



The Reynolds Group

Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio

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If You Do Nothing, You'll Get Nothing

My friend Spike at Mojo in the Morning, Channel 95.5, Detroit recently shared that some people will always hate on Taylor Swift, but that she's rather brilliant at cultivating more loyalty from her fans. In an op-ed she wrote in the WSJ, Taylor wrote about her passion for the music industry and how she adjusts her act to keep fans interested enough to keep "buying Swift". You can read the full article [here](#). Here are some passages that stand out (**hers in bold**), along with my comments on how they apply to personality radio: **the value of an album is, and will continue to be, based on the amount of heart and soul an artist has bled into a body of work.** Radio listeners totally get when a show is phoning it in. They feel your passion for a topic or point-of-view or don't. Pour your heart and soul into your show and it'll drive it to deeper, and longer-lasting success. **Music is art, and art is important and rare. Important, rare things are valuable.** Go through the motions and make your show about nothing more than the latest celebrity news or a generic relationships topic, and you'll be wallpaper. To stand out, you must create every day something to do around the topic which is distinctly yours. **There are always going to be those artists who break through on an emotional level and end up in people's lives forever.** If you never endeavor to put yourself out there, to be vulnerable with the listener, how would they ever have a chance at forming a relationship with you? **I think forming a bond with fans in the future will come in the form of constantly providing them with the element of surprise.** No, I did not say "shock"; I said "surprise." I believe couples can stay in love for decades if they just continue to surprise each other, so why can't this love affair exist between an artist and their fans? Here lies my biggest concern about personality radio; whether it's because the lawyers keep stepping in front of big, bold, interesting (even weird) ideas or the show can't/won't develop or embrace them, if we never surprise our

fans who come each day looking for fun, why would they choose us again? Some shows I listen to are devoid of anything unique or different. Their lack of surprises is their biggest threat to growth. Surprises can sometimes be scary. The alternative is predictability. And predictability is always boring. **My generation was raised being able to flip channels if we got bored, and we read the last page of the book when we got impatient. We want to be caught off guard, delighted, left in awe.** I have never believed this trait is reserved for Taylor Swift's generation. That's all of us. Impatient, waiting for the next big thing to catch our eye or ears. Watch a YouTube a friend forwards. If it doesn't grab you in 20 seconds, you're out. If the TV show you happen upon doesn't titillate in three seconds (max), you're on to the next channel. If we treat other mediums this way ourselves, why do we believe our audience would treat us any differently? If you're a morning show reading this, should your prep process change? If you're a manager, is it time to step in and help the show find great ideas and remove the barriers so they can do them? If not, and you do nothing, that's exactly what you'll get.

Time to Talk About the Holidays

It might only be July, but Reynolds Group morning shows are already talking about the community service work we'll do once cooler weather hits. The conversation is NOT what charity we'll align with, who can do all the work and capture all the credit for the media attention we'll offer. What we're talking about are the causes we believe in as a show and what we will create to communicate that, while serving the needs of the cause. That's when we'll cut through.

On Sundays we publish the Hot List talent can use to be on the most relatable topics of the day. Email us if you want it (it's free): steve@reynoldsgroupradio.com

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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 in!



Steve Reynolds

I Don't Have Any Good Ideas

The title of this section was said recently by marketing guru Seth Godin. He goes on to say, "That's a common mantra among those that say they want to leap, but haven't, and aren't, and won't. What they're actually saying is, 'I don't have any ideas that are guaranteed to work, and not only that, are guaranteed to cause criticism or moments when I'm sure the whole thing is going to fall apart.' And that sense is probably true. But no good ideas? C'mon. Ideas are easy. The guts and persistence and talent to create, ship, and stick it out are what's hard." We must get back to developing ideas, big and small, to recapture interest in and the vitality of a generation of potential listeners who have choice for their entertainment. A recent conversation with a 27-year old female (not in our business) revealed she rarely uses radio. When I asked why, she told me it's "same old, same old". Talent are our last best chance to reengage her. What environment is being created in your building to do that?

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