



The Reynolds Group

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio

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The Benchmark That's Better Than Chocolate Ice Cream

One of the biggest challenges for any personality show is to get into the daily routine of the listener.

Benchmark appointments are the most efficient way to insert yourself into a listener's day, or stay there, if you are an established show. Being known for at least one iconic benchmark affirms the show's sense of humor and brings in tons of meters if placed properly in the clock.

These are the five attributes of every successful benchmark. Attributes that help affirm positive images and brings come to a show:

1. It's fun to do and fun to hear.
2. It's sustainable - in other words, there is a never-ending supply of content to do in it. You can also see this being on the show many, many years from now, even if how it's done evolves over time.
3. How you do it is unique to you - in other words, no show can do it, unless they steal it. Its execution and humor make it iconic to your show where listeners can only get it from you.
4. You can do it every day or every week. I'd prefer those that are daily so you have five potential occasions verses only one if done weekly. Great benchmarks are locked in at the same time so listeners can find them.
5. It so subscribes to 1-4 above that it changes listeners' behavior when done so they seek it out. It must be "can't

miss". This is the hardest of the attributes.

Some believe just doing the same thing at the same time makes something a viable benchmark. That's not true. I regularly encounter shows that believe their news segment or Hollywood report cause tune in. They might be well done, but no one will go out of their way to find them, which is a key element to their success.

Worse, some shows think birthdays, "this date in history", or reading school lunch menus are appointments listeners seek out. They absolutely won't. Weigh all your biggest benchmarks against the list above and you'll get known for at least one of them, which is an imperative.

The best one on TV is James Corden's "Carpool Karaoke", now at billions of views online. Judge this feature against the list above. You'll see it checks all the boxes. It's not all he does, but it's what CBS wants him known for, which is why it's the first thing you think of when he comes to mind.

Why does "Carpool Karaoke" work? Because it's fun and only he can give it to us.

In a world that is very angry and stressful, "Carpool Karaoke" runs in the opposite direction - it makes you feel good and gives you a great laugh. Yours should do the same.

As tough as your day might be, give yourself a break with the one out now with Paul McCartney ([here](#)). It's silly, fun, funny, has

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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!

surprises, and is absolutely delightful - total comfort food. You'll see a change in your mood for watching it and want to watch the next one because of it. It ticks all the attributes above and you'll see why it's so popular for James Corden. It's better than chocolate ice cream.

We must do that for listeners to groom an audience that keeps coming back for more. Being known for something always helps a show.

Evaluate all your appointments. Do they meet these thresholds?