



The Reynolds Group

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio

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This Is Us! Who Are You?

Jack, the main character on *This Is Us*, dies this Sunday after the Super Bowl.

This is no mystery to those of us who are fans of the program. We've not only been anticipating it, we've begged the writers to complete this part of the storyline.

Why does this show have such an immensely powerful fan base? The storyline is quite relatable (it's about a loving family of triplets and how they all interact in life). Primarily this works because, through the storyline, the writers have made us care about the characters. We're vested in their lives, their well-being, and their happiness. That's called connection.

One of the goals of any show is to move the audience to care about the characters. In the history of TV shows that have wrapped up, you miss them because, at some point, you were moved to care about the characters.

This works in the movies, too. I bet you cried at the end of *Toy Story 3* (this is the one where the toys had to find new homes as Andy went off to college). If you did, you were crying at a

movie that is a cartoon. We cried because we got to know those toys and we cared about them.

It works the same way in real life - you only spend time with people you care about.

This is the primary job of your talent. Make the audience care about them.

In my many years of coaching excellent talent, the ones that cut through and have a true and measurable impact on the ratings are the ones that make the audience care about them, without ever having met them.

I'll miss Jack on *This Is Us* because he's the father we all want, and the father we all want to be. I care so much about each of these characters - their ability to make me laugh and cry. I love and root for them.

As we settle in to watch the evolution of Jack's character in the storyline of *This Is Us*, I would listen to your talent and wonder *Who Are You?*

Does the audience care about your talent? I mean, really care about them? Do they make them care in what they do and what they share? Do your talent truly

Issue #51 February 1, 2018



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The Reynolds Group coaches talent 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!

reveal who they are to the audience to forge that connection? Do they have that comfort and capacity to share their lives, warts and all?

Does your talent have the capacity to be honest with the audience and access a level of vulnerability with fans so they leave feeling like they know them?

The audience caring about your personalities could be the difference between listeners liking and loving your brand.

It's something worth working on today to grow your ratings.