

INSIDE RADIO

THE BLUE PAGE

ONLY ONE TALENT COACH WORKS WITH EIGHT MORNING SHOWS IN THE TOP TEN MARKETS

Steve Reynolds coaches radio's top talent. Premiere shows like J & Julian, B96, Chicago, Nick Cannon, 92.3 NOW, New York City, Tiffany & Michael, B101, Philadelphia, John and Tammy, KSON, San Diego, Eddie & Jobo, KHITS, Chicago, Jim and Kim, Fresh 102.7, New York City, The O Show, KISS, Charlotte, The Rickey Smiley Morning Show, and Gene and Julie, KVIL, Dallas, among others.



Steve is hosting a session on creating strategic visions for morning radio at the NAB in Chicago on September 16th and invites you to visit with him there.

Make the case for coaching...

Great managers invest in the growth of their people. Athletes win sports titles because of coaching. Actors win Oscars because of coaching. The great talent of radio win Arbitron championships because their managers invest in their growth. Talent coaching helps good talent get great and great talent get better, improving the radio station's brand. With the immense number of choices for entertainment, the competitive terrain for listeners' attention and affection is fierce. Talent coaching helps your show gain that advantage.

Tell us about your defining moment as a talent that helped shape your company...

At the end of my on-air career, I saw focus groups on our successful show. That was the beginning of seeing morning radio from an outsider's perspective. The Reynolds Group helps give talent this outsider's perspective so they make better decisions resulting in a better listener experience.

What makes you different from other talent coaches?

This ends up being about the management of people. Because I was on a successful morning show, I know how it feels to wake up at 4:00 am. That makes me a Dr. Doolittle. I can talk to the animals! Being able to relate to the talent on this level helps build relationships and trust. Once I'm seen as an advocate, we move the needle faster.

Do you have central approach to helping a show?

It's a strategic approach to doing morning radio. Every show I work with has a "plot line", much like a successful TV show. A one-sentence thesis that makes it easier to choose content, do it in a way that resonates with listeners, and highlights the show's differences so they stand out. Helping the show develop strategic objectives for everything they do, and to understand how the jigsaw puzzle fits together, elevates their thinking and improves their performance.

Can you give us an example of that in action?

One of the great success stories of the past year is J & Julian on B96, Chicago. Mired in twentieth place P18-34 when they started, we embarked on three major steps to help this new show grow. As a group of people who'd never done mornings before, we instilled in them a sense of strategic teamwork so they acted as one, without sacrificing their individual perspectives and voices. Goal one was to set the show strategy. We put together a multicultural cast. In a major market like Chicago, this is a direct representation of P18-34s. Our plot became "J & Julian on B96, the Morning Show That Looks Like Chicago". Whatever high equity topic we're on, the audience knows we have multiple points of view from this multicultural staff. This allowed the audience to connect with at least one cast member, thru their ethnicity. Step two was to develop positive brand values of Fun (humor), Authenticity, Innovation, and Relatability (the FAIR Strategy®). Images create additional occasions of listening and these are the important ones. Finally, we designed a clock that played to PPM – short, focused breaks, lots of music, topics that didn't live too long on the show, and a few exceptionally fun, unique benchmarks. This recipe made the show stand out and helped them ascend to a consistent top two ranking. They do the work around their specific custom strategy, which is why higher ratings have always followed.



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

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