



**The Reynolds Group**

*Strategic Advice from Radio's Premiere Talent Coach*

# Planet Reynolds

## We Create Personality Radio

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### Ten Secrets of Successful Shows

Joel Denver and his great team invited me to present "Ten Secrets of Successful Shows" at WWRS 2016 in Los Angeles last week. This is one of the premiere gatherings of domestic and international radio folks, and is always fun and educational. Here is a synopsis of the ten secrets as you continue working with your cluster's personalities to help them grow and excel:

1. The show has a very strong foundation, which includes: a show content plot unique to them; well-defined characters grounded in truth, honesty, and vulnerability; and benchmarks that define the show's sense of humor that are unique appointments to drive listenership.
2. They are "outside thinkers" processing the macro, large message listeners take away from any break, also recognizing that small stuff doesn't really add up to another occasion.
3. They earn the critical images of fun, authenticity, innovation, and relatability, regardless of format.
4. They recognize that there are multiple ways to develop a relationship with the audience besides what they hear on-the-

air. Specifically being great at meeting listeners to make converts and properly leveraging social media to define their program.

5. They do content in a way that moves the audience to care about them.

6. They are highly inquisitive about the world around them and use that curiosity to develop ideas around the topics of the day listeners are intrigued to hear.

7. They are comfortable being the face of the radio station and recognize the work it takes to help positively position the brand to the audience.

8. They have mechanisms in place to resolve team conflict. Dysfunction or arguing can cripple chemistry. That happens inside shows all the time - knowing how to resolve this keeps the environment positive and productive.

9. They can get stuff done locally with a phone call. Shows embed themselves in the community and know everyone, which allows them to develop different kinds of content because they can get the elements in place very easily.

10. They get close to the money. Shows build positive teams with the other departments in the building. But they recognize the importance of the sales department and work tirelessly to help them be successful.

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**Steve Reynolds**

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)

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!

**Who do you know?** An interesting and very revealing question to ask your morning show is this: what celebrities or people of prominence do you know in town so well that you have their private email address and home/cell numbers in your phone? In the areas of sports, TV, politics, community service, and business leaders, having those kinds of relationships (groomed over years by being active in town) communicates trust. It also opens the door for the show to develop new, distinct, and fun ideas around certain people or organizations which says to the audience "we're the hometown show".