



**The Reynolds Group**

*Strategic Advice from Radio's Premiere Talent Coach*

# Planet Reynolds

## We Create Personality Radio

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## Six Ways to Insulate Yourself at Work

Coaching radio talent in large and small markets across the country, there are universal things the very successful ones do in every city to stand out, attain and sustain success, and become as indispensable as one can in the current state of our industry. As the world around us has evolved and as choice for consumers (aka listeners) has grown, what talent need to do to retain some level of indispensability has changed, too.

This is about building your brand. Six growth areas that might insulate you from the dreaded RIF and to accomplish the hardest of things in radio - developing choice so you're in control of your professional future:

- 1. Within any programing confines and guidelines, develop a relationship with listeners by the content you choose for your show.** Listeners won't give you their valuable time if you're not fun, relevant, real, honest, and vulnerable. Share your life, connect with the demo, be on topics of great interest, and do so in a way that captures the imagination of the audience and ratings should be healthy. If you can genuinely say there would be a march on the radio station if you left, you're in a good spot. You don't get there by luck.
- 2. Extend relationship-building even more than you're doing now.** We fight for consumer's time. If you're substantive on social media all the time, it'll compel deeper images where listeners feel like they know you. Look at all those celebrities who are always on Facebook, Twitter, and Instagram letting people into their lives. They're clickable because they stay top-of-mind. You should, too.
- 3. At any level, seek feedback from mentors who'll guarantee they'll tell you what you may not want to hear.** I referee basketball. My greatest growth has come not from those who tell me how good I might be, but

from those who can make a commitment to tell me the opposite. An insatiable desire to get better (actions, not words) and a positive attitude are two critical attributes in an employee someone wants on their team. Invest in your own growth.

**4. Get close to the money.** It's no news flash that radio is a "for profit" business. You may not like the sales folks. But get over that because they have a job harder than you. Walk into the sales department tomorrow and tell each person that you want to meet the station's biggest local clients to say thanks for believing in the radio station and your show to help the sales person get the next order. Don't take no for an answer or believe you should only ask once. You are a star to these clients and have the power to close deals. It's lots of work, but managers get reticent to release any talent who can and wants to help sales. There's a morning guy I know who has a list of the station's biggest local clients. He stops by, unannounced, twice a year to say hello and thanks. You think his manager will ever consider letting him go? Nope. Developing advocates in sales, because you help them reach *their* goals, is a very smart move. And when you visit clients, dress nicely as it'll help!

**5. Get involved in your community.** Join every single organization you can. Don't wait for them to offer. Being involved helps you be local, opens doors to new opportunities, and could develop in you other passions which create new avenues professionally which could be quite rewarding. I work with the Children's Miracle Network Radiothon Team. As I've done training over the years, the number of radio people who've transitioned to working more directly on behalf of these kids inspires me to know there's more out there for all of us, but only if you're involved locally.

**6. This is out-of-the-box but could have a larger upside than the other five.** Look at the classes offered at a local community college and find one that either teaches you more deeply about something connected to radio (marketing, business management, etc.) or a course totally unrelated which fascinates you personally and

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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



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On Sundays we publish the Hot List talent can use to to be on the most relatable topics of the day. Email us if you want it (free): [steve@reynoldsgroupradio.com](mailto:steve@reynoldsgroupradio.com)

take it. Community colleges are historically inexpensive. In many ways, we all need to go back to school. Doing this might make you more resourceful to your current employer and more marketable to the next.

Work on these this year and you can't miss.

I love working with talent and what they bring to the building of a radio station's brand. The rules of what helps you win today are different than what they've been. If you work hard on broadening yourself, whether it's what you do on-the-air, in the building, online, or in your community, there are always new opportunities and horizons which will appear to create an environment where you're always employed, always fulfilled, and always in control.