

Holland Cooke Newsletter • October '09

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“A mature industry with a wonderful future.”

NAB Radio Board Chairman and Commonwealth Broadcasting President/CEO Steve Newberry, at NAB's Radio Show.

In this month's E-X-P-A-N-D-E-D issue – and in the next Talkers magazine, and at www.HollandCooke.com -- my notes from a convention you might have missed, the National Association of Broadcasters' Radio Show in Philadelphia.

And as you read this, I'm at another convention...one which more radio people should attend, the 2009 Blogworld & New Media Expo in Las Vegas, new media mavericks with an audience estimated at 100 million. Notes next month.

WILL TALK RADIO'S "DOG WHISTLE" STIR NEW VIOLENCE?

No question, we broadcasters are challenged, vying for attention in a marketplace that gets more crowded every day. Listeners and viewers no longer need us to acquire information, or to interact with each other. So we strain. With more cable news channels than news stories, they differentiate by flavoring what they present as news. Fox News tells it one way, MSNBC another.

How some Talk Radio showboats are playing defense lately is scary.

"There is a coup going on," rants arm-waving Glenn Beck. In a tone appropriate to reciting Edgar Allen Poe, he warns us against regarding people with whom we disagree with "as having a difference of opinion. These people are revolutionaries." His exposé of communist images in Rockefeller Center architecture effectively spray-paints a bulls-eye for would-be bombers.

“He wants to put your medical records on Google; wants to have everybody be able to see them.”

Rush Limbaugh disinformation about the president's Healthcare initiative.

Rush and other doomsayers competing for attention applaud the angriest shouting-down Members of Congress at town meetings.

If only unwittingly, some talkers send subliminal messages. Those who oppose the president's health care plan say "death" every time they say "death panels;" and they personalize it as "pulling the plug on Granny." I cringed when I heard my pal Sean Hannity excuse a semi-automatic gun toter apprehended across the street from a presidential appearance as exercising-his-right. Fueled by fear of a ban that never came, firearms sales have been up since the November election.

I got chills when I heard Chris Matthews use the term "dog whistle" after the Holocaust Museum shootings. He refers to the over-statement some use to cut through the cacophony, sending signals fringe ears will hear, and could take literally. I fear he's right.

In 1995, after Timothy McVeigh bombed Oklahoma City, President Clinton warned, "We hear so many loud and angry voices in America today whose sole goal seems to be to try to keep some people as paranoid as possible and the rest of us all torn up and upset with each other. They spread hate. They leave the impression that by their very words that violence is acceptable."

WE think we're just doing a show.

Beck's manner may seem, to us, like technique, calculated melodrama. But could the mock urgency of his ranting that the FCC is about to "scrub" the Internet be all-it-takes to incite the next nut?

Talk is cheap, but Free Speech is real expensive. It's tough to discuss the First Amendment without someone saying "you can't be 'a little-bit pregnant;'" and someone else bringing-up "shouting 'FIRE!' in a crowded theater."

With economists now in consensus that recovery has begun, my advice to Talk Radio is that recession-weary listeners will welcome news-of/conversation-about the recovery, something/anything positive, mitigating right-wingers' sullen shtick. Too many in radio seem to think Talk = talk-about-politics and the resulting caricature is radio's loss. Please change the subject.

Beck, Limbaugh, and Hannity help me make a living, as The Eagles and Doobie Brothers did when I was in music radio in the 70s. They're the source material for the-kind-of-radio-I-do. The concern I'm voicing here is larger than their or my personal wellbeing.

A station owner I work with – a Beck/Limbaugh/Hannity/Savage affiliate – tells me the economy still has us "looking for something to fill commercial avails." On page 4, something to fill those avails...which can add balance...and which you can sell.

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5 IDEAS IN 5 MINUTES

1. Hosts: Do your endorsement spots say "I HAVEN'T SOLD YOU YET?"

The News/Talk stations I work with make big money doing-what-Talk-radio-does-best: cutting-through-mental-clutter, with live endorsement spots delivered by familiar local on-air personalities. Often, these are long-standing advertiser relationships.

Two cautions:

- If you've been pitching an advertiser for years, DON'T say so. "FOR YEARS, I'VE BEEN TELLING YOU ABOUT [name of business]" suggests to the listener "...AND I HAVEN'T SOLD YOU YET, HAVE I?"
- Keep the pitch fresh, and customer-centric; rather than talking-about-a-store. In one spot I heard, for a sewing supply retailer, the well-intentioned host sounded awestruck as he recited the store's inventory ("OVER FIFTEEN HUNDRED BOLTS OF FABRIC!"). That's the store's problem. What's the listener's problem? "IMAGINE THE MONEY YOU COULD SAVE IF YOU MADE ALL YOUR BACK-TO-SCHOOL CLOTHES THIS YEAR? THEY'LL GIVE YOU FREE LESSONS!"

2. Sales: Holiday shopping copy should articulate specific value.

Does a soft Back-to-School season foreshadow another blue Christmas? This year was tricky to trend, with a late Labor Day pushing-back apparel sales, and with Cash-For-Clunkers moving money to automotive. Still, even in states which declared Sales Tax holidays, business was lackluster. Shoppers browsed for bargains and stuck to necessities, according to The Wall Street Journal. Retailers-targeting-teens had it worst.

Retail executives interviewed say they're going into the holiday shopping season with less inventory, to avoid a repeat of last year's deep-discounting. Seasonal hiring plans are also careful.

Copy you write for local retailers has to say more than "HO, HO, HO!" Convey value specific-enough to provoke a "Hmmm!"

3. Sales: "Your clients think months, not rates..."

...so pitch accordingly, urged Jim "Taz" Tazarek, in his session "New New Business Models" at the NAB Radio Show.

4. PDs: Promo on-hour newscasts, as "A QUICK UPDATE, THROUGHOUT YOUR BUSY DAY."

A recent Pew survey tells us that the-number-of-people who consider radio their primary news source is up. So strive to make "EVERY HOUR, ON-THE-HOUR" what Arbitron calls another "occasion of listening."

5. ALL on-air talent: Say your station's call letters better than some KYW voices say theirs.

Part of the value of traveling to a convention is getting to hear local radio there...and they know you're listening. In the '80s, when I managed WTOP, the NAB Radio Show was held in Washington one year, and we knew our peers would be listening-in.

Back then, I also made an annual trek to Philadelphia, just to monitor the #1 station there then, all-news KYW (AM). I'd Amtrak-up, check-into a hotel for 2 nights, and make Housekeeping nervous, because I never left the room. As Room Service swapped me a fresh BLT for last meal's tray, I'd be taking notes, clocking KYW, listening to how well this station explained itself to busy listeners in the Delaware Valley; and how well they delivered on their promise that "YOU GIVE US 22 MINUTES, WE'LL GIVE YOU THE WORLD." And I remember how proudly KYW's voices would pronounce their brand.

This year's visit was frustrating in that regard. Several station voices just don't get it. They mumbled or slurred their legendary call letters horribly. Listen-in online, you'll hear what I'm describing. If you listen REAL carefully to the morning traffic guy, you'll realize that HE thinks he said "KYW." But unless you're listening REAL carefully, you won't hear where-he-thinks-he-said-it. No listener hears call letters. He emphasizes "THISSSSSSS IS..." before his name at-the-end-of-the-report...then there's a quick half-consonant sound where-the-call-letters-go. And he's not their only offender. You listen.

Philadelphia was the first Portable People Meter market. By now, stations there have, hopefully, abandoned various dubious tactics PDs have used to fool diarykeepers into rounding-up reported listening. PPM remembers which stations listeners used, even if listeners don't. But that's NOT permission to under-sell call letters or dial position, because awareness drives usage, and brand has never been more important. Your call letters are a-statement-only-you-can-make. Make it proudly.

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NAB RADIO SHOW: USEFUL SHOPTALK, RECOVERY CONSENSUS

I sure do wish more station-level programmers came to NAB's Radio Show. I'm not surprised more don't, since there are so few left, and with money still so tight. And with so much radio programming now non-local, it's logical that convention attendees would be the group and network people who comprised the lion's share of NAB's 2507 registered this year.

Keynoting the Radio Luncheon, savvy, upbeat Fox Business Network anchor/VP Business News Alexis Glick ticked-off data which suggest that economic recovery –if gradual – is imminent. NAB's session agenda – and attendee conversation generally – acknowledged that radio's recovery won't be measured merely by healthier sales of on-air inventory...

“Is it a hobby or is it a business? It's a business!”

ICBC President/COO Charles Warfield, commenting on radio's Internet opportunity, at NAB's Group Heads Super Session

The Radio Show's theme was “The Dial and Beyond: Profit from what's now – and what's next.” NAB's session agenda – and convention conversation generally – was as-much-about repurposing on-air assets to the new platform as it was about rebuilding those assets, which have been gutted by recent expense cuts.

“Having an iPod is now even cooler because you can listen to WTOP-FM on it!”

Station promo copy, recited by WTOP/Washington VP/News & Programming Jim Farley, in NAB's Group PDs Super Session

“Our mission is no longer just about doing great radio,” Farley believes. “Our mission is to engage as many people as possible, across as many platforms as possible, everyday.” Incoming NAB President/CEO, and former U.S. Senator (R-OR), Gordon Smith told us he'll be “reaching out to Apple and Microsoft to include FM radio in their products.”

After all, “who's buying FM receivers today?” asks Delmarva Broadcasting President/CEO Pete Booker. “Not many. They're buying new radios when they buy cars. There are a lot more people buying computers and other new-tech devices. The biggest favor Steve Jobs did for radio was to put an FM receiver in a cool device that people want to buy. The last time that happened was Sony Walkman. This makes radio cool again.”

So is iPod radio's competitor? Our new distribution system? A parasite? Now, it's all three...and if we're smart, radio will handle this better than record labels did.

“We want as much free distribution as we can get. The music industry has always sold its product.”

Delmarva Broadcasting President/CEO Pete Booker

Smith -- who might've been the most moderate member of the United States Senate during his years there – brings a less-confrontational tone to the music royalty conversation than previous NAB President David Rehr's “I'd sooner slash my throat” stance; offering that “artists needs broadcasters and broadcasters need artists.”

Booker – one of TWENTY ONE attendees his company sent to the Radio Show – notes how radio programming has become a value component in the competition between tech giants:

- Apple's recently unveiled FM-enabled iPod Nano sure does extend radio programming to what has become, effectively, the new transistor radio. At the same time, it's Apple's way of making-money-from-what-we-do...for free.
- Microsoft's new Zune player has the HD Radio receiver, “an angle Apple's iPod doesn't have. It would really be a boon to our industry if the NEXT iPod included HD Radio.”

Pete Booker admits this could be “another indication that HD Radio is not ready for prime time,” notwithstanding his company's conspicuous commitment. Being-within-earshot of his Wilmington DE stations, I got to hear how his company walks-the-walk, when I tuned-into a live evening DJ on Delmarva's HD-2 “Graffiti Radio” (www.GraffitiRadio.com) channel.

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Go ahead, "INTERRUPT Rush!" (and sell it).

OBJECTIVES:

- To grow Time Spent Listening to The Rush Limbaugh Show, three ways:
 1. Via what consultants call "horizontal maintenance," meaning get-listeners-who-already-listen-at-a-certain-time-of-day to listen-at-that-same-time-more-days-per-week.
 2. Via "vertical maintenance," meaning get-people-who-are-already-listening to keep-listening, even just a few more minutes each time they tune-in, Arbitron gold. And prompt listening later same-day.
 3. And, because Arbitron's unaided recall methodology measures what diarykeepers **remember**, to increase reported listening. Rush Limbaugh's considerable familiarity is a double-edged sword. Because he's so familiar...and such a habit...listening can become second nature. So this promotion will help remind listeners THAT they listened. This also has value in PPM markets, since awareness drives use.
- To make The Rush Limbaugh Show sound less imported, and to make him sound more-a-part-of your station's on-air family.
 1. Because your Arbitron success rests on diarykeepers' ability to remember letters (your call letters), Maha Rushie isn't doing you any favors repeating "E.I.B." so often. "INTERRUPT Rush!" is one more way to inject call letters into his show.
 2. Because so many callers are competing with each other, and with Limbaugh's ego, it's very hard for your listeners to be heard on Rush's show. Even if locals do get past the busy signal, call screeners eliminate all but the callers THEY think Rush wants. "INTERRUPT Rush!" offers your local listeners what's tantamount to a side door past Limbaugh's censors.
- To mitigate – indeed to EXPLOIT – Limbaugh's baggage:
 1. He's Talk radio's biggest star ever. Possibly its biggest ego too. So offering your listeners the means to "INTERRUPT Rush!" lets David trump Goliath. People always cheer for the little guy. Rush takes himself much too seriously. This is listeners' chance to, good-naturedly, knock-him-down-a-peg.
 2. One reason that Rush became the star he is – especially early on, when his show was more entertaining, and less self-centered -- was its unpredictability. "INTERRUPT Rush!" is a way to re-ignite the sparks that make Talk radio crackle.
 3. Something else that got lost in the process of Limbaugh reading-his-own-clippings was interactivity. Talk radio is about dialogue; but, most days, The Rush Limbaugh Show is a monologue that merely tolerates callers. Even on "Open Line Friday," it takes Rush forever to get to the callers. "INTERRUPT Rush!" lets listeners feel in-control.
- Create value-added for your Sales department. El Rushbo is generally a **ratings** hit, unfortunately the Mt. Everest on some affiliates' hour-by-hour graph. But his bottom-line **revenue** performance is less consistent. Stiff clearance fees make this show a loss leader for many affiliates. And many News/Talk stations make more money on the weekend home improvement show than they bill in Limbaugh-specific sponsorships. So I've included a Sales wrinkle in this Programming promotion.

HAVE YOU FIGURED IT OUT YET?

Set up a dedicated voicemail box that your listeners can direct-dial into. Ideally the number will spell something, i.e., 4-3-9-7-8-7-4 spells "HEY RUSH!" Or look for available numbers which spell permutations of your call letters/dial position and/or R-U-S-H.

On-air promos invite your listeners to call-in and leave a comment, which you'll play back during The Rush Limbaugh Show. Solicit calls ROS, to recycle audience from other dayparts to Rush's show ("vertical maintenance"). Your promo copy and voicemail greeting should include copy along these lines:

"MAYBE YOU'VE TRIED CALLING-INTO THE RUSH LIMBAUGH SHOW...BUT YOU GOT THE BUSY SIGNAL. OR YOU ACTUALLY GOT THROUGH, ONLY TO BE SCREENED-OUT BY EL RUSHBO'S GATEKEEPERS...OR YOU DIED-ON-HOLD. OR DON'T YOU EVEN BOTHER CALLING, BECAUSE YOU THINK MAHA RUSHIE ONLY WANTS TO HEAR FROM PEOPLE WHO AGREE WITH HIM. NOW, YOU CAN 'INTERRUPT RUSH!' BY CALLING A SPECIAL NUMBER FOR WXXX LISTENERS ONLY! IT'S A LOCAL CALL, AND YOU'LL NEVER GET THE BUSY SIGNAL. YOU CAN CALL ANYTIME, DAY OR NIGHT. TAKE ALL THE TIME YOU WANT TO RECORD YOUR MESSAGE, AND IF YOU TRIP-OVER-YOUR-TONGUE, YOU CAN STOP AND RE-RECORD YOUR MESSAGE UNTIL IT SOUNDS JUST THE WAY YOU WANT. SELECTED CALLS WILL BE EXCERPTED AND HEARD ON THE RUSH LIMBAUGH SHOW, EVERY MONDAY, NOON TO THREE ON WXXX AM860. WANT TO 'INTERRUPT RUSH?' CALL 4-3-9-7-8-7-4. THAT'S 'HEY RUSH' ON YOUR TELEPHONE KEYPAD. IF YOU'RE TIRED OF HEARING ONLY HIS OPINION, CALL 4-3-9-7-8-7-4, TO 'INTERRUPT RUSH' ON WXXX."

MAKE THIS PRODUCTION FUN!

Many of Limbaugh's regular listeners are his political opposites, and tune-in to scoff at the fathead. Many others, who agree with his viewpoint, find his style off-putting. Either way, this chance to talk-back is a good-natured jab at The Big Guy.

- Your promo soliciting Interrupters might include quick, particularly-bellicose Rush clips. Begin the promo by starting his theme song ("My City Was Gone" by The Pretenders), then yank-the-needle-off-the-record.
- Then, in-show, drop call excerpts into a produced donut that you run in unsold :60 commercial positions.

Note: This is NOT a scam. Promo and voicemail greeting copy doesn't promise or imply that callers will be heard nationally, or even heard by Rush! Boston-area Interrupters won't be heard by Dittoheads in Detroit. But they don't care. Bostonians aren't listening in Detroit. They'll hear themselves, and each others' thick New England accents, during The Rush Limbaugh Show, right there in Beantown.

And, no, Rush won't hear their comments "interrupt" him...and you should play-that-up. "NOT ONLY WON'T RUSH BE ABLE TO CENSOR YOU, HE WON'T EVEN HEAR YOU!"

Why Mondays for caller playback?

- You'll probably have more unsold spot avails than later in the week. If, as in the example copy, you involve a sponsor, those unsold avails are suddenly worth something, perhaps as a value-added promotion that's the closer for a Rush Limbaugh Show sponsorship. Or a wireless phone advertiser. And if you can do more days, why not?
- Monday tune-in can also help your horizontal maintenance. Monday may be that-day-they-others-wouldn't-have-listened. And if they start the week listening to your station, they might finish it there.

*Save a week and save a tree. By choosing electronic delivery, you'll get this newsletter the day I send it to the printer...and you "go green." To choose electronic delivery, **E-mail me at newsletter@hollandcooke.com**.*

5 KEYS TO SUCCESS IN DIGITAL CONTENT

From the NAB Radio Show session "Digital Best Practices For Radio," by McVay New Media's Daniel Anstandig:

1. **Intuitive User Interface.** Users need to instantly "get" how to use the site. Using "heat mapping" you can perform on your site with free www.Feng-GUI.com, Daniel demonstrated how "the eye is drawn to the area surrounded by white space."
2. **Enable New Discovery.** Every time someone comes to the site, they should see something new.
3. **Instant Gratification,** which on-air programming should also deliver.
4. **Relevance and Adaptability:** Like Amazon.com, your site should strive to change-in-response-to what users do there.
5. **Produce Content That Has Emotional Meaning For Your Audience,** the "most important" of all 5 aspects, says Daniel.

4 WAYS TO LOSE ONLINE AUDIENCE

From the same session:

1. **Link in the same window.** Instead, when you link to OTHER online content, keep YOUR page open by spawning "a daughter browser." Add this to the link code, right after the URL you're linking to: `target="_blank"`
2. **Poor Content-to-Advertising Ratio**
3. **Outdated/Irrelevant Content**
4. **Incompatibility with various browsers:** Not everyone is using Internet Explorer. Test pages you build with free www.BrowserShots.com

More tips, from panelists in the Digital Gold Rush session:

- "Say no to creative that's not going to work," i.e., running the :60 radio spot in an online audio stream.
- "Generally speaking, the digital [advertiser] community doesn't care about brands. They care about audience precision." "Adults 18-34 is meaningless." X-number-of-people-who-will-go-to-lunch-in-an-hour has real value to a restaurant. So sell 'em an online coupon in that 11AM news update you're blasting-out to your opt-in Email list.

I wish I had more notes from this particular session, but my scalp started tingling after whoever-offered-that-restaurant-coupon-idea said "the meal consideration deal time." MIRCO-DAYPART, I thought, as I immediately started Emailing ideas to client stations. RSVP if you'd like to discuss some. My phone number's at the top of the previous page.

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The PPM DNA of America's High Performance Radio Stations

It's always a crowded convention session when Coleman Insights presents, and the fifth study in Coleman Insights' "Mapping the DNA of PPM" series didn't disappoint.

This is instructive even if you're in a diary market, since Portable People Meter data show us more about listening generally.

Key findings:

- **Cume is more likely than TSL to differentiate high performers from all stations.** Data demonstrate that "a station's ability to get more people to tune into it in the first place is the biggest driver of high performance under PPM measurement."
- **High performance stations tend to generate listening occasions, not just longer occasions.** Accordingly, seek to "get listeners to tune-in more often, rather than 'stretching' each occasion."
- **The audiences of high performance stations have higher P1 compositions than other stations.** So attaining additional occasions-per-week from the station's P1 listeners is especially opportune. "This can be accomplished by offering compelling content, but also by establishing a clearly-defined position and building a brand. Stations that possess strong positions and brands get listeners to return to them on a regular basis."
- **All stations generate roughly two-and-a-half times more TSL from their P1s than they do from all listeners.** "Listeners become P1s to those stations they intentionally listen to because they have a clear perception of what the station offers and stands for, and because it possesses brand attributes with which listeners want to affiliate."

Read this entire study at www.ColemanInsights.com

"We are free, and our advertising works."

Saga Communications' President/CEO Ed Christian, accepting NAB's National Radio Award in Philadelphia

And TO-WHOM should we be pitching those ads, in this economy? In his NAB session "New New Business Models," the always-affable, always-informative Jim "Taz" Taszarek advised targeting categories that are up during the recession, including:

- **Auto repair/aftermarket:** With new car sales down (other than the Cash-for-Clunkers spike), thrifty owners are looking to squeeze more miles out of paid-off cars.
- **Home Improvement:** If you read this newsletter each month, you're already collecting tactics for this fat category, which we're implementing at affiliates of my client The Money Pit Home Improvement Radio Show (www.MoneyPit.com/affiliate/). Unsurprisingly, since the downturn, people who might've been movin'-on-up to bigger homes in better times, are re-committing to Home Sweet Home. Best values lately are \$10-15K jobs (i.e., bathroom remodeling).
- **Health & Fitness**
- **Critters:** "The humanization of pets is big now," Taz observes. If you've got one, you know. You're a guest in its home. Roughly twice as much is spent each year in the USA on pet supplies than is spent on radio commercials. If THAT doesn't say sell-commercials-to-pet supplies-retailers, what does? In most markets, there are mom-N-pops slugging-it-out against big box.

(www.TazMedia.com)

"We are fast becoming an industry of old men with a glaring HR crisis."

Edison Research president Larry Rosin, in NAB's Radio Stimulus Package session

He says radio should recruit young, creative talent from YouTube and let them loose on HD-2 channels; and we should use HD-3 channels as radio's new minor league.

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“Talk radio is the only viable format left for AM and FM.”

Talkers magazine publisher Michael Harrison, speaking at NAB's Radio Show

At last year's Radio Show in Austin, the audience for Harrison's preach-it-out assessment sat in stunned silence for the first half of the session, then lined-up for the microphone in the second half. This year, he picked-up-where-last-year's plain talk left off.

In his Annual Report on the State of Talk Radio, Michael suggested that “a radio station is actually two businesses:”

- “There's the license,” and almost every licensee today is “constricted” by onerous by debt service resulting from untenable purchase prices during the post-de-reg station trading pig-out. “The system is out-of-whack” now, in his estimation. Stations now “need to sell too many commercials to service the debt.”
- The station is also “a production company;” which Harrison says “is becoming an increasingly separate business from radio station ownership.” Offering a TV analogy he sees when he's home in New York, he noted that both WABC-TV and cable's NY1 news channel cover local news. Both incur associated newsgathering expense, but only one pays for a license.

With broadband (and, soon, WiMax) and Internet media devices proliferating, the FCC-licensed transmitter is, less-and-less, a franchise for distributing information and entertainment content.

Good News/Bad News:

- “A golden age is unfolding before us,” Harrison declares, predicting that “the podcast is the future of making money.” And he contends that “there are people out there who want more [on a topic than mass media can or should deliver], and people will pay for it.” Accordingly, he urges, “start selling [content] things to your listeners that you can't do on the air.” Using your transmitter to promote it will drive traffic...BUT...
- Ultimately, theoretically, former station owner Harrison reckons, “there'll be no more stick value,” as adoption of new media continues to grow. “If you expand your [station's] brand into the Internet, you are feeding the thing that is going to eat you,” in the same fashion that cable systems which deliver broadband are competing with channels they carry.

“Talk Radio saved the AM dial, and it will save the FM dial.”

Harrison got a laugh from his full room when he questioned the word “dial.” With iPod now so ubiquitous and Pandora so addictive, music radio is a questionable business model. Spoken word programming “provides people something that they really want and really need;” but “you can't survive providing mediocre filler product between commercials.”

Repeating a mantra he offered at last year's Radio Show, and which he first articulated at his own New Media Seminar several years ago, Harrison prescribes that AM and FM stations will fare well if they present “the best programming possible, which listeners can get nowhere else.”

On the Internet? “Get ‘boring.’ Super-serve the super interested” with topics of narrower interest than traditional broadcast fare. Going-beyond the-same-old-same-old might even be a better bet on-air too, since “radio is a niche medium. All you need is a 5 share. We keep forgetting that.”

“We're seeing the demise of the commercial.”

With money now flowing from **advertising** in **old media** to **marketing** in **new media**, Harrison foresees that “big corporations will offer their own media, content that supports their message;” especially since, in his estimation, “There is no real adequate way [to measure audience].” And he figures that “radio is going to make money by selling stuff to its listeners.”

During a busy Q+A session, I asked what he sees as content opportunities for AM and FM stations. “Liberals as entertaining as Rush and Beck, and sports talk.”

To watch the video of Michael's session, hit www.Podjockey.com, where you can also see last year's presentation, “The Rise of ‘The Media Station’ and The Future of Talk Radio.”

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“Your Twitter bio is your ‘commercial’ for your Twitter page.”

Expert-at-large Dan O'Day (www.DanODay.com), speaking at the NAB Radio Show

Your bio has to be “informative, not inscrutable,” recommends. “Provocative” if possible.

“We must continue to drive the rollout of innovative platforms to deliver your content and demonstrate the great possibilities of radio and television.”

Former U.S. Senator (R-OR) Gordon Smith, at the Radio Show, in his first public speech since being named NAB's next President/CEO

“If you put a talk station on FM -- just move it -- you'll drop your median age 10 years.”

Saga Communications' Executive VP/Programming Steve Goldstein, in NAB's Group Programmers Super Session

That's sure what happened, in short order, when my alma mater WTOP/Washington moved to FM. Oh, and WTOP is also #1 now.

Sure, it was a kick to program a big 50KW AM, when WTOP was at 1500 in the 80s. I've heard that station in Canada and Florida. If we only could've gotten into West Falls Church VA at night. FM covers your whole Metro better than AM, regardless of when-the-sun-rises-and-sets in-any-given-month. And face it...lots of people just don't use AM radio.

You do NOT want to be last-in-your-market to go News/Talk on FM. If you don't have a pre-existing AM to simulcast, there might be enough “name” syndicated longform available -- FREE (barter) -- in your market to assemble a contender. But there's more to creating a successful station than simply cobbling-together available shows. Call me, in strict confidence, to discuss: 401-330-6868.

SURVIVAL INFORMATION FOR THE WAY THINGS ARE NOW

You – and EVERY retailer in your market – know that I'm not over-stating the status quo to use the word “Survival.” So when The Holland Cooke Summer-of-'09 Consulting Tour kicked-off in Tyler, Texas in June, my client KTBB packed a local restaurant with advertisers who had been assured that “No radio advertising will be offered or accepted” at this event.

“You are invited, but your checkbook is not.”

The invitation offered retailers, agency people, and other would-be advertisers lunch, and the opportunity to “Meet marketing consultant Holland Cooke” and see-and-hear him outline “specific tactics that are driving success in media markets across the USA.” OK, OK...it also mentioned that one attendee would win an iPhone. But that particular door prize was chosen to make a point.

You don't need me to tell you that **advertisers are spending less. They're also spending differently. I can tell you how, and how radio can take advantage.** My presentation is “Survival Information, For The Way Things Are Now.” It spells-out how media use has changed, how advertisers are spending accordingly, and why NO – repeat, NO – other marketing medium partners with the Internet better than local radio. 25 minutes with lots of show-N-tells, including “The Killer Question” to ask all Sales reps.

Since then, I've presented to a room full of agency people in North Carolina, and in Wisconsin. The specific business goal of this event, its ROI, is Quality Time with advertisers, true needs assessment follow-up. We put-the-stink-on other stations'/newspapers'/Yellow Pages' reps' “packages.” Instead, attendees are shown, **we listen**, and we will fashion customized, measurable, multi-platform marketing opportunities. Ask KTBB owner Paul Gleiser about the impact this event had: 903-593-2519.

To see a video of my presentation: <http://ktbb.com/media/survivalinformation/>

Holland Cooke Monthly Newsletter

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www.HollandCooke.com • 401-330-6868 • Fax: 720-293-0802 • newsletter@hollandcooke.com

DO YOU KNOW...?

...that your Public Library is a NTR opportunity?

What out-of-work on-air talent should be doing EVERY DAY?

(Suggested by a group programming executive.)

How to avoid over-spending next time you buy a computer...or software?

The best way to show up better on Google...FREE?

ONE WORD Arbitron could penalize you for saying on-air if you're in a PPM market?

What to say on-air to get prospective advertisers to call YOU?

"THE BEST MONTH TO SHOP FOR A USED CAR?"

It's an opportune copy point, based on how-dealers-use-auctions.

Common mistakes radio traffic reporters make?

And how, instead, to make your traffic reports habit-forming?

How to increase the odds a recipient will Open – not Delete-without-reading – Email you send?

Where to buy legal music downloads for 8 or 9 CENTS per song?

What NOT to say in endorsement spots?

Clue: These are common mistakes.

How to keep cyber-squatters from stealing your domain name?

How your Sales department can profit from non-profits? Specific tactics.

How telling retailers to "STOP ADVERTISING" can get you more of their advertising dollars?

(Proven pitch copy you adapt.)

How to turn the newspaper into your profit PARTNER?

What talk hosts should NOT do at-the-beginning-of-the-hour.

Clue: It's what many of 'em DO then, and it hurts TSL.

The cure for the lame remote? It'll help drive web traffic...and create Internet NTR.

How to get listeners-who-visit-your-web-site to "Send to a Friend?"

THE KILLER QUESTION your Sales reps need to be able to answer?

More and more retailers are asking lately.

The YouTube video that every on-air host should see?

It'll accomplish more than a dozen aircheck meetings.

YOU DO KNOW all-of-the-above if you subscribe to this newsletter, because all-of-the-above were included in the last 12 issues. If you don't subscribe, you WILL know all-of-the-above when you sign-up, because you'll get those 12 issues as a bonus. See page 12...

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SOUND BITES

"Radio Firms Beg Lenders For Mercy"

Headline of Wall Street Journal story:

"Citadel Broadcasting Inc., which has renegotiated its agreement with creditors twice in the last year, got a waiver for its leverage requirements through the end of 2009. But the company skipped a \$2 million interest payment due Aug. 15 and is negotiating with senior debt holders about 'what the next step should be,' says Citadel chief executive Farid Suleman."

"All options are on the table,' including prepackage bankruptcy, debt restructuring, and another amendment to the company's credit agreement."

"If you use another printer, they'll ship the work to Dallas, and you will pay for the shipping."

Commercial copy for Vincent Graphics, airing on client KTBB/Tyler TX.

With all the messages that bombard a listener each day – many-of-which are "FOR ALL YOUR PRINTING NEEDS" type blah blah blah – it takes a proposition-this-clearly-articulated to cut through the clutter.

"We must give our social sites the same brand protection and maintenance we give our on-air, online, and on-site assets."

Clear Channel Chicago operations manager Tony Coles, interviewed by InsideRadio.

Yep, even Clear Channel, notorious for burning-the-furniture...even as rumors-run-rampant about yet-another-bloodletting...Clear Channel now "gets" that The New Platform isn't just a novelty. TWO social media directors in his cluster oversee use of tools like Facebook, Twitter, and YouTube to build relationships with listeners, and make money.

"For radio, television and, yes, the Internet, newspapers continue to be the foundation on which 'hard' news rests. They provide the reporters who are our primary and often our only independent sources in places as close as city zoning hearings and as far away as Indonesia."

Dan Rather, in a Washington Post op-ed piece.

Theoretically, radio/newspaper synergies are opportune. As a practical matter, these partnerships tend to be problematic... even when the station and the paper are commonly owned. I speak from experience. In 15 years as a consultant, I've been involved in various such efforts. And before-I-hung-out-my-shingle, I spent three years as Vice President of a new media unit at USA Today...repurposing The Nation's Newspaper to audio.

FREE SPECIAL REPORT: Recommendations for Radio/Newspaper Partnerships. Included: THE-most-diabolical-trick I've ever seen a newspaper play on local radio stations. And it happens year after year.

For your copy, simply send an Email to newspaper@hollandcooke.com. Within moments, the robot will Email you the document. No charge...because newspapers aren't the only "old media" that are challenged right now.

"The Connecticut legislature adjourned in June without passing a budget, with an \$8 billion deficit on the books, and the prospect of massive tax hikes. Of course nary a word was said about any of this on Connecticut's once-venerable AM News/Talk stations."

Former 5-term state Senator Tom Scott, who – nearly two decades before recent "Tea Parties" – drew 60,000+ to the state house steps to protest the state income tax.

Tom figures that the dearth of local news on radio is AN OPPORTUNITY...for webcasting, by people with a radio skill set.

He and I just launched his www.TomScottReports.com. Should you be doing something similar? May I help you?

“...from a technical perspective the recession is very likely over at this point...”

Federal Reserve Board Chairman Ben Bernanke, September 15, 2009

“It’s still going to feel like a very weak economy for some time,” he cautions. And, clearly, folks are still in frugal mode...

“Bottled Water Price War Heats Up as Demand Falls.”

Story headline in The Wall Street Journal. Average per-gallon prices are down 30% from 2001, a tough tumble for big bottlers who’ve enjoyed a decade of growth in this profitable line. Even recent promotional pricing on 24-packs hasn’t stemmed decline.

In the same issue, WSJ reports an increase in home haircuts.

“Today, consumers of news are also gatherers of news: they participate in creating it, capturing it, and disseminating it.”

newsgeneration.com survey of 50 top-50 market radio newsrooms, nearly half of which use Twitter and Facebook, “to offer their technologically savvy audiences an extension to conventional radio to provide another broadcast platform.”

“What do people do to prepare themselves for the onslaught of attacks?”

High school graduate Glenn Beck, who strikes a professorial pose at the chalkboard on his TV show

Thus the concern I raise on page one of this month’s newsletter.

Still, recent Time magazine cover guy Beck’s success is instructive to other hosts:

- He demonstrates how credentials matter less than hustle. When I watch his wild-eyed Howard Beale routine on TV, and hear his cocksure show-about-itself on radio, I think “Who THE HELL does this guy think he is?” But, clearly, he’s reading-the-room, jumping-in-front-of-the-parade, and playing-it-like-a-Stradivarius. Time magazine called his ear “uniquely tuned to the precise frequency at which anger, suspicion and the fear that no one’s listening all converge.”
- His work ethic is exceptional. To me, he seems daft, but not lazy! But Arbitron isn’t sampling me. And he NEVER mails-it-in.

The genuine concern I raise on page one is about how his, and others’, work is **heard**. We, who have the bullhorn, need to use it responsibly. I pray that my sense of this errs-on-the-side-of-caution...but kooks are listening, hearing “ONSLAUGHT OF “ATTACKS.”

“Blacks are ‘the human shields’ of the Democratic party.”

David Horowitz, Beck’s TV guest, calling Jimmy Carter “an anti-Semite,” after the ex-president attributed “an over-whelming proportion of the intensely demonstrated animosity” toward President Obama by his most-extreme critics as racially-motivated.

Thus the concern I raise on page one of this month’s newsletter.

“Is there a ‘Congressional WHITE Caucus?’”

Rush Limbaugh, as he was quoting a member of the Congressional Hispanic Caucus, on 09/16/09.

Thus the concern I raise on page one of this month’s newsletter. And for several days, Limbaugh referred to President Carter as “America’s hemorrhoid.” Imagine THAT coming-on-the-radio when Soccermom has munchkins in the minivan? Is that the clip you’d play if you were pitching his show to an advertiser?

“Few stories we’ve reported here in NTS MediaOnline Today have garnered more response.”

NTS MediaOnline Today Editor Al Peterson, regarding what I wrote on page 1, which I had also posted on the Internet.

“Don’t quote me.”

Fox News executive, referring to what I wrote, who told me “You’re right.”

“Please do not send me a renewal notice next year for your newsletter. I do not feel I have anything more to learn through your ‘advice.’”

Longtime subscriber Neal Boortz, reacting to what I wrote, apparently snubbed that it referenced Rush Limbaugh, Sean Hannity, and Glenn Beck...but not him. Hear his on-air rant about me at www.HollandCooke.com

“If you think that Holland Cooke is a complete idiot, we are probably not the place for you.”

From a help-wanted ad for WCPT AM/FM, Chicago. Apply to hwells@newswebradio.net

Last month:

STATIONS HAVE PROBLEMS ON WEEKENDS, AND KEEPING-UP-WITH ONLINE. KILL TWO BIRDS WITH ONE STONE.

The month before:

THERE'S TOO MUCH AT STAKE TO EXPERIMENT! E-X-P-A-N-D-E-D ISSUE, FULL OF PROVEN STRATEGIES AND TACTICS

The month before THAT:

WHAT YOU MISSED IF YOU MISSED TALKERS MAGAZINE'S 12TH ANNUAL – AND BEST – NEW MEDIA SEMINAR

In the June newsletter:

- TALK HOSTS: 5 WAYS TO **MAKE YOUR SHOW INSTANTLY BETTER**
- **"THE DOLLARS ALWAYS FOLLOW THE EYEBALLS:"** MY NOTES FROM STREAMING MEDIA EAST 2009

In May:

NAB2009: MY NOTES FROM STILL-FABULOUS, BUT NOTICEABLY QUIETER, LAS VEGAS

In the April issue:

TWO CONVENTIONS YOU MIGHT HAVE MISSED: MY NOTES FROM R&R'S TRS AND THE RAB2009 CONFERENCE

In March:

TURN LEMONS INTO LEMONADE: PROVEN WAYS SALES & PROGRAMMING CAN **MAKE-THE-MOST-OF-THE-WAY-THINGS-ARE**

In the February newsletter:

MY NOTES FROM THE MASSIVE, MIND-BOGGLING CONSUMER ELECTRONICS SHOW: WHAT IT ALL MEANS TO RADIO

In January:

- **COPY YOU SHOULD BE AIRING** IN UNSOLD COMMERCIAL AVAILS
- MY ARBITRON CONSULTANT FLY-IN NOTES: **WHAT TO EXPECT FROM PPM; WHAT DIARY MARKETS NEED TO KNOW**

In our festive December-to-remember edition:

WHAT HAPPENED? WHAT NEXT? 2008 YEAR-IN-REVIEW, 2009 FORECAST (BRACE YOURSELF)

In the November issue:

- **THE NEW FRUGALITY:** HOW LISTENERS ARE COPING; HOW YOU CAN CONDUCT THAT CONVERSATION
- HIDING IN PLAIN SIGHT: **INTERNET NTR OPPORTUNITY**
- **FOR ON-AIR TALENT:** 4 TIPS

In the October '08 newsletter:

WHAT YOU MISSED IF YOU MISSED THE NAB RADIO SHOW IN AUSTIN

Subscribe now, and you will also get this FREE bonus: All-of-the-above!

----- **E-Z ORDER FORM** -----

- [] New **HARD-COPY-BY-SNAILMAIL** subscription: **\$129** (\$149 outside the USA.)
- [] New **PDF-BY-EMAIL** subscription: **\$99** (NO SURCHARGE outside the USA.)
- [] Renew my **EXISTING** subscription: **\$99** (\$119 for hard copy subscriptions outside the USA.)
- [] **Visa or MasterCard.** (*NOTE: No American Express. Go ahead, leave home without it.*)
- [] Check enclosed, to **"Holland Cooke"** (*NOT to "Holland Cooke Newsletter." Thanks!*)

card number

exp

signature

Your Name: _____

Address: _____

Phone (in case there's a question about your order): _____

E-mail address (important): _____

4 ways to order:

Which is easiest for you?

1. **MAIL** this form with payment or Visa/MasterCard # to: Holland Cooke, PO Box 1323, Block Island RI 02807 USA
2. **FAX** charge orders to 720-293-0802
3. **PHONE** 401-330-6868: If you get voicemail, it's secure. Leave all-of-the-above information, and I'll sign-you-up.
4. **ONLINE**, for instant download, from www.HollandCooke.com