



Strategic Advice from Radio's Premiere Talent Coach

# Planet Reynolds

## We Create Personality Radio

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### Twelve Things Morning Shows Do that Get Them in Trouble

We regularly talk in this monthly newsletter about strategic moves personality shows need to make to garner images, an audience, and ratings. This month, here are the twelve things any tenured show can do that will get them in trouble. Violate too many, and you create an opportunity for a competitor to steal audience. Time to take an unapologetic inventory of your personality shows to see if they're doing things in a way that create vulnerabilities:

- Neither the show nor the cast hold a distinct point of view.
- There is poor role definition (they're not seen as honest or share their lives).
- The show fails to capture the moment for content choices for the demo.
- The show loses touch with its constituency.
- The show does not innovate.
- C-level ideas turn P1s into P2s (or don't turns P2s into P1s).
- The show becomes unfunny or un-fun.
- There is no "cume urgency" in what they're doing.
- There is no motivation and they lose their work ethic.
- Egocentricity.
- The program becomes predictable.
- They are not involved in the community.

How many of these apply to the shows you rely on for cume and TSL? It's not that you'll lose audience if they violate one or many, but unless you shore up these weaknesses, you'll give your competitors a shot at stealing your partisans.

Bowing to Our Master: 6:30am-8:30am

Any piece of research I've done recently for any morning show seems to confirm two very critical items, crucial to the success of the program. That a greater number of listeners now wake up and turn on the television and that the bulk of morning show listening is in cars between the hours of 6:30 and 8:30. A few takeaways: while we might never get TV viewers to come back to radio, we should always do the service elements they get from television, principally weather and traffic. Too many shows have stopped doing them, ceding the images to TV stations. This is a mistake as they're expectations from those who do use us. The other takeaway is a simple one: the more entertaining and cleaner your 6:30-8:30, the more you will maximize images and ratings. That means your very best content, your most entertaining benchmarks to create appointment listening, the fewest commercials, and two-song sweeps in this two-hour block will extend listenership and help you gain TSL through repeated occasions of listening.

Should your morning show do stunts? Yes and no. I get this question a lot. The answer is correlated to how strong the relationship is with the audience and where you are in your lifecycle. For new, Stage One shows, the team is mostly unfamiliar. So a stunt could be perceived as wacky, dated, and cheesy. If you're a young show (under two years), I'd counsel against it. But if you are defined and familiar to the audience, then they could very well take that ride and be entertained because they trust you.



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There should be two primary goals for any new morning show just introducing itself to a new market. To get the audience to say how fun they are and for each cast member to be seen as different and likable. A Stage One show has unfamiliar people doing unfamiliar things. You focus lots on character development and the introduction of each cast member of the show to the audience in this stage to fuel images of honesty, vulnerability, and authenticity. Here's a Tweet just received of a show The Reynolds Group works with in New York City. Image earned:



Kerrie Tilles  
@Ktill7

Even though my commute is only 15 minutes, I get so excited to listen to @TyLovesNY every morning. I feel like they are my friends 😊

8/30/13, 7:38 AM

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](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.

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