

Only One Talent Coach Works With Eight Morning Shows in the Top Ten Markets!

Planet Reynolds
We Create
Personality Radio
steve@reynoldsgroupradio.com

The Reynolds Group
(919) 821-4700



The Reynolds Group

Issue #1 Aug 27, 2009

The Ten You Should Know!

A fun Monday morning benchmark: call and tell us what happened over the weekend you have to apologize for. Choose one of the callers, then have them make the apology on the air to the other person. Now that would be memorable morning radio!

A new survey says there are ten songs every America should know every word to. Open the phones to see if listeners can guess them. Here they are: Amazing Grace, The Star Spangled Banner, Do-Re-Mi, Frere Jacques, Happy Birthday, God Bless America, Take Me Out to the Ball Game, I've Been Working on the Railroad, Michael Row Your Boat Ashore, and Puff the Magic Dragon. Your listeners will add tons of songs to this list, which you can then post to your station web site.

The Reynolds Group coaches morning shows to better connect with their audience. Focusing them on the demo and challenging them to develop fun content and entertainment makes more people want to tune it!



Steve Reynolds

Call Steve today for a free analysis to find out how healthy your morning brand is!

STEVE REYNOLDS SEZ...

We're often asked what those things are which will assure long term success for any morning show. I work with talent in markets from New York City to Indianapolis. They all face the five consistent challenges. They include: maintaining their sense of relevancy show after show, break after break, choices can be made), and knowing what will entertain developing fun and listeners (which is by and large entertaining ideas for the show so it stands out in the ground clutter of life. These items make them memorable in the marketplace. If you have tenures talent, how do you think they score in these areas?