

BEHIND EVERY WINNER IS A GREAT COACH!

Steve Reynolds coaches radio's top talent and has for a dozen years. He's helped more new shows launch strategically and helped keep more tenured shows fresh and relevant than any other radio talent coach. Working with The J Show, Chicago, Mojo in the Morning, Channel 95.5, Detroit, Ty Loves New York, 92.3 NOW, New York City, Kyle and Rachel, Radio Now, Indianapolis, John and Tammy, KSON, San Diego, and Ryno and Tracy, KYGO, Denver, and Rob and Joss, Froggy 92.9, Santa Rosa, CA to name a few, Steve reflects on the attributes of all winning morning shows, regardless of format, and how talent are the one true and bold point-of-differentiation every radio station must have to win big in ratings and revenue.

Make the case for coaching...

Now, more than ever, it's time for radio to invest in the growth of its highly talented people. A football team wouldn't hire a premiere quarterback and not support his growth, in ways yet to be known. Why would you do that with the talent you expect to bring ratings and higher rates for commercials? The investment to help personality-driven shows perform even better assures the station a significant point-of-differentiation which can't be duplicated elsewhere in the market and assures higher ratings and revenue that far outpaces its cost. Your main talent are on the front line of defining the value of your brand. Maximizing that by investing in their strategic growth is the right move.

What makes you different...

I'm like a personal trainer to the show. Their dedicated coach who'll help set the show strategy, work with them to develop content to support it, and challenge the team in ways that will both affirm them and induce discomfort so they break through walls to perform at a higher level. In markets large and small, I am like Chris Powell on ABC's "Extreme Weight Loss". With the show, we set goals and then my job is to keep the talent focused so they meet them. Another way in which I am different is that when you bring me into the team, you work only with me. This work, as personal and time-intensive as it is, is not farmed out to associates. I meet with every show weekly and visit with each a few times a year, all in an effort to build a relationship with them for growth.

Share something that changed your perspective as a talent coach...

The book "Do You Matter" by Robert Brunner and Russ Hall was quite impactful in my seeing radio from an outsider's perspective. Its basic thesis is people frequent brands they're connected to. Brands that, should they go away tomorrow,

would be dearly missed because of that emotional connection. All the ratings gimmickry in the world can't beat a radio talent emotionally connected to his or her audience. My job is to help the show find and do content in a way that stands out and does this so listeners come back to the show because they want to. Being superficially different is the goal of so many radio brands. We figure this out so we can be iconic and unique in the market and become something that can't be duplicated.

How do you assess prospective morning shows?

I love to see that the cast has the desire and confidence to learn a strategic approach to morning radio. I enjoy talent who like to be made uncomfortable so they grow. I want to have fun with them in the process. I believe in radio and radio talent. Personalities are our strongest attribute to win. I've had the great fortune to work with some of radio's biggest companies, best managers, programmers and shows, as well as been lucky enough to travel internationally to do this work. Companies large and small are making this investment because when they do, everyone wins bigger. Whether you're a programmer, market manager, corporate VP, syndicator, or talent agent, there's never been a more important time to support talent.

Some final thoughts...

Radio stations fare better, in both ratings and revenue, when we have interesting, fun, inquisitive, real personalities and support and coach them to learn their craft even better to win bigger. What's universal is that we all want to connect with other people. It's a human trait to be close to people, and we want to be around those we like more often. That's human come and TSL - and that's what makes the ratings go up. You can only do that with personalities. That's the magic of radio that has always worked, and always will. Talent coaching is my passion and I am lucky enough to be working with shows that prove this approach works.



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