

Holland Cooke Newsletter • January '19

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HAPPY NEWS YEAR!

New Year, new format. For 25 years, loyal subscribers ponied-up \$99 a year for my hard copy booklet-shaped monthly. THANKS. Now – like so much of life – we go-digital, three ways:

1. Beginning this month, Talkers magazine will publish my Monday Memo each week. If you don't already, please subscribe, for free, at Talkers.com.
2. My web site also remains free, for members-only, and that's you. You will need to log-in, no-charge, name-and-Email address only. And my Privacy Policy remains the same:

I will share your information with NOBODY.

I will continue to update HollandCooke.com on an ongoing basis, with downloadable audio/video/text about the work we do. Unlike other consultants' web sites, it's not just a brochure about me. So why the login?

3. When the topic warrants, I will alert you when there's something I've posted that I think you might want to know about before the next time you happen to visit. This is one of those. And you can opt-out of these alerts at any time.

And like all the media our listeners now choose, I want this to be interactive. So tell me which challenges and issues we can reckon together. My contact information is atop every page at HollandCooke.com

Ru\$ Limbaugh \$tation\$: WE HAVE The Franchi\$e

And shame on us if we don't monetize it RIGHT NOW.

- I am old-enough to have been old-enough to understand JFK's predicament after the Bay of Pigs fiasco. And the Trump parallels to Richard Nixon's do-it-yourself downfall are eerie.
- The shutdown showdown had President Trump THIS close to caving before Rush called-him-out. For Limbaugh, this has been an epic comeback.

“When the radio industry publication Talkers put out its 2018 list of 100 ‘most important radio talk show hosts in America’ last spring, there was something very strange about it: For the first time in more than two decades, Rush Limbaugh did not own the top spot.”

“Rush Limbaugh Roars Back” in Politico:

<https://www.politico.com/story/2018/12/21/rush-limbaugh-trump-comeback-1073726>

As I write this between Christmas and New Year's:

- The Federal Government is in partial shutdown, which – despite his angry Tweets since – the president said he “owns,” “proudly” during that Oval Office scene with Nancy Pelosi and Chuck Schumer. Holiday travelers were screened by TSA agents who won't be paid for working over the holidays until sometime after. Not traveling: Trump, fuming in the White House, rather than basking in American oligarchs' adoration at Mar a Lago as he had planned. Then a quickie in Iraq.
- Legendary negotiator Trump ended up negotiating with himself. He volunteers that the “big beautiful concrete wall – and Mexico will pay for it” could now be...steel slats. And did I say five billion? Now his people are talking half-that.
- And this number could change too: 7 cabinet secretaries/other senior jobs are open or filled with “acting” players.
- Surprise news of the Syria withdrawal has congressional Democrats cheering, Republicans livid, and the military demoralized after the Defense Secretary -- a 40+ year Marine -- resigned in protest, before our Syria envoy also quit.

WHAT NEXT? As this story-of-a-lifetime continues to unfold, the listeners our advertisers want as customers can hear it happen on our air. With the holidays behind us, everyone can now “hear” better. Shame on us if we don't take this moment to tout our franchise. Tell listeners we're on the case, “throughout your busy day.” Sell their attention to advertisers.

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Nielsen: Podcast Ads WORK.

From a recent study commissioned by Stitcher:

- 61% of consumers exposed to podcast ads for well-known national brands were more likely to purchase the advertised product.
- Podcast advertising generates up to 4.4 times better brand recall than other forms of digital advertising (ad banners, pop-ups, etc.).
- More is more: When the study probed national packaged goods brands, it found 43% greater recall of longer customized ads than shorter copy.
- The personal touch: Those who heard a host-read ad (for a national soft drink brand in this case) were 118% more likely to buy than those who didn't hear the ad. I see this as an advantage for radio talent, whose endorsement spots can be powerfully effective.

In an increasingly on-demand culture, YouTube/Netflix/Amazon/et al have upset broadcast TV stations and networks. For the same reason, radio needs to get into the podcasting game in a more meaningful way.

“This shift underscores the power of podcasts to speak to a generation of consumers who tend to be hard to reach through other digital media platforms.”

Stitcher Chief Revenue Officer Korri Kolesa.

At the local station level?

- Typically, station podcasts consist of archived airchecks. And too often, what's offered are whole-hours or whole-shows, longer clips than listeners' available listen time will accommodate. Never assume that someone who hears about a cool segment will skim-through an archived hour to find it.
- Instead, offer single-topic aircheck excerpts. Interviews that tell listeners how-to are particularly opportune. If a guest offered 6 minutes on "How THIS can be the year you keep that New Year's resolution and lose the weight" tell listeners how to find it on the station web site AND Tweet-out the link at intervals.
- Like everything we do, make the offer user-centric (useful or entertaining or intriguing "you" stuff), rather than station-centric ("if you miss any of our shows," which sends the wrong message).
- Smell money? When you've earned the reputation for offering cool, quick on-demand audio, sell a title sponsorship, to your podcast page. And include sponsor mention in Tweets: "...click-to-listen now @BakerFord WXXX Audio Archive."
- Offer listeners – and advertisers – on-demand content that never aired. The Wall Street Journal wrote about podcasting California attorney J. Craig Williams, who figures "if you like the style of writing and speaking, they you're getting to know me. Then you might call me. It's not a hard sell." Talk radio and lawyers already use each other well. Podcasting/streaming deepens the relationship. Why confine the attorney's ask-me-a-question shtick to early Saturday morning on-air? Be the advertiser's gatekeeper to new media.
- If you don't, someone else will. Heck, the attorney can do his own podcasts. BUT – as we train station reps to ask – "If we don't tell our listeners, how will they know it's there?" Sell the podcasting advertiser a schedule of spots which include engaging sound bites from the podcast.

Podcast Best Practices have emerged. Google "podcast tips" and you'll find plenty, most for newbies ("State your name and the name of your podcast at the beginning"). Since you're a pro, we'll skip to Advanced Placement stuff, on page 56 of "Holland Cooke Greatest Hits." Haven't got a copy? Click to download in the right-hand column at HollandCooke.com.

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SOUND BITES

"Radio never had an engagement problem, but it did have a distribution problem."

But Entercom Chief Marketing Officer Ruth Gaviria is optimistic that smart speakers are "bringing radio back into the home."

That's the good news. But her Forbes magazine interview noted that "the radio landscape has shifted dramatically, as people now have access to hundreds if not thousands of radio stations at the touch of a button."

- Or NO button. Listeners can simply ask for audio; and, in doing so, they cut-out the middleman (stations). Want the weather? Want the news? Want Crosby Stills & Nash? Just ask.
- For stations, being known for doing-what-we-do – and delivering – is key. This is fundamental to my work with client stations, and it needs to be in your work too.

"You're streaming CBSN."

Liner after story tease into commercials on CBS News' cable + streaming channel. Not only does this sound hip, it implies that the viewer CHOSE to watch.

"GrubHub, restaurants you love, delivered."

GREAT slogan. Write station promo copy and spots you script for local retailers as concise and self-explanatory.

"Seek first to understand, then be understood."

Dr. Stephen R. Covey, #5 of "The 7 Habits of Highly-Successful People."

Who REALLY gets this? The top-billing rep at any radio station. I go on lots of Sales calls, and the most successful sellers ask great questions, follow-up on clues in answers, and incorporate prospects' concerns – and their understanding of THEIR customers – in spec spots they bring back days later.

"A REAL scandal is the one-sided coverage, hour by hour, of networks like NBC & Democrat spin machines like Saturday Night Live. It is all nothing less than unfair news coverage and Dem commercials. Should be tested in courts, can't be legal? Only defame & belittle! Collusion?"

Tweet by the president, who, like his predecessors, vowed to "preserve, protect and defend the Constitution of the United States."

"I hope that Donald Trump is not removed from office by impeachment because it would let the country off the hook. And it would drive into the fabric of our nation a third of the people believing there was a coup. And we need a moment of inflection, where we all get off the couch and say, 'That is not who we are,' and in a landslide rid ourselves of this attack on our values."

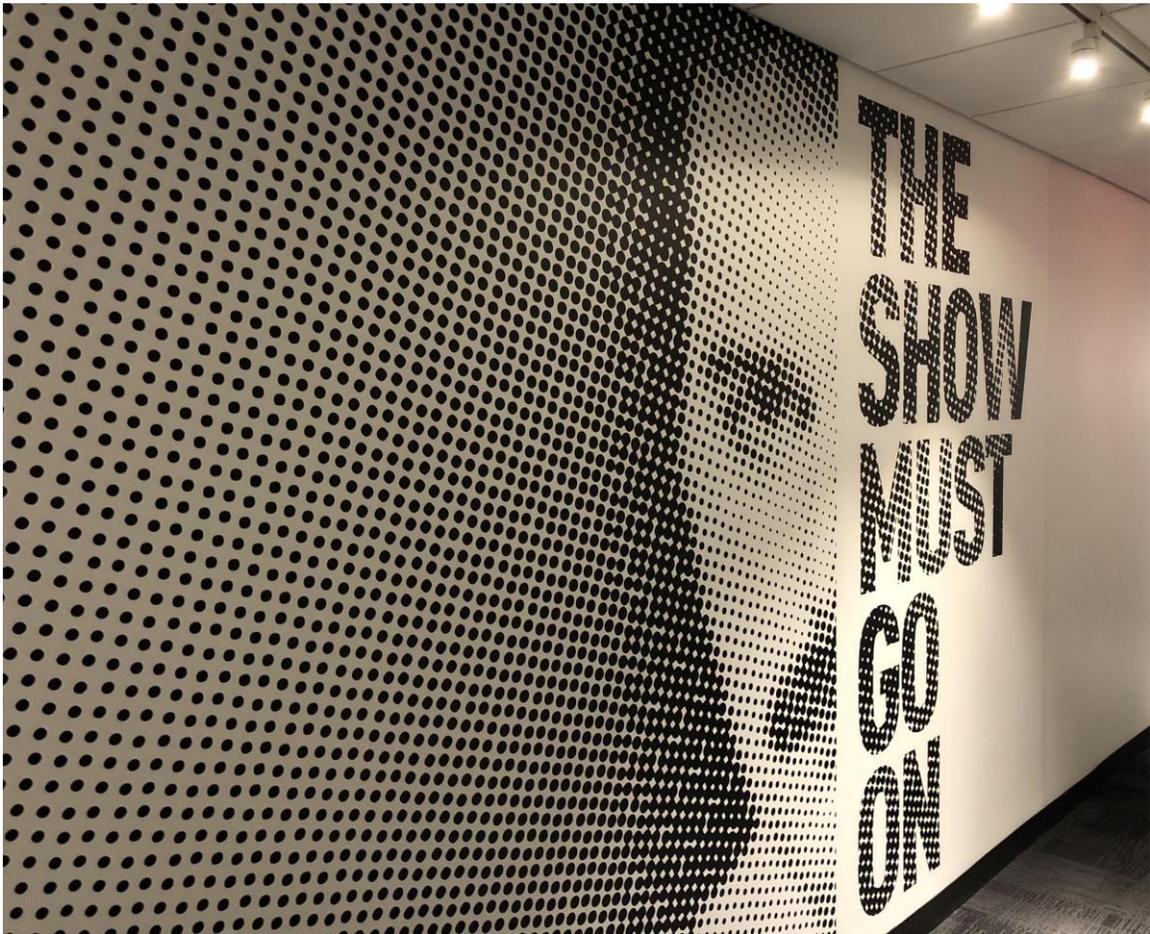
Former FBI Director James Comey

"From a standpoint of being something to talk about, a reality show, lots of drama, lots of controversy, lots of fascination, the public is addicted to Trump, whether they love him or not. From a standpoint of material, of content, Donald Trump is the best thing that ever happened to Talk media."

Talkers publisher Michael Harrison, counting-down the annual "Talkers Ten," the 10-most-talked-about topics on Talk Radio in 2018 on my TV show on RT America. If you missed it, the video is at Holland Cooke.com. Or try left-clicking here:

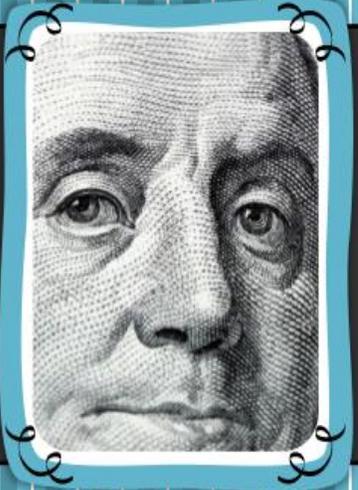
<https://youtu.be/vIIRIWQZ7ew>

And to quote Queen's late, great Freddie Mercury, depicted on a wall-size mural at RT America's Washington headquarters...



And have I got a show for you!

Now, with the holidays behind us, people can pay attention. So let's do-lunch with your advertisers, and local business people you WANT as advertisers, and agency people. EVERY time I've done this event for a client station, we've written new business. Call me for details: 401-330-6868.

<p>BEN wondering how to grow your business?</p> <p>"Industry need not wish." -Ben Franklin</p> 	<p>You are invited (but your checkbook is NOT)</p> <hr/> <p>Meet Marketing Consultant Holland Cooke</p> <hr/> <p>Join us for lunch as Holland Cooke outlines specific tactics that are driving success in media markets across the U.S.A.</p> <p>Tuesday, February 6th, 2018 11:30 am Radisson Fargo—The Loft 201 5th Street North</p> <p>Seating is limited, so please RSVP to: marie@flagfamily.com</p> <p>This is NOT a WZFG advertising sales pitch. Times are lean, so let's just chew the fat. Bring a friend!</p>
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