



BARRY NASH  
& COMPANY

**COMPANY:** Barry Nash & Company

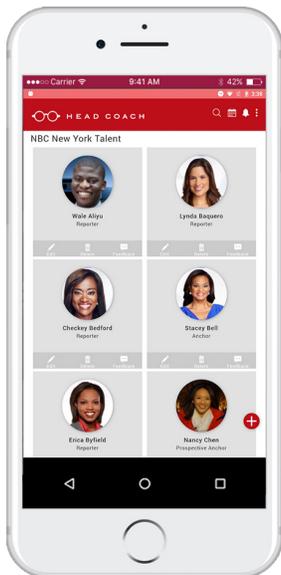
**FOUNDED:** 1987

**EMPLOYEES:** 10+

**INDUSTRY:** Broadcast  
Performance Coaching

**WEBSITE:**  
www.barrynashandcompany.com

## THE “HEAD COACH” APP



# Barry Nash & Company Uses Intelligence from Lexalytics to Coach Television News Talent



**BACKGROUND** Based in Dallas, **Barry Nash & Company** has been coaching and qualitatively researching television news and sports talent in North America and abroad since 1987. The company is concerned in particular with the dynamics that support connection – how people look, sound, move and think – when they are communicating powerfully and effectively.

**CHALLENGE** While traditional, quantitative research models address the popularity of talent in competitive markets, the **analysis of performance dynamics is relatively primitive**. Respondents typically view very short clips of talent at work, limitations are imposed on the range and length of any open-ended responses, and analysis can seldom go beyond the creation of word clouds and “naked-eye” interpretation.

While reading a news article about how big brands in the hotel and automotive spaces were using **text and sentiment analysis to glean insights from consumer reviews**, Barry Nash got an idea: “Why not use this same technology, but for evaluating my clients?” Customers were increasingly dissatisfied with traditional research and its failure to provide new insight. “It didn’t tell me anything I didn’t already know,” was a routine complaint. Nash wondered whether **advanced text analytics might reveal insight that traditional models missed**.

However, there were a couple of problems. Evaluating on-air personalities is not an area typically served by analytics companies, and the **vocabulary used is unique to the category**. While one can find thousands of reviews of cars and hotels, finding a corpus of data that talks about news or sports broadcasters was nonexistent. In addition, Barry Nash isn’t a huge enterprise with teams of data analysts and scientists, so any solution would need to be **user-friendly and accessible for non-technical staff**. With this in mind, Barry Nash conducted some research of leaders in text analytics for market research, and after a couple of false starts with other providers, chose Lexalytics.



Barry Nash & Company's “Head Coach” app uses Lexalytics’ Semantria for Excel to easily plug in category-specific survey data for their television news talent clients.



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« Lexalytics is helping us go beyond major limitations in our field. It's given us a kind of window that is unique in our business... We're really excited about all that Lexalytics has opened up for us. We're especially grateful for the serious attention and support we have received from them, though we are obviously a small fish in their big pond. »

— Barry Nash,  
CEO & "Head Coach"  
Barry Nash &  
Company

**RESULTS** To date, Barry Nash has conducted five studies: two national and three in local markets. In the national studies, **"sense of humor" was easily the most powerful attribute.** In subsequent tests of established anchor talent, those who were judged to have a good sense of humor also outperformed their counterparts in ratings and conventional research. Conversely, where anchors were being assessed negatively by viewers, **"facial expression" was a key reason,** and one viewer said an anchor seemed angry. When digging deeper, researchers realized the anchor had just concluded a difficult salary negotiation. In both cases, the findings made it easy for talent to understand where changes might make a real difference in the way they were perceived – and to address the necessary changes wholeheartedly.

When sharing study results with one major national broadcast company, an executive said that it was one of the **first legitimately original research offerings they had seen in the television news space in 10 years.** The studies are significant in that they point to ways that what viewers expect in people is distinguishable from what they expect in content. And they provide a roadmap for helping talent accurately calibrate delivery in relation to viewer expectations and increasing their chances for enduring success. In 2020, the firm will **expand the use of the model** within local markets and also initiate a third national study – focusing specifically on television weathercasters.

## SUMMARY

### Goals

- Using **text analytics as a market research tool**, understand what viewers like and dislike in on-air TV personalities
- Produce a **coaching roadmap** aimed at improving clients' appeal to viewers based on market research
- Sell Barry Nash's **innovative approach** to both local and national broadcasters as a new revenue stream

### Challenges

- Traditional market research techniques do not effectively evaluate **performance and delivery dynamics**
- On-air personality evaluation is a **niche area** with its own unique vocabulary outside of the wheelhouse of traditional text analytics
- Barry Nash is a **small company** without a team of trained data analysts and scientists

### Solution

- **Integrated Semantria for Excel** to easily plug into Barry Nash's survey data
- Developed a **model to identify an ideal set of on-air personality and performance characteristics and evaluate talent** using that model, as well as correlate sentiment with ratings success

### Results

- Have run **five major studies of on-air talent to date**, both locally and nationally
- Currently **using their model as a selling tool** for broadcasters throughout the United States
- Created a **dictionary of terms** to use in surveys