

# Holland Cooke Newsletter • June 2020

© 2020 Holland Cooke, all rights reserved. But PLEASE DO duplicate and share!

***“Unfortunately, the larger audiences resulting from the pandemic have not translated into increased advertising revenue for broadcasters.”***

National Association of Broadcasters, in comments -- filed as part of FCC proceeding GN Docket No. 20-60 -- urging the Commission to acknowledge “vast changes” in media by reforming local radio and TV ownership rules.

The NAB argues that “Although a ‘return to normal’ after a major disruption can sometimes mean that pent-up demand will drive ad spending, the future is uncertain, with some foreseeing a downturn in the advertising market more severe than during the Great Recession,” and that new-tech competitors such as Facebook and Google are unencumbered by regulation.

No question that digital has upended transactional business, and now Google is a daunting competitor for local retail dollars. So I remain impressed by stations that spot opportunities under the current circumstances...

## **You have heard – and probably told – the story.**

Question: "WHO made big money during the 1849 Gold Rush?"

Answer: The guys who sold the maps and picks and shovels...and Levi Strauss."

I was reminded of that when Staples Emailed me -- and several million other small businesses -- this offer:

**Open for business?  
Spread the word.**

**\$50 off**

signs, banners or  
posters when you  
spend \$100 or more.\*\*



Are there local B-to-B prospects for-which radio could get-out-the-word?

## **RIP Jerry Stiller**

Recently he was best-known as George Costanza's barking father on "Seinfeld."

In real life, he was Ben's dad.

A generation earlier, he and wife Ann Meara were regulars on "The Ed Sullivan Show."

Their hilarious radio spots sold lots of Blue Nun Wine:  
<https://youtu.be/YTt1uuA2mI>



# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

*Here -- spaced wide-enough apart to stay safe -- are...*

## 6 IDEAS IN 5 MINUTES

### 1. Tip for Zoom meetings: Wear pants!

But WAIT! There's MORE...from THE expert...on page 4.

### 2. Script your open.

If it's lean and inviting, listeners won't wander-off after on-hour news, which – during this crisis – is something smart stations promote, as “a quick update, throughout your busy day.”

### 3. Cliché Alert: “The tech-heavy NASDAQ”

### 4. Cliché Alert: “in these challenging times”

We've been challenged for two months. Don't rub it in. Instead, offer solutions.

### 5. Cliché Alert: “many of you”

Memo to Jan from Toyota: There's only one of me.

Radio is an intimate medium. Say “you.”

### 6. Cliché Alert: “Mention this ad...”

I can't say this better than my client Paul Gleiser did, to a prospect who became an advertiser:

- “People will NEVER ‘mention this ad.’ In my 45 years of doing this, no one has EVER ‘mentioned this ad.’ They feel conspicuous doing so and so they don't. Having never once had a ‘mention this ad’ commercial work, I will not put our reputation on the line by using it in this instance.”
- Instead, he recommended “just ask,” offering that it “says ‘mention this ad’ in a more artful, more approachable way.” Particularly at a time like this, you don't want people thinking you're running an opportunistic hustle. You want to sound like you're trying to help.

---

## Are you new here? Hello!

It's more common for publications like this to prohibit sharing. They want to sell more subscriptions. Understandable.

I'm the opposite. For 25 years, I was charging \$99 a year, and it was a nice chunk-O-change. Now it's FREE. And please DO pass-it-along. And if a friend or associate passed this to you, send your Email address to [newsletter@hollandcooke.com](mailto:newsletter@hollandcooke.com) and I'll put you on the list.

Privacy Policy: I won't give your Email address to ANYONE.

**ICYMI last month: Freebie-of-the-Year?** Commercial broadcasters subsist on advertising by businesses, most-of-which are OUT of business now. In the E-X-P-A-N-D-E-D May issue, I point you to a research report “that recommends specific, tested guidance for crafting messages to convey our clients’ – and our stations’ -- concern for listeners in a way that will resonate long after the pandemic passes.”

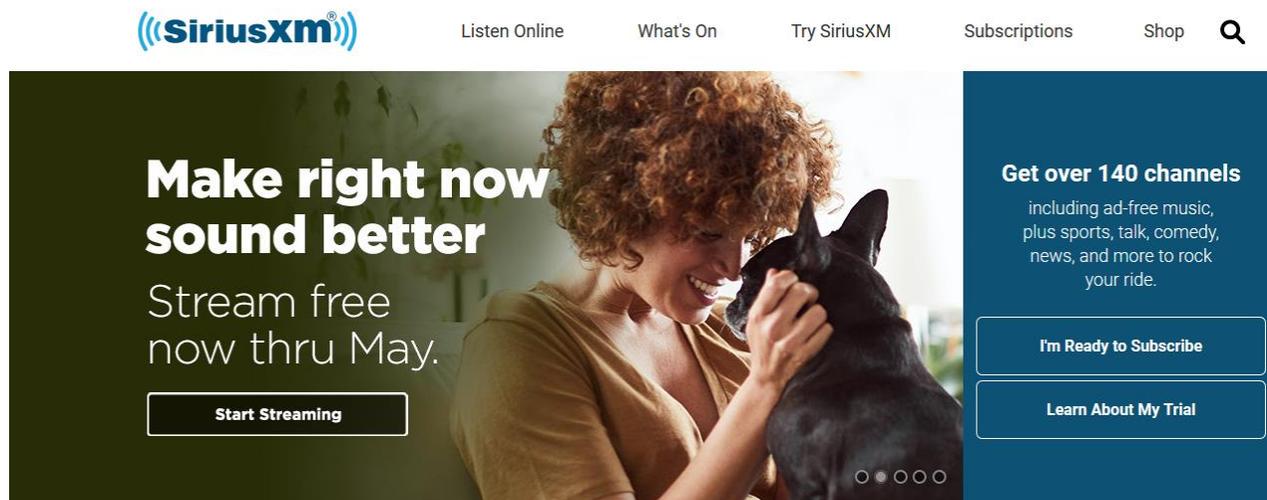
**And in April: What else competes for broadcast listeners' attention?** My short-version notes from – and your download link to – Edison Media's useful “Infinite Dial 2020” report. You can download both issues at [HollandCooke.com](http://HollandCooke.com)

# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

## Yes, while housebound, they've been listening more...and to more things.

While Sales took a hit, music stations were less-cluttered. And News/Talk had plenty of material. Sports radio? Ouch. But regardless of format, broadcasters aren't just competing with each other for listeners' ears and advertisers' do-re-mi. And AM/FM isn't the only audio people have been sampling.



The advertisement banner for SiriusXM features a woman with curly hair smiling and hugging a black dog. The text on the left reads: "Make right now sound better. Stream free now thru May." Below this is a "Start Streaming" button. On the right, a dark blue box contains the text: "Get over 140 channels including ad-free music, plus sports, talk, comedy, news, and more to rock your ride." Below this are two buttons: "I'm Ready to Subscribe" and "Learn About My Trial". The SiriusXM logo is in the top left, and navigation links for "Listen Online", "What's On", "Try SiriusXM", "Subscriptions", and "Shop" are in the top right.

## The New York Times

---

Dear reader,

As the ongoing pandemic continues to disrupt our lives, it's easy to feel anxious and stressed.

The New York Times is launching a new slate of podcasts, and new seasons of some of our most listened-to podcasts, to keep you connected with the world around you. Listen to interviews, guides, productive distractions and more.

Explore our podcasts at [nytimes.com/quarantineseaon](https://nytimes.com/quarantineseaon).

While listeners' routines are still atypical, sampling remains opportune. Earn new habit listening in The New Normal. How: Deliver something they can't get elsewhere. For instance, neither-of-the-above dispense local news/information.

# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

## Copy Copy like this.

*While listeners have been disrupted, NOTHING resonates like empathy, succinctly conveyed. These examples are instructive to commercial copy we craft for local retailers, and station imaging:*

**"Thank you for making us part of your together."**

DQ ad, promoting drive-through service

**"If you're over mac & cheese and PB&J's..."**

Pizza Hut delivery TV commercial

**"When you quarantine with Sling, it's easier to stay in with free TV."**

Sling was offering 5PM-midnight at no charge.

**"You're watching 'Stay At Home Movies' on Paramount Network."**

Turning-lemons-into-lemonade, by simply re-framing the catalog they were already showing

**"The greatest music ever made, without a subscription."**

While SiriusXM went-freebie, by the station that always-and-only identifies itself as "97.1 The Drive, Chicago's Classic Rock"

**"Park is shifting to Drive."**

Chrysler ad

**"When the time comes, we'll be waiting for you with welcoming arms."**

Sandals

---

## "...and wear pants!"

*Zoom-meeting bloopers are all over YouTube. How NOT to appear in one;  
and other advice for making-the-most of collaboration via computer.*



*I spoke with Lisa Gaché, author and  
etiquette advisor to the stars and  
major corporations.*

*([BeverlyHillsManners.com](http://BeverlyHillsManners.com))*

*[Click here to view.](#)*



# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

## Call-In Topic: Coronavirus Silver Linings

*I'll start...*

### Your fixed-rate mortgage:

- Just as the shutdown hit, re-fi's were a brisk business. If your lender can focus, the numbers are still opportune.
- But the best is yet to come. Uncle Sam, himself, with his sleeves rolled-up, is running the presses day and night, printing funny money for those relief checks. For Talk Radio, it's a world-turned-upside-down: Republicans were nagging Democrats to amp-up government handouts. These funds are not, as righty talkers squawk, "us getting back our own money confiscated by taxation." This is Monopoly money, invented currency.
- Inevitable inflation will make the biggest investment you'll ever make the bargain of a lifetime.

### Your planet:

- Many of the flights that airlines haven't cut take-off near empty, and so few of us are driving that NASA satellite images display a stark decline in pollution levels, and emission levels are down sharply from same-time-last-year. And after those May oil futures closed in negative numbers, the world has now measurably extracted more oil than we can burn or store. Tankers are sitting offshore.
- As I write this, CNN is showing video of a jellyfish in now-pristine Venice canals. The sky over Los Angeles is actually...blue. Around the world, wild animals are roaming silent city streets. Admittedly, few humans hear coyotes howling in the night downtown as sweet music. But as the 50<sup>th</sup> anniversary of Earth Day went largely uncelebrated, good things are happening for bad reasons; a preview of what could be if the transition from fossil fuels to renewables accelerates at the pace other trends-in-motion will as the result of this crisis.

### Your brand:

- The Shanty restaurant in Warwick, Rhode Island is your Central Casting small business. A plucky entrepreneur – a tattooed Alaskan -- and her solid staff have earned such a loyal customer base that we've learned to time our arrival. With take-out-only restrictions in place, SO many locals are lining-up that I kept getting the busy signal at 4PM opening time; and every night they sell-out long before posted 8PM closing time. When you pull into the parking lot, a PPE-clad greeter guides you to a numbered parking space.
- These days, there's lots of solo piano music behind radio and TV promos assuring that "We're all in this together," which is comforting. But imaging merely talks-the-talk. Stations that walked-the-walked pre-pandemic will now shine like The Shanty. Living up to the expectations you've set in normal times, and over-delivering now, will cement your station in listeners' habit in The New Normal.

**"Coming up next, The New Normal. We'll be right back..."**



# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

## SOUND BITES

### **"There was a virus goin' 'round. Papa caught it and he died last spring..."**

Bobbie Gentry, "Ode To Billy Joe," recalling "the third of June, another sleepy, dusty, delta day..."

### **"People are afraid to buy restaurant gift cards now because they don't know if those businesses will survive."**

Clark Howard, as many stations have been supportive of restaurants suffering in take-out-only mode. He's suggesting that listeners attempt to re-sell restaurant gift cards via online sites that do so "for pennies on the dollar."

### **"One thing that's shocking is how fast things change."**

Stephen King, interviewed by The New York Times:

- "To go to the market today, and to see all those people in masks and gloves. Talk about unreality."
- "There's been very little panic. What there has been -- you feel it, I feel it, everybody feels it, -- is a low, constant fear in the American public. If you sneeze, if you cough, the first thought that goes through your mind is, "Maybe I have this disease."

### **"Some categories where product sales fell dramatically when Americans were first urged to stay at home have begun to rebound in recent weeks."**

David Schapira, VP, AnalyticOwl, which analyzes website traffic and other metrics to gauge consumer demand.

### **"Thank you for trusting us to bring you the news every night."**

Patrice Wood, 6PM anchor, at the end of the newscast, on ratings-dominant NBC10/Providence.

Even after 40 years on-air there, she asks for the order; as smart radio stations do SOP.

### **"One of the rules: There was no revenue tied to any of this. This was focused on the community."**

My longtime client Mike Hulvey, COO, Neuhoff Communications, on a recent RAB webinar.

- In several markets, Neuhoff stations donated daily airtime to public schools, for programming they produced to enhance Distance Learning during the pandemic. Mike says "the response we've gotten back is terrific. The educators love it. And the goal is being accomplished."
- "As a matter of fact, in Decatur, the superintendent has requested that we continue this through the summer, because they still have the same challenges as they go through summer school. And the answer is yes."

### **"As you and your family navigate these uncharted waters, just know that your Omaha Steaks family is listening to you and responding to your needs."**

"Thank you so much for your recent order" letter from CEO Bruce Simon.

"As an American company that's been in business for over a century, we've experienced both good times and challenging times. We know we will get through this the same way we have from times past: friends helping friends; neighbors helping neighbors; families helping families. Be safe, be healthy, and we'll get through this together."

### **"You never really understand a person until you consider things from his point of view...until you climb inside of his skin and walk around in it."**

Harper Lee, "To Kill a Mockingbird"

Convey to listeners that you know how they feel now, and they'll stick with you in The New Normal.

# Holland Cooke Monthly Newsletter

© 2020 Holland Cooke, PO Box 1323, Block Island RI 02807 USA  
www.HollandCooke.com • Twitter @HollandCooke • 401-330-6868 • talkradio@hollandcooke.com

## TRUMP-OF-THE-MONTH



**Eric Trump**  @EricTrump · 3h 

Where's Hunter?

 4,641  8,334  33.7K 



**Holland Cooke**  
@HollandCooke 

Replying to [@EricTrump](#)

Here are two.

