

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio



The Reynolds Group

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The Reynolds Group presented the session "Secrets to Building Your Morning Show Brand and the 12 Ways It Can Get in Trouble" at All Access's Worldwide Radio Summit. Here's a recap of the session if you missed it!

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You Must Have a Content Plot (Strategy)

Radio stations have music plots: KISS-FM is LA's #1 Hit Music Station, KEARTH has "the greatest hits on Earth", Power 106 in Los Angeles is "where hip hop lives". TV shows have plots: Seinfeld is "the show about nothing". The Big Bang Theory is about "a woman living in an apartment next door to two brilliant but socially awkward physicists who shows them how little they know about life outside the lab." Your morning show must have one, too. In other words, what is your show about? What is its meaningful point-of-differentiation in the market? At B96, Chicago, the show is about multiculturalism. Without a content strategy, you cannot exist and the show cannot properly choose content.

Be FAIR to be GREAT: Four Images You Must Own to Win

- ✱Be Fun (the "F" of FAIR). Listeners want to have a good time. Unless the news or pop culture cycle requires you to be serious, have fun and listeners will choose you.
- ✱Be Authentic (the "A" of FAIR). Listeners want to get to know talent so they can connect with them. Honesty and vulnerability are critical to do this so listeners feel like they know you.
- ✱Be Innovative (the "I" of FAIR). It's not the topic, it's what you do with the topic that makes it sticky.
- ✱Be Relevant (the "R" of FAIR). This compels you to understand the audience's values and interests. Know these and they'll say you understand what's important to them.

The Dirty Dozen: How the Show Can Get in Trouble

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

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

You Must Set Appointments

This is critical in PPM.

You must tease so listeners feel like they will miss something if they tune away. Even more importantly, a few very fun and unique benchmarks which define the show's brand of humor, and are done each day at the same time, will keep listeners coming back for more.