



Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio

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Coach K & The Narrative Story Arc

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Will Duke's Coach K agree to be a groomsman in the wedding of a cast member at Two Men and a Mom on WRAL-FM, Raleigh?

This is the inventive question the team pondered in an effort to create a fun and memorable character-driven story arc.

What's a story arc? It's a multi-day narrative that evolves over a few days with a payoff as we push the audience forward for another occasion. Much like a character on a soap opera who falls down a flight of steps, only to be hospitalized, as we wait to find out at the end of the week if they have amnesia when they awake.

Bryan Lord is getting married in six weeks. This is terrific content that defines him to the audience because it's so relatable. The team decided to develop an arc inviting Duke's iconic Coach K to be a groomsman to see if he'd accept.

Story arcs have several goals. Tactically, they're designed to create additional occasions from show fans. Strategically, they're built to define a cast member, create silly fun, and prove our inventiveness in how it's designed.

The thesis here is simple: if asked to be a groomsman, will Coach K say yes?

How did we design this? Every break requires a payoff at an end point if it's going to work. Listeners require fun payoffs. Without that, you have nothing and waste the audience's time. So we created that payoff before ever starting the arc by contacting Coach K's office to see if

he'd be willing to play along. Coach K is wickedly funny to those who've met him. He gets the joke and agreed. We recorded his answer before ever launching the storyline. The show was smart – they seized control, crafted the fun ending, and knew what they had. Once we had that, all we had to do was build backwards. Here's how it went:

Wednesday: Bryan reads a letter to Coach K to say his fiancé had added a bridesmaid at the last minute and needed to "balance out" the groomsmen. Would Coach K be interested and free on that Saturday in July? We delivered the letter to K's office at Cameron Indoor in Durham and set a Friday 8:15 deadline for a response (that's where we will air the call previously recorded, creating the appointment). Read the letter [here](#). The letter also got published on social media, creating additional interest in the arc on our digital platforms.

Thursday: We set up a phone line only for Coach K's reply and gave the number out a zillion times asking that only Coach K call it. We knew we'd get crazies leaving messages, which was our intent, so we'd have audio content for this second day of the arc. Still pushing listeners to the deadline (payoff) on Friday at 8:15.

Friday: A reset of the arc, then "word" at 8:00 that he's calling with an answer shortly (to carry people into the next quarter hour). And finally at 8:15, the Coach K call (which you can hear [here](#)), which is the payoff and conclusion of the arc.

Coach K is very quick-witted and knows the show so he's lots of fun. The design helped us reach the



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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!

goal of additional occasions from listeners and do fun content that helped drive Bryan's character. The key was having his call already recorded so those who followed it were entertained and left talking about us. Where some shows would start this without the ending, we didn't want to leave it to chance.

The wins: it defined a character, was entertaining, cut through because it was inventive and quirky, was local, and forced additional occasions into the show.

Behold the story arc! Something that we teach and look to do with all Reynolds Group clients.