

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



The Reynolds Group

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The Eight That Make All Shows Great!

A couple of weeks ago, I visited with the members of the Arkansas Broadcasters Association. For those who think great radio isn't being done in very small markets, think again. These men and women were completely engaged in viewing morning radio strategically and totally open to a new way of thinking. I was asked an insightful question in the Q&A portion and wanted to tell you about it. One young woman asked, "Across all the successful shows you work with, what are the attributes that they all share?" Here are the 8 things that make shows great off the air:

- The anchor sets the tone of how the room will think and the level of work the show will do. Teams rise (and fall) to the leader's level. They reflect his or her passion, work ethic, and thought process. Not in words, but in actions.
- They network and prep 24/7, always in search of a better, more entertaining idea.
- They communicate non-stop. Using text messaging, e-mail, and phone calls outside the formal prep meetings in the building after the show, they are forever talking and developing things.
- They build internal relationships. Both in the building and in their teams. They foster a sense of caring for one another and have a framework in place to resolve conflict when it arises.
- They're intensely inquisitive about the world around them. They have this insatiable appetite to learn more about everything and are always asking "why". Being interested makes them interesting.
- They're collaborators. They seek input from others so they feel part of and take ownership in the process. They also work hard to make people in other departments at the station a success, hoping they return the favor.
- They are ego-driven to win, but comfortable enough in their own skin to accept that they aren't always the smartest person in the room. This true self-confidence allows them to accept input from the smart people associated with their team and to not feel threatened by it.
- They build trust with those around them and create environments that are affirming and fun.

To me, it's not only about the artistic skill set a show has to identify the right topics and find ways to entertain the audience with them. It's about leadership. That's the critical behind-the-scenes thing we work on most.



Steve Reynolds

The Reynolds Group coaches morning shows 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 it!

With PPM being very unforgiving, an interesting exercise to walk your morning show through is called "The First Fifteen". Find a bunch of breaks and just listen to the first fifteen seconds (yes, from the moment they start talking). Wanna build audience share back in PPM during the break? See if the following things exist in those first few seconds: context to the topic, a hook, and an emotion to get listeners to stay tuned in. You might be surprised with what you hear and a mechanism to do better in PPM!

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