

Strategic Advice from Radio's Premiere Talent Coach

# Planet Reynolds

## We Create Personality Radio



The Reynolds Group

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## Private Message #1 for Talent

Howard Stern was interviewed in Billboard last month. In the interview, he said this: *"I've always managed to make a lot of money for my employers. I've always worked with the sales department. Those people put in so many hours. Any broadcaster who doesn't have respect for their sales department is a fool, and you will not succeed. You have to work in tandem with the sales department."* We've all lived the naturally adversarial relationship between sales and programming. Why that exists, I've never been able to figure out. If you're a talent reading this, here's private message #1: work your ass off to help the salespeople and GM reach their goals, which is to make the radio station profitable. No radio station in America is a non-profit charity. They all exist to have positive cash flow. You're on the front line in the value of the station brand. You are a star to many clients and potential clients. The truly great talent I work with

have positive relationships with management and the sales folks. You should, too. This extends way past the occasional "what can I do" email and trip through the sales area to say hello once a week. You need to know these people personally, understand who their biggest clients are, know who they're targeting, and go on regular sales calls to thank people for their business and be the face of the station's power and success to potential new business. A morning guy I know in Milwaukee knows the biggest local clients of his station and will just drop in to say hello to the owners on occasion. Those people end up spending more money on the station because he pays them this attention. He's also protected from the irregular bad trend as the sales people love him and root for his success, too. Recommit, in a big and on-going way, to the goals of your managers and sales department and you'll be golden for a long time. Read Howard's full Billboard interview [here](#).

## Private Message #2 for Talent

In that same interview, Howard says, *"I know some guys who are really content...I don't get how it's satisfying. It's hard to respect people who don't put in the hours. I respect show prep."* I've been lucky enough to watch a slew of shows in markets large and small. Several things separate the ones which excel and all others, and it's their work ethic and dedication to prep. Doing a great personality-driven morning or afternoon show is an immense grind. Especially a morning program where the hours suck and it's always dark when

you wake up. That said, private message #2 if you're any talent reading this is to respect the prep process. You just can't wing this, figuring it out as you go along. It's even worse if it's during the show (I just got upset with a program for editing an interview recorded the previous day during their program the next morning). The margin for error with listeners is very narrow. If you don't have your act together each morning, listeners know it and will opt for one of the many other choices which vie for their attention. Know your content strategy and prep every day. Furiously.

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](mailto:steve@reynoldsgroupradio.com)

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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!

## And One Private Message for Managers

We are not in the radio business. We are in the "people management business". This is the hard part as every talent I work with is different, so they're all managed differently. There is one constant, though. People become more productive and happier when they're told what they are doing right. So if you haven't lately, here's one private message if you're a manager: spend some time evaluating your morning show over the course of a few days. Focus on what they're doing right as talent and what they do well as employees. Grab your list and invite them into your office, take them out for lunch (they may say they don't want to spend time with you, but they're lying...they want your attention), or send them an email or text telling them what you think they do which creates more listenership or higher sales. We all need that as people - we all like to hear the good stuff from people higher in the food chain. Two things will happen if you do this: you will scare the shit out of them (as it's unexpected) and they'll work even harder to help make the radio station a success.