



**The Reynolds Group**

*Strategic Advice from Radio's Premiere Talent Coach*

# Planet Reynolds

## We Create Personality Radio

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### Jurassic World: Why Talent Should Root For the Raptors

There's a scene in "Jurassic World" where Chris Pratt comes upon a dying brontosaurus. Despite the fact this animal is all-CGI, you'll still push back tears. Likewise, throughout the movie, you'll find yourself rooting for the raptors in this one. While I won't give away any plot twists, the reason for this is rather simple: this is a Steven Spielberg effort around a beloved and known movie franchise and if this director knows anything, he certainly understands the value of well-defined characters. You can count the raptors in on that observation. This movie made \$205-million its opening weekend and was so feared, no other movie debuted. How does this apply to your personality-driven morning or afternoon show? While your show plot will drive its content choices, the characters you have on the program make that content sparkle and become memorable. Shows must have a disparate group of people (even two) who are likable yet different. Where the big win happens,

which positively affects loyalty, is when your characters are grounded in honesty and the audience is moved to care about them. Which brings us back to Pratt and those raptors. For those who've seen the movie, there is a human bond which happens between them which moves you to believe in all and even root for their success. What do the characters on your show stand for? Who in your audience do they represent and speak for? Much more importantly, how much of their lives do they share with listeners so they're moved to care about them? There is a very distinct and definable bond between listeners of a radio station and its talent. You can only get so far talking about Caitlyn Jenner and those escaped prisoners in New York. The truly great talent who've crossed that magic line generate content so personal and genuine that the telling of those stories bond them further with the audience through this content which cannot be duplicated by anyone else in the market. What percentage of your morning show's content is dedicated to making me root for them, just like those raptors?

### The Win? Content No One Else Can Do!

I always ask shows if listeners turn us on because they have to or because they want to. Measurable and memorable talent generate more listenership and higher rates for live endorsements because the audience trusts them. Being vulnerable and letting the audience in does that. In only the last week, here are personal stories from talent we work with which have helped to drive those goals in a humorous way:

- A producer on the show is getting married in two weeks. His fiancé's hairstylist just cancelled on her, creating great drama.
- Two co-hosts were asked to sing "Take Me Out to the Ballgame" for one of their city's major league baseball teams. They have never done this before and are very nervous.
- The host's wife opened a small business in town and was given a fake \$100 bill by a customer - she didn't realize it until they'd left.

● A co-host and her husband just bought a new house and their kids are losing all their friends from the move.

● On one show, a newly divorced host is looking for love online for the first time. Things are not going according to plan.

● One cast member bet his father he could drive a golf ball over his house. He did, but it crashed into a glass table on the other side, breaking it. As expected, his wife was very unhappy.

These are just a few examples of content developed to grab listeners in the heart and make them feel something for the talent. Our goal is to make this kind of content drive the show to further deepen that relationship. You give your personal cume and TSL to those you know, like, who make you feel, and who share their life. For talent to stand out they must do the same. Listen to your talent tomorrow solely through this lens to assure you're doing enough content like this to win big.

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**Steve Reynolds**

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

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!

No talent in broadcasting wins living in the mushy middle. Every talent who stands out is, on some level, polarizing. In many respects, you should encourage that level of honesty in your talent. If you want them to shift to being iconic and a superstar, dispense with any overreaction to a few listener complaints. Making adjustments to your personalities and their content from a handful of complaints is dangerous as you'll set up negative filters that will discourage your talent from stepping out and stop them from ultimately doing what will propel them to great heights: just being themselves.