

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio



The Reynolds Group

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FUNNY EQUALS MONEY

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If you didn't see the Oscars on Sunday night, Jimmy Kimmel gave out a jet ski to the person winning an Oscar who gave the shortest acceptance speech. No doubt you've heard about it today on social media.

Jimmy is a radio guy so he thinks like a radio guy. Starting his career as an intern with Mojo in Tucson and then as a cast member with Kevin and Bean on KROQ, Los Angeles, Jimmy knows to think silly and there will be a big win. It was the thing from the show that everyone was talking about Monday morning.

Of course, the purpose of giving out the jet ski wasn't to give out a jet ski. It was to mock a commonly held view that the telecast goes on too long and, way more

importantly, so those of us watching at home laughed out loud. It worked.

We've not heard of many of these people who were nominated nor have any of us seen, much less heard of these movies. So Jimmy gave us something silly to connect with that cut through, becoming the most memorable part of the show. He made this about us, not about those in the theater. So as a result, people are talking about Jimmy Kimmel, too. More will watch him as a result.

Winning images is critical in personality radio. There are no radio shows that win that don't have a humor image and most shows that don't succeed usually fail or fall flat because they aren't seen as fun by those who use them.



Steve Reynolds

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!

Funny equals money.

As you coach your high profile talent, ask them NOT what they have to give out or what topics they'll talk about on the show. Ask how they're doing all of that so it's fun to hear by 100% of the audience that tunes in.