listeners to hear and connect with. Without these guidelines, you'll potentially end up with talent telling the audience things like how much they like Cole Hahn shoes, why they prefer Wendy's over McDonalds, or how badly they want an Audi, all in the name of character development. With the audience shrugging its shoulders in response.