

# Holland Cooke Newsletter • July '12

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## *“Don’t focus on ‘saving print.’ Be a single-source solution provider.”*

Another speaker at last month’s annual convention of the printing and binding industry, which your consultant also addressed.

As you can imagine, I felt like an outlier when I was invited to speak to this audience...until I interviewed several attendees in advance of my trip to St. Louis. I asked them all the same question: “What was the best session you attended at last year’s conference?” And none of ‘em could remember one. But one came-right-out-and-said, “The session I usually like most is the one that has nothing to do with our industry.” To-which I replied, “Then I’M the guy for you!”

All kidding aside, the compare-and-contrast between their industry and ours is both uncanny and jarring. Snapshot of both:

- mature medium;
- end-users migrating to digital media;
- industry jolted by consolidation;
- mantra-frequently-recited: “How information is being packaged and managed and distributed is changing.”

I sure wish broadcasters were confronting this challenge as aggressively and impressively as this printing/binding crowd is.

- iPhone and iPad are seducing our listeners and their readers; and print is doing smart things about it.
- One stunning example we saw: magazine ad for a new car. Aim your iPhone or iPad at it, and it goes 3D/animated/audio/video/interactive on your i-device (“augmented reality”); and it gathers data on what-interests-you.

Broadcasters also need to leverage advertisers’ comfort with our legacy medium, and shepherd their inevitable migration to the new-tech options they so clearly crave.

- While radio seems relieved by projections that revenue will grow 1% this year, the Social Media ad spend is on-track to grow 43% [eMarketer]. So we’ve gotta-gotta-gotta go-there.
- How? There’s what war-gamers call “the strength in our weakness” as Old Media. Like Print, Radio has pre-existing advertiser relationships...one helluva starting point. The Consultant Sell has never been more opportune, and radio stations are uniquely qualified, to:
  - a) Direct traffic to New Media. Years of Arbitron/Edison Research studies make the case: Radio is great at this.
  - b) Produce the audio component. Listeners aim i-devices at a QR code, and they hear the advertiser’s story.
  - c) Add star power to the event component, if, that is, you haven’t fired all the local talent who can host events.
- Create the strategy and you control the tactics (translation: where the \$\$\$ goes). Don’t sell spots, fashion campaigns.

### **YOU CAN’T HIT ‘EM ALL, SO I MUST.**

Next-stop-same-road-trip: NYNY, for 2 more media conventions:

1. Blogworld New Media Expo, Internet content creators at the Javits Center. Broadcasters who dismiss bloggers and podcasters as fringe media are living-in-the-past. Evidence, other than that 43% revenue growth figure above?
  - Uncanny mojo. Blogworld – every-six-months East-and-West 3-day events -- announced that they’re changing their name to “New Media Expo;” and the prize for their design-our-new-logo contest is an all-expenses-paid trip to the January show in Las Vegas...and comp registrations for at future Expos, FOR LIFE...and \$5000 cash.
  - The crowd! Several thousand attendees each paid several hundred dollars each to attend. Big exhibit hall too.Next stop, cross-town, where several hundred radio talkers each paid \$99 to attend Talk Radio’s best gathering, also now an every-six-months East/West event...
2. You could have heard a pin drop when Talkers magazine publisher Michael Harrison announced that this would be the last New Media Seminar. After an impish pause, he explained that this event is also changing its name...because “New Media” is now old speak. It’ll be named “The Talkers” something. Previous annual New York meetings were all-weekend affairs; and this year’s adopted the single-day, fast-moving, cut-out-the-fat model that Talkers so successfully debuted last October in Los Angeles. This year’s Talkers/LA gathering is October 11. Watch talkers.com for details.

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## 7 IDEAS IN 6 MINUTES

### 1. Planning a contest? Can you eliminate a step?

Contests that merely qualify listeners for an eventual prize drawing sound old and unexciting now. The now mindset is instant gratification, and attention is sparse.

- Admittedly, the qualifying step is useful to Sales, which can award "good" prizes to those who qualify for the drawing for the "great" prize. But interest will wane if that eventual prize is merely "good."
- Example: baseball tickets. Not big-enough to warrant a qualification step. Just give 'em away...cleverly.

Important: ENGAGEMENT. Since most listeners don't enter contests, we strive for three things:

- a) Those who do enter have fun.
- b) And they opt-into your database.
- c) And those who don't enter hear something amusing, "remarkable" (not miraculous, but remark-worthy).

Much of my work with client stations involves crafting sponsorable promotions which drive-traffic-to/move-product-for local retailers WHILE playing-Arbitron's-game. Make those the criteria you satisfy when planning a contest.

### 2. Talk hosts: Instead of "most," would it be more accurate to say "many?"

Over-statement distorts, distortion erodes trust. Note eroding shares for big national shows that rely on overstatement.

### 3. Talk hosts: Avoid saying "That's the \$64,000 Question."

It pre-dates 25-54s, and is a tired cliché to anyone older.

### 4. Remaining news people: Try not to say "motorists."

Too clinical, at-arm's-length-from heavy users. Re-write, say "you"/"your."

### 5. See the demo video at CellJournalist.com.

Originally developed for TV news departments, this product might even be more valuable for Talk Radio.

- Digital content is no longer "the future." Often, agencies won't even look at a pitch without a digital component. Why? They're focused where-listeners'-attention-is-focused; on smartphones and tablets.
- Radio's opportunity is huge, because research demonstrates that NO other medium drives Internet traffic better.
- But radio's challenge is the processing bottleneck. Staffs are so thin that it's all we can do to avoid dead air on the transmitter, let-alone feed this new beast.

Which is why tools like this are imperative.

- CellJournalist imports listeners' photos, videos, text. You can set it up to automatically pull from Twitter, Facebook, YouTube; and listeners can share via Email, upload, mobile apps.
- And this time-saver comes with controls. You can filter language, and steer incoming content to the proper channels you set up.
- Yep, online content CHANNELS. This is a natural for Talk Radio, where weekend specialty programming is high-affinity, and can be such a money-maker.

### 6. Station webmasters: Real people don't know what "Submit a PSA" means.

To people-who-don't-work-in-broadcasting, "PSA" is a Prostate Cancer test.

Clearer: Invite people who "Have a community event coming up?" to "Click here to send us the details."

### 7. GREAT Blogworld session: "50 Content Creation Ideas For Your Blog"

This session alone was worth the trip to Blogworld...AND, if you weren't there, you didn't miss it!

Flyteblog.com's Rich Brooks posted all 50 ideas, as separate Tweets, @flytenewmedia

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## IPAD: NEW INCOME OPPORTUNITY FOR NEWS WRITERS

"Internet attention span?" That's dang-near an oxymoron, we've learned, via piles of research, and by observing our own behavior. Thus the techniques you read here each month: tips for keeping eyeballs...for...just...another...sentence. Familiar lore, based on what-PPM-demonstrates about how on-air programming needs to be relevant, one...moment...at...a...time. Heck, Twitter trains us to keep-it-down-to 140 characters! A useful discipline, quite applicable to writing anything for radio.

But, as iPod and iPhone have, stable mate iPad is, once again, demonstrating how facile new devices change the way we consume information/entertainment content, and how we interact.

Clearly-observable trend: Longer-form Internet content is gaining in popularity, for two reasons:

- iPad – and Kindle/Nook/other tablet devices – make longer text content easier to consume than on small smartphone screens, or less-portable desktop computers, or less-instant-on notebooks and netbooks. And...
- "Internet advertising" is becoming the next oxymoron. As a society, we've become banner-blind; and we can set our browsers to block ads. That controversial Facebook IPO exposed its vulnerability as an ad medium.

Accordingly: Contently's Shane Snow told Blogworld attendees that brands are shifting from online advertising to sharable content of-interest-to their customers; and they're spending to create "really good, high-quality content," done by freelancers he called "real journalists."

Example: Pepsi.com. Think "the kind of stories you'd see in the BACK of magazines." Snow's company feeds this beast...

***"Contently empowers professional journalists and bloggers to build careers doing what they love."***

headline atop [www.Contently.com/network](http://www.Contently.com/network)

See also: [contently.com/manifesto](http://contently.com/manifesto), which proclaims: "Quality is king. Freelance is the future. Anyone can be a publisher."

### **MORE FROM BLOGWORLD NEW MEDIA EXPO:**

In "Blog Monetization Overview: What are your options to make money with a blog?" Blog Marketing Academy's David Risley offered that the blog is the means, not the end:

- "How can I monetize a blog?" is the wrong question. "A blog doesn't make money. A business makes money."
- So "Identify 'your TRUE product.'" Rather than thinking "Should I sell an e-book?" ask yourself "What is the outcome that you're looking to produce in the lives of others? What outcome do THEY want?"

In the session "How to Build a Community of Fanatics," Triberr's enthused Dino Dogan told us that "gameification" can prompt responses to your blog posts. Example: thumbs-up/thumbs-down widget.

And the "Polarization Strategy" he recommends will resonate with radio talkers: "Name a successful person, and they probably are a polarizing figure, either explicitly or implicitly, some in subtle ways, others in overt ways."

***"I use WordPress because it works and because there's a big community out there to support it."***

Blog marketing strategist Chris Brogan, President, HumanBusinessWorks ([ChrisBrogan.com](http://ChrisBrogan.com)), keynoting Blogworld

WANT MORE? BlogWorld's innovative Virtual Ticket download package includes "nearly all of 100+ recorded sessions" (MP3 audio and speakers' slide deck or A/V presentation) and some bonus items (18 audio interviews and 6 in-depth video interviews with presenters). Google "Blogworld New York Virtual Ticket."

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***Why my site always Googles first for "talk radio consultant?" If you were with us at Talkers' New Media Seminar, I disclosed the sneaky-but-legal secret. Couldn't make it? I'll summarize my session "Database Your Tribe...NOW" in next month's newsletter. Under present circumstances, I'm not overstating it to call this important career survival information.***

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**CBS Sports Radio will launch January 2.** Cumulus Media Networks will handle affiliation and ad sales for the 24/7 network, and will clear it on a reported 67 Cumulus-owned stations. Big CBS sports stations which continue to program locally will air “elements” from the network (translation: including network spots).

## **FM Talk migration continues...**

...with these stations among those flipping this past month:

- CBS converts Adult Contemporary Play98.7 WSJT/Tampa to SportsRadio 98.7 The Fan.
- Crosstown, Clear Channel's WFLA added a FM translator; and created a web page to explain it, in listener language.
- Cumulus killed-off a Classic Rocker and took one of its Atlanta FMs all-news. (Newscast mother ship for other stations?)
- In Columbus, WTDA-FM shed Classic Hits and WMNI-AM dropped Standards. WMNI A/F is News by day, Talk at night.
- KMXV-FM/Twin Falls ditched its “Mix” AC format for ESPN Radio.

Admittedly this list – now a monthly feature here – is incomplete. Stations are moving/adding-translators THAT often. There's more to maximizing revenue from this added coverage than just flipping-a-switch. RSVP for the 411.

*“You’re only getting them a couple days a week and you’re most likely getting them around the 7AM hour so put your best stuff there. If you have something big coming up later in the week, the 7AM hour is a great place to tease it.”*

Jon Miller, Arbitron Director of Programming Services, at the recent Morning Show Boot Camp event

This tip about the 7A hour is “the good news.” “The bad news,” per Arbitron’s analysis of PPM markets’ 25 highest-rated morning shows, is that P1s (so-called “First Preference” listeners, those who use your station more than any other) listen less than you might think, an average of 2 days per week.

Other findings that may surprise you: Morning Drive isn’t prime time:

- More people consume radio during Middays than any other time.
- Afternoons is the highest-rated daypart.

## **When Mike McVay talks, we listen, eh?**

And when I asked him for bullet points from that Boot Camp, his notes included...

- Every break should be your best. A new listener can be checking-in at any moment.
- Prep, prep, prep.
- Get to the point – in 8 seconds max.
- Know your exit (BEFORE the break begins).
- Social media? Work it!
- Local, local, local. Own your city.
- Coach yourself, edit yourself, aircheck...AND seek coaching.
- Beg/borrow/steal great bits...then OWN `EM.

## **Noteworthy innovators:**

- Clear Channel cleaned house when they bought WFNX/Boston...whose Alternative format and well-known DJs will migrate to The Boston Globe’s heavily-trafficked Boston.com...which will prominently “feature a variety of live programming, music, commentary, contests, interviews, and exclusive online content.” Launch: “this Summer.”
- After longtime Cleveland broadcaster Tom Wilson and his partners sold their stations 13 years ago, he’s getting-back-in, via his LPTV on analog channel 6, the-audio-of-which occurs at 87.7FM. “Radio has become so homogenized and corporate throughout the country that the localism has vanished,” he told local press. “What we’re doing is bringing that back” to WLFM-LP, which launches this month.

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## Hotter and cooling:

- Phone-as-music-appliance use climbing steadily: Recently-released comScore data: 25.8% of USA mobile subscribers surveyed in April say they listen to music on the phone...up 1.3% in 3 months.
- Facebook fatigue? Last month, I reported survey data suggesting Pandora fatigue. Now comes a Reuters/Ipsos poll: 34% of Facebook users are spending less time there than six months ago; 20% spending more.

## Internet Trends, per Mary Meeker, partner, venture capital firm Kleiner Perkins Caufield & Byers:

- Tablets are hot. 29% of USA adults own one (up from 2% less than 3 years ago). WHICH one?
- Apple rocks. iPad is THE tablet; selling at 3 times the pace of iPhone (which, itself is hot). Both devices seem to be obsoleting iPod, sales-of-which have cratered.
- Android phones are even hotter than iPhone, with sales growth 4 times faster for 13 quarters now. Why this matters? Mobile now accounts for 10% of Internet traffic, up from 1% in December, 2009.

## News/Talk listeners are more-likely-than listeners-in-general to...

- listen to Public Radio,
- own a tablet, or, if they don't...
- buy a tablet this year,
- listen to SiriusXM,
- make their first-media-occasion-of-the-day "radio-at-home" or "check Email,"

Source: Jacobs Media Techsurvey8 (57,358 listeners to 170 USA/Canada stations, 5033 of whom came 13 News/Talk stations). And when those News/Talk respondents were asked why-they-listen-to AM/FM radio, top responses were:

- News/weather/traffic: 79%
- Local information: 45%
- DJs/shows/hosts: 39%
- Like to work with radio: 23%
- Keeps me company: 21%
- Sports: 12%

**Looking for work?** Tips for avoiding ageism, from Don Weintraub, Managing Director of Performance Improvement & Career Services at ExecuNet, interviewed in The Wall Street Journal:

- Avoid, for instance, touting "over 35 years of experience."
- On your resume, eliminate dates of education. "You don't want to put that in at all. List the schools, list the degrees – but no dates."
- "Never go back more than 20 years unless you did something really interesting and/or you worked for a company that has real impact in the marketplace."

**This month at www.HollandCooke.com**, where there's no login or password necessary:

- "A Brief and Informal Twitter Etiquette Guide" by a social media superstar, on my home page, where you'll also find my own super-simple tip for going-viral on Twitter. When I Tweeted it, my Tweet went-viral!
- GREAT formula for story-tellers, from one of the best in the business. Click "Page 2" on the top-of-page menu bar.
- Click "For Sales" for 3 very effective spec spots you can use to pitch business locally.
- FREE DOWNLOAD, in the right hand column on every page: "It's A Solid Gold Weekend: Strategies and Tactics for Making Your Station's Weekend Fare 'Appointment Listening and Premium Sales Inventory'"
- In that same column: SEE THE VIDEO of the luncheon presentation stations hire me to deliver to local retailers: "Survival Information For The Way Things Are Now." This event ALWAYS produces new business.

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## SOUND BITES

### **"Drop the crutches we've become comfortable with."**

CBS Radio Senior VP/Programming Chris Oliviero, at the Talkers New Media Seminar

### **"If you guys continue to kick it, I will find a way to listen."**

Listener Email to Britt Whitmire, who just moved to afternoons on WBT/Charlotte, with longtime partner Brad Krantz.

It was my pleasure to coach Brad & Britt for 5 years at North Carolina's SuperStation FM Talk 101.1 WZTK, before the company moved 'em to a harder-to-hear AM. Prompted by the loyalty of this listener, straining to listen, Britt's message to his listener database, announcing their move to WBT, asked, "How can you even dream of having better fans than that?"

### **"...list ALL services that you are providing or would like to provide outside of your employment with Cumulus, including activities that you may engage in on a volunteer basis, along with the name of the individual or entity receiving the services."**

Terse Email from Corporate to all Cumulus Media talent, stipulating next-day RSVP

## *"We are under siege."*

KALC Program Director Mike Peterson, interviewed by The Denver Post, apropos Pandora and other new-tech competitors:

"But it's a great time to be in radio. As consolidation happens around us, we're going in the opposite direction: live & local."

### **"It took a while for cable, and eventually it cut into network television, but people are still watching [Channels] 3, 5, 8 and 19."**

Longtime Ohio radio personality Sue Wilson, interviewed by The Cleveland Plain Dealer

### **"The vast majority of radio stations operate in unattended mode. When it comes to informing their audiences about time sensitive information, unattended stations typically either don't do it at all, or are very slow to get information out."**

Consumer Electronics Association President/CEO Gary Shapiro, testifying before Congress, in-opposition-to a requirement that wireless phones feature FM receiver chips: "We are still fighting efforts to mandate the incorporation of old technologies in new products."

And "CEA opposes not only a mandate for FM chips in cell phones, but also opposes the broadcasters' current effort to require a government study of this issue...Wasting taxpayer funds for something as absurd as an unnecessary mandate on innovation is the kind of special interest-driven expenditure that frustrates average Americans."

### **"Neither I nor the NAB [are] pursuing a legislative mandate that radio chips be included in phones. We are NOT asking for a mandate. What I am committed to is pursuing an education campaign to explain the enormous benefits that come from installing radio chips in mobile devices, and activating the ones that are already in phones today."**

Jeff Smulyan, Chairman/CEO, Emmis Communications, testifying in the same hearing

### **"It's undeniable that the public could benefit greatly from this technology which already exists -- but it's simply been disabled."**

NAB President/CEO Gordon Smith, acknowledging rumors that iPhone has a "sleeper" FM chip, at Kagan's TV-Radio Summit.

Calling local radio "a vital lifeline" when tornadoes whacked Joplin and Tuscaloosa, he offered that "even if wireless broadband had all of the spectrum in the universe, the wireless industry's one-to-one architecture could never match the one-to-everyone ability of local radio and TV stations to deliver voice and video to the masses."

**“The four corners of deceit: government, academia, science and media. Those institutions are now corrupt and exist by virtue of deceit.”**

high school graduate Rush Limbaugh

***“We’ve got to unite as an industry to protect Free Speech.”***

Sean Hannity, keynoting Talkers magazine’s New Media Seminar, among various speakers there bemoaning the advertiser backlash against Limbaugh’s 3-day “slut”/“prostitute”/“sex video” tirade. Sean warned that, “Sometimes the biggest threat an industry can face is from within.”

**“If I had gotten this job at 40, I would’ve failed.”**

MSNBC and syndicated radio host Ed Schultz, whose Annual State of the First Amendment Address at the Talkers event echoed political opposite Hannity’s wariness of advertiser boycotts, but emphasized the importance of responsible Speech.

**“Camden, New Jersey”**

3 words the well-behaved radio trade press avoids when reporting Limbaugh’s new station in “Philadelphia”

**“Talk Radio is now in a horrible position because of Rush.”**

Courtside Entertainment President and veteran station manager Bob Moore, also speaking at Talkers’ New Media Seminar

**“At this point, I think we can all agree that FM News 101.1 has been an abject failure. Even the biggest apologists and ass kissers who insisted there was nothing wrong with the product that a little promotion and a few billboards couldn’t fix have finally come to their senses. Any chance of the station succeeding as a legitimate, credible and listenable news outlet seems more remote than ever.”**

TimeOutChicago.com’s Robert Feder, regarding the Chicago station whose NY counterpart has also gotten the horse laugh.

**“That’s just an abortion.”**

An even-less-diplomatic critique, from Jerry DelColliano (InsideMusicMedia.com)

HOW off-track is the Chicago all-news station? Mancow showed-up, and, after “a guest commentary,” took phone calls.

***“A shooting in Seattle has the city on-edge.”***

ABC News Radio anchor Cheri Preston, whose work I often use as an example when coaching news people at client stations. This particular lead is a great example of how to top an important previous-daypart story without sounding old.

**“When we continue: Why you should NOT buy a computer this week, especially if it’s a Mac.”**

GREAT tease, by radio’s top tech talker, Dave Graveline (IntoTomorrow.com)

**In this week’s iPad edition of @Newsweek: Exclusive video of the Beach Boys rehearsing for their big reunion tour.**

Re-Tweeted by Newsweek, after a reader Tweeted it, with the iTunes Store link. What can you do that’ll get shared?

**“Be personal, but not private.”**

Good advice for how radio talkers should interact with listeners in social media, from syndicated morning host Doug Stephan, at Talkers’ New Media Seminar

**“Tom and Ray have become icons to millions of fans, including me, over the last 25 years, I’m thrilled that they will continue to entertain and engage today’s fans and future fans for many years to come.”**

NPR president Gary Knell, announcing that the witty weekend “Car Talk” hosts known on-air as Click & Clack will cease producing new programs, although the show will continue, via archived segments. Most listeners never realized that this show – among Public Radio’s more popular – wasn’t live. Car Talk callers were recorded in advance, a technique we use on several syndicated shows I work with, for two reasons:

1. Since many affiliates timeshift weekend shows, inviting calls all weekend, if not 24/7, results in greater call **quantity**.
2. Pre-recording also improves the **quality** of calls eventually heard on-air. If you’re not a-the-mercy-of whoever happens-to-be calling in real-time, you can fill each hour with calls that reflect a diversity of topic, region, age, gender. Your show is always on-topic, and you never sound like you’re begging for calls. ;)

