



Strategic Advice from Radio's Premiere Talent Coach

Planet Reynolds

We Create Personality Radio

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IT'S NATIONAL STEVE REYNOLDS DAY!!!

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It's National Steve Reynolds Day! Be honest, where is your enthusiasm and interest level on a scale of 1-10 knowing that? If you said it was resting comfortably at a zero, I'd get it. I'm Steve Reynolds and even I don't care.

I listen to some personalities who think telling me that this is National Pest Control Week or today is National Doughnut Day is content. It isn't because it's irrelevant to listeners lives. A close friend calls it "empty calories with no strategic purpose in a break." I say it's chatter that doesn't matter.

Great content is about the moment. Whatever is going on now. In pop culture, locally, in the life of the talent so they connect with the audience. Look at Kimmel, Ellen, Corden, and Fallon. Their shows are highly relevant and about what's going on right now, from their unique perspective, to create fun.

We need to stop telling the audience things like it's National Hot Dog Day or that Betsy Ross sewed the flag on this date in 1783. I actually heard a show last week (not one I coach) tell me it was National Chicken Day, then proceeded to play the sound effect of a clucking chicken over everything they did for the next half hour. All of this is irrelevant and lazy as content, to be perfectly honest. We need to be

better than that given all the entertainment choices for listeners.

I still hear some shows read a laundry list of birthdays to the audience. Remember the only person who cares that little Ally Simpson is six today is Ally Simpson. And maybe her parents. Any efforts to endear yourself to them come at the significant sacrifice of everyone else, who shrug their shoulders hearing this and mentally zone out. Ditto the fact that Mel Gibson turns 67 today. No one cares.

Reading listeners' birthdays also isn't being local. Local is about what's going on in your market and you doing something unique with it to say "I love living here and am connected to what's going on in my town." Offering up a list of birthdays of people who may or may not be listening is about as local as giving me the temperature in a local town when reading the weather (it isn't) or reading a listener text and attributing it to a local area code ("someone in the 415 says..."). L-a-z-y (sorry).

Listen to your talent and challenge them to be strategic with their content: pop culture/whatever is in the news churn (the topic must fit your brand image), knowing what's up in your market and tapping into that, and real time stories of experiences your talent have that position them as just like the



Steve Reynolds

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!

audience. That's great, strategic content for any audience.

Each break on your show should be treated like it's beachfront property. Erect on it only the very best buildings (content done well) and its value (your ratings) will go up.

Now, how are you celebrating National Steve Reynolds Day? Personally, I'm headed to grab the two-for-one appetizers at Applebees.