

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio



The Reynolds Group

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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 seen 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.

Each Sunday we publish the Hot List your talent can use to stay on the topics that make you accessible to the biggest audience. Sign up for (it's free): email steve@reynoldsgroupradio.com

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The beginning of a new year is a great time for a review of the morning show, evaluating all parts to make sure the program is fresh for the audience. Here are three common ways to "update" the sound of your show:

1. Overhaul all of the show's imaging. From sweepers to feature opens and closes, retooling all of it effectively puts a fresh coat of paint on the walls of the room. This is the easiest and least expensive thing to do.
2. Innovate, innovate, innovate. What new features can be added? Each year, carnivals retire the least used ride from the previous season. What features need to be retired on your show (be careful about taking off your signature benchmark - it's become an expectation). What new features can be developed and added so PIs have something new to look forward to? The cost of this is nothing more than work and a little brain power.
3. Can the cast be expanded to add a character and perspective not presently there? Stories from a fresh perspective reinvigorate a show and allow the current cast to reaffirm who they are, too. This is the most expensive thing to do, but works when the right person is chosen.



Steve Reynolds

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!