

Holland Cooke Newsletter • December 2016

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2017: WHAT NEXT FOR TALK RADIO?

Is Trump's win the caricature format's dream-come-true? Or a wake-up call?

This might be the first election in which so many people voted AGAINST someone rather than FOR someone. After nearly two years of campaign noise, many were eager "for it to end." But November 8 was a beginning; and the implications for radio's top format are profound.

My analysis: page 2...

2017: WHAT NEXT FOR MUSIC RADIO?

Listeners no longer need FM for music.

Two keys to survival: page 3...

VOICES RADIO WILL MISS IN 2017

Each December, we congratulate colleagues who have retired, and remember those we've lost.

Tributes begin on page 4...

"Flyover America sent a message. This is an earthquake the likes of which we haven't seen since 1980."

NAB President & CEO Gordon Smith, who served two terms in the United States Senate (R-OR)

At NAB Show/New York, Smith quipped that "people used to ask me 'Do you miss being in the Senate?' Now they ask 'Are you glad you're not there now?'" NAB's 2nd annual New York event was at The Javits Center, beginning the day after Hillary Clinton's non-celebration there. With Donald Trump's shocker win still hanging-in-the-air, Smith reckoned that "the media needs to do some self-evaluation" now.

In a chat session with Smith, career interviewer Soledad O'Brien – late of NBC-TV and CNN, now hosting "Matter of Fact" for Hearst Television – seconded that, noting, "We used to pre-interview guests to ascertain their expertise;" and now the process is now too often a "he'll-say-that-so-you-say-this" set-up. Talk hosts take note.

Why were the polls so wrong? How can broadcasters avoid the same pitfall?

In NAB's "News and Social Platforms" session, a couple thirtysomething PhDs described a disconnect between published opinion surveys and what they were seeing on Social Media in the final weeks of the presidential campaign. Based on what they were tracking online, "there was every indication that this would come out the way it did," despite predictions from flabbergasted pollsters.

While in New York, I was interviewed by Ed Schultz on his TV show, and by weekend radio tech talker Dave Graveline for "Into Tomorrow," and I noted two tech aspects to Trump's 2016 win:

- Pollsters' antiquated methodology: Because it's illegal to random-auto-dial to wireless phones, the sample universe consisted of home landlines. HELLO?
- Meanwhile, Trump was drawing Taylor Swift-size crowds for rallies, and clearly winning the lawn sign battle. In my travels, I've been struck by how many Trump lawn signs were homemade! In both cases, these are low-tech/high-touch tactics that played well in states where voters were irked over being called "fly-over."

Lessons for radio? Promote off-air, like radio used to. And do events, and show-up wherever you can press the flesh. If competing stations are robotic, you win.

You can read more of my NAB Show/New York convention notes at www.HollandCooke.com.

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2017: WHAT NEXT FOR TALK RADIO?

In "The Candidate," Robert Redford's character was an upset U.S. Senate winner. As the chanting ballroom crowd beckoned, he asked his consultant, "What do I do now?" When radio righties finish spiking-the-ball, they need to ask the same thing.

Two things Trump got quite right:

Washington sure is broken. Millions of GOP voters who couldn't pick Mitch McConnell out of a police line-up resent the obstructionism he led, beginning with a just-say-no meeting the evening of President Obama's first inauguration. When The Donald shouted "Turn Washington upside down!" fed-up Republican voters were cheering against both parties. Yet several GOP senators who had promised to "repeal and replace Obamacare" -- then didn't -- got re-elected anyway. Trump's messaging was THAT effective.

"Make America Great Again" and "drain the swamp" and "Jeb Bush is Weak" and "Little Marco" and other keep-it-simple bumpersticker speak was so easily digestible that voters were undaunted by Trump's blooper reel, which betrayed a shallow grasp of policy and a tactless personality. Compromised by post-consolidation cutbacks, radio should image so effectively.

Even President Hillary couldn't have rejuvenated a tired narrative.

One of my clients -- a station owner who is a Limbaugh + Hannity affiliate -- had feared that a Clinton win would clobber Conservative talkers, because their listeners would be too dispirited. I disagreed, reminding him that, historically, political Talk Radio has done best when its voices are the-party-on-the-outs. Now that's moot.

- Witness the power of radio. Trump's win should embolden Sales. Reps should fuss over commercial copy, and remind advertisers that repetition works.
- For Conservative hosts, the game now shifts from offense to defense, as the 2016 vote calls Talk Radio's bluff. Now we'll build a big, beautiful wall and Mexico will pay for it, right?

Talkers: Incorporate Trump Technique.

I'm not saying talk like what we heard on the Billy Bush tape. But it's time to modify a method we've conformed to since the circa 1990 "Talk Radio Revolution," back before the Internet.

Format Caricature	Contemporary Preferences
<p><i>I talk, you listen.</i> We all know -- and tolerate -- a family member or co-worker who has an opinion about EVERYTHING. Would you want that joyless person in your car pool?</p>	<p><i>I hear you.</i> Talk isn't just different than music radio. It's better, because it's two-way radio, the dialogue to which people now feel entitled. For the 22 years I've been consulting full-time, I have been nagging...er, "encouraging" hosts to <u>aim for high call count</u>. This irks hosts who ape Rush and over-estimate listeners' appetite for monologue. The morning after Election Day, stunned MSNBC-ers said, in unison, "He listened to the people."</p>
<p><i>Democrats bad, Republicans good.</i> The old "them and us."</p>	<p><i>Democrats AND Republicans bad.</i> The new "them and us." Voters told us they want to "shake things up."</p>
<p><i>I'm right, you're wrong.</i> Oh yeah?</p>	<p><i>We're right, they're wrong.</i> WHO "we" are will now emerge, and Talk Radio should conduct that conversation.</p>

“I’m through doing this show as it is.”

34-year WAYY/Eau Claire host John Murphy, who walked out, in the middle of his show, prior to the election.

Murphy told the local paper “It started with a lot of Trump and Clinton stuff, but now that same kind of vitriol is starting to permeate our local races and local issues. After a while, day after day and week after week, that starts to wear on you.” Murphy characterized his callers as “educated, wonderful people who have become caught up in this hurricane of hate.” His employer kept him, to host a “No Politics Zone” show.

I wince when I hear radio talkers deride “the mainstream media...”

...while their Sales reps are on the street telling prospective advertisers that’s what the station is. They’re telling retailers that radio is THE reach medium, not a fringe medium.

What didn’t change on Election Day is the importance of radio fundamentals. Listeners’ craving to be heard is ravenous. Earn their attention, by climbing down off the soap box and opening up the phone lines.

2017: WHAT NEXT FOR MUSIC RADIO?

Two things: Local and podcasting.

Music is now a commodity, thanks to Pandora, Apple Music, iHeartRadio, and Spotify. Amazon Music offers “Tens of millions of songs with new releases from today’s most popular artists.” Just ask Alexa, and she’ll play it. For “Only \$7.99/month or \$79/year (12 months for the price of 10),” you can “Listen ad-free with unlimited skips. Download for offline listening.” The service now called SiriusXM has been charging for 15 years. Yes, listeners now PAY not-to-suffer what-they-don’t-like-about broadcast radio.

What’s a local radio broadcaster to do? Solid local radio.

“What I DON’T have is local flavor...localized content.”

Pandora SVP Ad Product Sales and Strategy Lizzie Widhelm, at the 2016 Hivio conference.

“Now more than ever, localism is the critical differentiator in the media mix, giving local broadcasters a unique opportunity to outshine other communication channels.”

Katz Media Group EVP/Strategy Stacy Lynn Schulman, at The NAB Show in April.

Well-hired, well-coached local talent will always be the silver bullet as radio defends against new-tech competitors. Schulman sees a specific revenue opportunity for radio BECAUSE OF (not despite) rampant digital consumption:

- “Broadcast advertising that is ‘localized’ stands out because the velocity and variety of digital interactions today have multiplied our level of distraction and numbed us to the constant barrage of re-targeted, ‘personalized’ digital ads.”
- See my video “Make Money with Endorsement Spots” at HollandCooke.com or on YouTube.

“It’s safe at this point to call podcasting ‘mainstream media.’”

Edison Research VP Tom Webster, presenting “The Podcast Consumer 2016”

“It’s clear that we’re in the midst of a new podcasting boom.”

Andrew Lipsman, VP of Marketing & Insights, comScore

There’s NO disputing listeners’ expectation for on-demand. At NAB Show/New York, Soledad O’Brien chuckled that “My 16 year-old daughter doesn’t understand the concept of ‘Must-See TV.’ ‘So if you missed it that night, you couldn’t see it?’”

- Every station is scrambling for digital revenue; and for music stations, Internet-delivered non-music content is a godsend. Now they can play Talk Radio’s game online/on-smartphones without stopping the music on-air.
- The case for podcasting is compelling, and you’ll want to lift chunks of that Edison study for Sales material. Here’s the whole thing, a 49-slide deck: <http://www.edisonresearch.com/the-podcast-consumer-2016/> And you can read my short-version summary in the June newsletter (see back page).

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VOICES RADIO WILL MISS IN THE NEW YEAR

For the last several years, I've ended the December issue applauding one voice we would NOT miss in the coming year. No such luck this time, as baseball's dean **Vin Scully** retired, age 88. He called Dodgers games since – not a misprint – 1950, when Da Bums played in Brooklyn. 67 seasons later, Scully's career ended poetically, with LA's NL West Championship-clinching 10-inning game. In a White House ceremony last month, he was awarded The Presidential Medal of Freedom.

A New York radio dynasty ends as **John R. Gambling** retires. Lately he'd been on WNYM. But it was WOR's morning show where his grandfather John B. Gambling started hosting in 1925; succeeded in 1959 by dad John A., whom John R. joined as co-host in 1985. He took over the show in 1991, and – other than a pit stop at WABC -- stayed at WOR until 2013. Another legacy bows as **Wally Brine** retires from WROR after hosting mornings in Boston for over 40 years. He was a chip-off-the-old-block. At WPRO, I worked alongside his dad, Walter "Salty" Brine, who did mornings there 50 years.

Among conservatives frequenting cable news coverage of the 2016 Republican primary circus, WTMJ/Milwaukee's **Charlie Sykes** often seemed like the grown-up in the room. After 23 years, he's retiring, philosophical: "My father died when he was 63, and I will turn 62 this year, so this year has always been circled on my calendar." WSCR/Chicago's **Terry Boers**, 66, retires after a tough year dealing with health issues.

"There is never a good time to leave but there is a right time. So, after 50 years in radio, the past 18 here at CBS News, now is the right time for me to sign off." Thus, with VERY mixed emotions we congratulate our dear chum **Harvey Nagler**, who has earned a happy retirement, after his CBS News Radio team earned 50+ Edward R. Murrow Awards, including "For Overall Excellence" seven years in a row. When you look-up "mensch" in the dictionary, there should be a photo of Harv.

In Memoriam

"God bless George Martin. Thank you for all your love and kindness."

Ringo Star, announcing the death of George Martin, 90, who produced most of The Beatles' songs.

Martin signed The Beatles to their first recording contract, and assembled songs from "Love Me Do" to Abbey Road. Listening today, it's hard to believe that he did the Sergeant Pepper album on a four-track recorder. "The Fifth Beatle" also produced for Gerry and the Pacemakers, Kenny Rogers, Cheap Trick, Jeff Beck and Celine Dion. And he did Elton John's memorial version of "Candle in the Wind" honoring Princess Diana, among the best-selling singles of all time.

In the late 70s I had lunch with Martin and Neil Sedaka, at a preview of an album he produced for Sedaka. At the time, I was music director at WPRO/Providence, and a competing station was stunting with an album by Beatles sound-alike band Klaatu, teasing listeners "IS IT...The Beatles?" When I asked, Martin sounded oh-so-patrician scoffing "Rubbish!"

Back when many of today's Talk stations played music, these voices were part of the soundtrack of our lives:

- I first heard **Natalie Cole** when she wowed the crowd at a George McGovern campaign rally in 1972. Soon, hits like "Inseparable" and "I've Got Love on My Mind" were all over radio, and "This Will Be" is still heard in eHarmony commercials. In the 90s, her "Unforgettable" featured standards by – and sung with -- her late great father. Cole won multiple Grammy Awards and sold 30 million records worldwide. Her national anthem performance at Super Bowl XXVIII was riveting. Among various dramatic TV appearances, Cole played a terminally ill patient on "Grey's Anatomy." Years of drug abuse caught up with her December 31, when she died of congestive heart failure.
- The Eagles are the best-selling American band ever. 5 #1 singles, 6 #1 albums, 6 Grammys, 5 American Music Awards. They were inducted into The Rock & Roll Hall of Fame the first year nominated. Founder **Glenn Frey** had an incendiary relationship with drummer Don Henley, with whom he wrote Classic Rock core titles. You know the words to "Lyn' Eyes," "Peaceful Easy Feeling," and others. Beyond hits like "Beverly Hills Cop" theme "The Heat Is On," "You Belong to the City," and "The One You Love," Frey's solo career made his face as familiar as his voice. Guest star TV roles included "Miami Vice" and "Nash Bridges;" and film roles included the Arizona Cardinals team owner in "Jerry Maguire." In January Glenn, 67, succumbed to multiple complications while recovering from gastrointestinal tract surgery. There wasn't a dry eye in the house at this year's Grammy Awards when the surviving Eagles and Jackson Browne performed "Take It Easy." Its lyric is memorialized in a life size statue of Frey now "standing on a corner in Winslow, Arizona."
- **David Bowie**'s serial re-invention kept him current for decades. Flamboyant Ziggy Stardust epitomized early 70s Glam Rock; by mid-decade he style-shifted with radio hits "Fame" and "Young Americans." He starred in the cult film "The

Man Who Fell to Earth," and played Pontius Pilate in "The Last Temptation of Christ." His odd "Little Drummer Boy" duet with Bing Crosby will resurface among Christmas hits airing this month. In all, he sold some 140 million records worldwide. He died, of liver cancer, two days after the release of his final album "Blackstar."

- **Leon Russell** played for Joe Cocker, Frank Sinatra, Sam Cooke, The Monkees, The Rolling Stones, Herb Alpert's Tijuana Brass, Aretha Franklin, and The Beach Boys, and was part of Phil Spector's Wall of Sound. He wrote George Benson's "This Masquerade," co-wrote The Carpenters' smash "Superstar," and over a hundred artists have recorded his "A Song For You." Russell's own hits included "Tightrope" and "Lady Blue." He was 74. Cancer got **Greg Lake** – as in Emerson, Lake & Palmer, and King Crimson – at 69. The New York Times called pianist/ singer/songwriter **Mose Allison**, 89, "a fount of jazz and blues." British rockers loved him, and the Yardbirds, the Kinks and the Clash recorded his songs.
- Drugs got **Prince** Rogers Nelson, just 57, found dead in his Paisley Park compound. He sold over 100 million records worldwide, won 7 Grammys, and wowed the crowd at the 2007 Super Bowl, where he sang "Purple Rain," in the rain. Grammy winner **Merle Haggard** had 38 No. 1 country hits, classics like "Okie From Muskogee" and "Mama Tried," and stories reflecting on his time in prison. He died on his 79th birthday.
- Fate propelled **Bobby Vee** to stardom, on The Day The Music Died. He stepped in when Buddy Holly, Ritchie Valens, and the Big Bopper died in an Iowa cornfield, en route to a concert in Fargo. Among his 38 Hot 100 hits: "Take Good Care of My Baby," "Devil or Angel," "Rubber Ball," "Run to Him," "The Night Has a Thousand Eyes," and "Come Back When You Grow Up." Robert Thomas Velline was 73.
- Kenneth Gamble and Leon Huff – who fashioned a 60s/70s Philly Sound that lit-up AM radio – said "The Intruders, featuring **Robert "Big Sonny" Edwards** helped start our musical career." "Cowboys to Girls" topped the charts, and to this day even Talk hosts play "I'll Always Love My Mama" on Mother's Day. Edwards, 74, had a heart attack.
- "Me and Mrs. Jones" was #1 for three weeks in 1972. Grammy winner **Billy Paul** was 80. **Glenn Yarbrough**, one of the folkie Limeliters, later had a big radio hit with the theme from the 1965 Steve McQueen movie "Baby The Rain Must Fall." He was 86. Vocally, you would never mistake doleful **Leonard Cohen** for Frank Sinatra, but he said he became a singer because he couldn't make a living as a poet. Cohen, who did 14 studio albums, passed last month, 82.

Picture this?

In the early '50s, 35 million listeners a week heard **Julius La Rosa** croon pop faves on the CBS radio and TV morning show "Arthur Godfrey Time." Women swooned, and at one point La Rosa got 7000 letters a day! His \$900 weekly salary was a fortune then. But Godfrey's folksy ukulele-strumming persona masked an off-air tyrant. The boss forbade his people from doing outside work or having agents, two La Rosa transgressions. On October 19, 1953 -- in a segment heard only on radio – he was fired on-air. After La Rosa sang "Manhattan," Godfrey muttered, "That was Julie's swan song." Later La Rosa was nominated for a Daytime Emmy for his work on NBC's soap "Another World;" and he DJ'd on WNEW/New York. He was 86.

"If we can figure out a way to get to the moon, wipe out disease, double life expectancy, don't you think we can be a little nicer to each other?"

Dr. Joy Browne

Talkers publisher and longtime friend Michael Harrison says **Dr. Joy Browne** "kept the presence of the radio psychologist/ relationships show alive on terrestrial News/Talk radio at a time when the genre had all but dried up in favor of mostly conservative, political programming." Browne was heard nationwide, day and night, on the WOR Radio Network; and more recently she was syndicated by GCN. She authored self-help books, and hosted a national TV show. At the Talkers conference this past May at Hofstra University, she introduced my opening keynote presentation, quipping – as a Facebook friend could – "I think I have more pictures of Holland's wedding than I do of my own." Joy was a forever-young 71.

Another pioneering radio advice host, **Dr. Toni Grant**, passed, 72. She began overnights on KABC/LA, later moving to KFI. In syndication she was heard on nearly 200 stations. His TV & movie credit was **Fred Dalton Thompson**; and the former Watergate figure and U.S. Senator (R-TN) did national Talk Radio for several years. He was 73. I recently spotted **Jerry Doyle** guest starring a "NYPD Blue" re-run, though viewers know him best as "Babylon 5's" Michael Garibaldi. Libertarians loved his national radio show. Jerry, just 60, was found at home, unresponsive. Coroner's report: chronic alcoholism.

Three-syllable DJ names like "Johnny Dark" seemed made-for jingle singers.

- The **Johnny Dark** I knew introduced The Beatles at the Baltimore Civic Center in 1964; and he emceed concerts by the Rolling Stones, The Monkees, the Beach Boys and other big acts. I caught up with Johnny at WBIG/Washington in the mid-90s. He had also worked WEAM there, but is most fondly remembered as THE night time DJ on WCAO/Baltimore in the 60s. A recent photo I found was of him was tossing out the ceremonial first pitch at an Orioles game, at age 80.
- Also sporting the moniker: **John Borders**, on KLIF/Dallas. Later a station owner, his Sunburst Media grew to a 20 station group. And his timing was superb: He sold around 2000, then got back into ownership later in a buyer's market. My client KTBB/Tyler owner Paul Gleiser was a pallbearer, and remembers Borders as "a real mensch. If he could help

you, he would." Paul calls him "one of the first Dallas jocks to make real money doing agency voice work, the idol of a lot of jocks because he made more money after he got off the air than he made while he was on the air."

Before **Morely Safer's** long "60 Minutes" run, CBS Radio listeners heard him report from Viet Nam and other war datelines. If you didn't know **Peter Thomas'** name, you knew his voice. For 7 decades, he voiced commercials and documentaries. The World War II vet was 91. **Farnsworth Fowle** covered the war for CBS Radio. He was 101. Serendipitously, **Dick Oliver** was doing a TV live shot for "Good Day New York" at 845AM September 11, 2001, when the first plane hit the nearby World Trade Center. From 1978 to 1995, he hosted "The Daily News Bulldog Edition," evenings on radio. Oliver was 77.

John Zacherle (literally) haunted late night Philadelphia and New York TV, hosting old horror movies; signing off "Good night...whatever you are." Dick Clark nicknamed him "The Cool Ghoul." By the late 60s he transitioned to DJ, doing mornings, then nights, on legacy rocker WNEW-FM, and later worked WPLJ and K-Rock. Zacherle was 98. Pittsburghers remember **Bill Cardille** as "Chilly Billy," hosting "Chiller Theater" on TV for 20 years; and he appeared in the 1968 "Night of The Living Dead" movie and its 1990 remake. His local radio credits include WWSW, WIXZ, and WJAS. Cardille was 87.

iHeartMedia/Chicago Director of Urban Programming Derrick Brown called **Herb Kent** "an iconic talent, who for nearly 70 years entertained millions of listeners in Chicagoland and around the world." "The Cool Gent" was 88. **Paul Carey, 88**, did sports on WJR/Detroit for 40 years. He called Pistons games, and for 19 seasons did the Tigers pre/post-game shows and middle three innings alongside Ernie Harwell. When the team foolishly dumped Harwell in 1991, Carey quit.

You might have met affable **Brent Seltzer, 68**, when he and wife Meg McDonald emceed Talkers conferences; and they co-hosted a syndicated radio show. His "Still at Large with Brent Seltzer" was an early podcasting hit. **Tom Marr** seemed frail at this year's Talkers event. 6 weeks later he passed, 73. Tom was a mainstay at WCBM/Baltimore, called Orioles games, and occasionally guest-hosted nationally syndicated shows. Marylanders also lost 17-year WBAL voice **Allen Prell, 79**.

"Prediction!" There will never be another like him...

He served holy mass in Latin in a thick Rhode Island accent. As a speechwriter in Nixon's White House he ran for US Senate, a Republican, priest, war dove during Vietnam. Later he married a Reagan cabinet Secretary. And **John McLaughlin** invented the modern talk show, first on local radio in Washington, eventually on several hundred PBS TV stations. He aired early-evening Saturdays in DC, cribbing talking points that would be repeated at dinner parties in Bethesda and Georgetown. Dana Carvey did him on SNL; and he played himself in the movie "Dave." John and I each have an Oliver in Dog Heaven. At the end of "The McLaughlin Group," you saw an animated graphic of his beloved Bassett Hound in the Oliver Productions logo, and heard a recording of his bark. "We were guests in his home," John told me.

Voices Chicago listeners will miss:

- Local media scribe Robert Feder said "**Doug Banks** became a legend in Chicago, starting in 1982 at the former WBMX and later at WGCI, where he first hit #1 in the ratings." In 1995 Banks went national on ABC Radio; and more recently emanated from iHeart's WVAZ. And he was a familiar face in Chicagoland via WLS-TV. Banks, 57, suffered heart failure.
- WGN political analyst **Paul Green** succumbed to a brain aneurysm at 73. Longtime WBBM/WCFS reporter **Dave Mitchell** died in a highway accident.

For decades, Philadelphia theatergoers followed reviews by KYW anchor and Arts & Entertainment Editor **Bob Nelson**. He started there in 1967, and even after his 1991 retirement he kept contributing entertainment features. Bob was 90. **Jim Kirkwood** worked on-air 40+ years, most recently on K-Talk/Salt Lake City. He passed days short of his 75th birthday .

I worked with longtime Buffalo newsman **Jim Fagan** when I did afternoon drive at WKBW. He was on 'KB 1960 to 1988 when the local staff was replaced by satellite programming. They brought him back a year later and Jim worked until 1992. His brisk delivery was pure "Pulse Beat News;" and Jim was inducted into the Buffalo Broadcasters Hall of Fame in 2002.

Everything we do is storytelling. And each of them were, themselves, stories.

Mike Kronforst worked on-air at KEEY and KMSP-TV/Minneapolis, where he's fondly remembered for mentoring budding broadcasters at what is now called Sanford-Brown College. He was presented The Conclave's Rockwell Award in 2002, and inducted into the Minnesota Broadcasting Hall of Fame in 2009. Kronforst, 71, had brain cancer. **Mark Ahmann, 83**, is in the Nebraska Baseball Hall of Fame, the Nebraska Sports Hall of Fame and Nebraska's Broadcasters Hall of Fame. He hosted the Huskers coach's show with icon Tom Osborne and was the voice of Wayne State football and basketball for many years.

FM rock pioneer **Jim Pruett**, of "Stevens & Pruett" in the 80s and 90s on rocker KLOL/Houston died of heart failure, 72. San Antonio heard **Ricci Ware, 79**, as a DJ, and later a talker, for 50+ years. Following in his footsteps, son Trey Ware does mornings there on KTSA. WOAI/San Antonio PD and host **Pat Rodgers, 67**, had a heart attack.

For 30 years **Eric Von** was a voice for Milwaukee's urban community, and only exited WMCS when the station changed format. He suffered a heart attack, just 58. **Bruce Grant**, 92, was WOOD/Grand Rapids' morning host for 32 years. **Dick Fabian** was among mid-Michigan's most recognizable personalities. Before his TV work on WEYI and WNEM, Fabian was heard on WKNX-AM/Saginaw. Generations of hockey fans knew **Bob Chase's** voice after 63 years as WOWO/Fort Wayne sportscaster and the Komets play-by-play announcer. Chase, 90, passed on Thanksgiving.

Charleston WV listeners heard **Bill Shahan** for more than two decades. He battled esophageal cancer for nearly a year. Erie's **Jim LeCorchick**, 69, hosted mornings on WJET and WFNN's afternoon "Sports Blitz." After asking DJs on cluster mate WRKT to call 911, he collapsed. **Jeff Morgan** was "Morgan in the Morning" on WXCM/Owensboro KY until he needed a kidney transplant. The Broadcasters Foundation of America -- which helps our cohorts in dire circumstances -- assisted him for the 18 months he was on the waiting list. Morgan eventually suffered a heart attack. KRDO/Colorado Springs newsman **Paul Richards**, 55, was found dead at home.

WYSL/Rochester's **Bill Nojay** was also a New York State Assemblyman. He reportedly committed suicide at his family's cemetery plot the day he was to face fraud charges in federal court. He was 59.

Retired U.S. Senator **Conrad Burns** (R-MT) had been a farm broadcaster, who went on to champion legislation affecting broadcasting, agriculture and energy policy. In 1975 Burns founded the Northern Ag Network, which grew to 31 radio and six TV stations by 1986, when he sold it to enter politics. Elected in 1988, he served three terms; and he was inducted into the National Association of Farm Broadcasting Hall Of Fame in 2011. Senator Burns was 81.

Among respected executives radio lost this past year:

- Philadelphia sports mogul **Ed Snider** owned the NHL Flyers and NBA Sixers, the venues they played in, the cable channels they were seen on, and WIP Radio, early-into the All-Sports format. Snider was 83.
- **Rick Aurichio** joined Arbitron in '72, ended up running it until '92, then wrote 5 novels. Cancer got him at 79.
- **Paul C. Schafer** was the father of program automation. He was an engineer at NBC/Hollywood in the early 1950s when the FCC relaxed rules for transmitter remote control, and the system he developed launched Schafer Electronics. What began as jukebox parts rigged with reel-to-reel decks evolved into the Schafer 903 ubiquitous in the 70s.
- **Rose Shure** -- as in microphones -- joined her husband's company in 1949, and took over when he died. She was 95.
- Before he moved to sales, then management, "Always Fabulous" **Edd Hoyt** was "Fast Eddie Mason" on-air. He GSM'd in San Jose and San Francisco, and GM'd in Santa Barbara and Fresno, and later owned stations. Edd, 67, had cancer.
- As Simmons College students mourned alumna **Gwen Ifill**, they were shocked again by the sudden death of Professor **Len Mailloux**, veteran broadcaster and Intercollegiate Broadcasting System Chairman. He suffered a fatal heart attack just days after the IBS conference he invited me to keynote. Students flooded Facebook with tributes. GOOD guy.
- Pal **Roger Dodson** was a tough act to follow, when I had to, speaking at state broadcasters' conferences. As the RAB Senior VP/Training, he coached countless station reps. He and I most recently collaborated on the launch of a Sports Talk FM in his beloved Nebraska. Roger was never the same after suffering a stroke over a year ago.

This past year I was honored to be inducted into The Rhode Island Radio Hall of Fame. And darn flattered that my 1970s WPRO/Providence General Manager Dick Rakovan flew in from Chicago for the ceremony; and Jay Clark, the PD who hired me, was there too, all the way from Orlando. Other friends and clients and college roomies also came, from near and far.

The sort of radio we did at 1970s WPRO seems quaint now, AM radio that was...cheerful. Our magic words were "YOU" and "YOUR," not the "I, I, I" that has since become the mantra for bellicose Talk Radio soreheads. "The Seventies" conjures Viet Nam, Watergate, gas lines, inflation, and other bummers we managed to survive. Yet, people seemed more optimistic then than now, when, measurably, we live in a time of blessed abundance.

***"If you had to choose any time in the course
of history to be alive, you'd choose this one.
Right here in America, right now."***

President Obama, in Wired magazine

Since the Election, it seems like half of us are giddy and half are appalled. Because misery loves company, there will always be a buck in doom-saying. But broadcasters who play-it-straight, and give listeners "take-home pay," and sound friendly and genuine, and show up, and LISTEN, will be as-habit-forming to advertisers as they are to listeners...and will mitigate the tune-out to non-AM/FM audio, where people escape the weary Talk format caricature and robotic, commercial-cluttered, homogenized music stations. New Year's Resolution: Go for it!

