It’s 2014: If It Ain’t Broke, Break It!

There’s an old axiom which goes, “If it ain’t broke, don’t fix it.” I hear this a lot from established shows when it comes to growing their program. I’ve always seen this as a tenured program’s Achilles heel. Their inability/discomfort/lack of will to evolve. And where I’ve worked with new shows, I’ve used this weakness against an established show successfully. I believe the opposite: “If it ain’t broke, break it!” When it comes to Stage Four shows (winning shows over seven years old), there is minimal downside to change. The audience trusts you as a brand and will take that ride, more effortlessly forgiving you for things that don’t work out, because they feel like they know you. Shows fear change, often citing the need to do little because the ratings seem to be fine. In that, though, lies complacency and a potential myopic view of your show. No morning program operates in a vacuum and if the market leader refuses to do anything new, the competition might offer up a fresh idea, a new perspective, and or an interesting twist. And if any, or all of them stick, you’ll have trouble on your hands. Those who aren’t the market leaders can take more chances because they have less to lose, so they can swing for the fences. If you’re the market leading morning show reading this, evaluate every aspect of your show and don’t be afraid to make changes. If you’re not the market leader, hang tight and pray every day that the market’s top dog changes nothing and their audience becomes bored. Then see what happens...

You, In Your Bathrobe...

Actor James Franco wrote an interesting article a few weeks ago in the NY Times about the selfie. While many of us would deride selfies as narcissistic, he points out their value in garnering interest as a personality. As discussed in the article (read it here), Franco muses correctly how his fans want to be inside, to see him in his “natural habitat”. How uploading selfies to his social media sites get pushed out to his fan’s audiences (their social media followers) because he’s been as more raw, more authentic, and they believe they have something unique, a peek behind the curtain. He also notes how this strategy is successfully used by Justin Bieber, who seems to upload a selfie every hour. Whatever you might think of social media, they’re all additional connection points in developing a relationship with listeners and a tool to keep them engaged. They are also a fresh way to do character development. So, whether you Tweet a selfie while at Starbucks enjoying coffee or one of you in your bathrobe reading the Sunday papers, understand their worth in defining you and keeping listeners interested.