

Holland Cooke Newsletter • October 2020

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Podca\$ting will \$ell a BILLION dollar\$ of ad\$ in 2021.

More from Interactive Advertising Bureau Podcast Upfront 2020 virtual event this past month on page 4...

See you in Sin City, one year from now?

Due to the “uncertainty over what the next six months will bring,” the National Association of Broadcasters has rescheduled its perennial April convention – canceled this year – to October 9-13, 2021.

And NAB CEO Gordon Smith announced that the 2021 Radio Show will co-locate with NAB Show in Las Vegas, as will NAB’s Sales and Management Television Exchange; and he says “there is opportunity to add additional partner events.” He’s also weighing options for its 2021 NAB Show New York, held annually in October.

See you online next week? [NAB’s virtual Radio Show takes place October 5-9.](#)

Noise Fatigue = News Renaissance?

Have you seen WGN America’s primetime “News Nation?” Or Shepard Smith’s new 7PM CNBC newscast? These shows are testing a novel concept: Just tell me what’s happening, instead of how-you-feel-about what’s happening.

“With balance, not biased.”

Though WGN’s slogan is eerily similar to the original Fox News proposition “Fair and Balanced,” the News Nation product actually delivers; unlike “We report, you decide” Fox imaging with which cagey Roger Ailes merely affirmed the like-minded. News Nation is very down-the-middle, “News, Not Opinions,” with no arched brows, no mockery.

WGN’s affable cast is poised and professional. They’re engaging and inviting and clearly glad to be there... conspicuously less dark-cloud than those on the opinion-laden prime time cable news shows who spend all day reckoning how to make you anxious about what the opposing opinion channels are telling you.

“5500 journalists”

I suppose that includes stringers, and News Nation is resourcefully-assembled, though WGN’s own crew (including CBS News veteran Dean Reynolds) is impressive. While most other media are cutting-back – and consumers are noticing – seeming asset-rich is smart.

News Nation copy is well-written; and having three hours really gives stories room to breathe. This viewer doesn’t feel recycled as a new hour begins. The show is handsomely packaged, slick but understated compared to casino-front-looking graphics that fly across the screen elsewhere accompanied by whooshing sounders.

Too late to turn back now?

Although Shepard Smith’s Fox News exit was polite, it invited the inference that he had had-it-up-to-here, surrounded by soreheads among whom he seemed the outlier. Those who under-estimated Candidate Trump four years ago under-estimated the power of grievance and resentment, which the president plays like a Stradivarius, every...single...day.

All legacy media are scrambling, especially network TV’s “Evening News.” By evening, we already know the news. We got it all day on smartphones. Years before smartphones, Ailes figured that news had become a commodity, like bottled water. Fox gave us their version of Aquafina Flavorsplash, flavored news; and other channels counterpunched.

In 2016, Trump’s run was stunting in advance of a TV channel he was plotting, until election night. So he has a plan B for 2021. Either way, the extent to which these ambitious new no-nonsense primetime newscasts succeed will be a measure of our resilience as a people. The noise channels will endure, but we welcome earnest new players to the cable news arena.

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5 IDEAS IN 4 MINUTES

1. "If you'll be in the car tonight..."

Recommended language for promoting live coverage of presidential/VP debates...since anyone who's near TV will likely watch.

2. Stipulate "Social reciprocity" from guests.

- Said less-clinically: When you give someone airtime on YOUR show, be sure that they somehow link-back to you, on their blog or web site or whatever platform speaks to THEIR following.
- Tip: Follow-up their appearance by sending them an aircheck of their appearance. This simple courtesy has earned me lots of "Social bounce" when I've sent guests on my TV show links to video of their appearance.

3. On Social Media, "Don't get caught up in the heat of the moment."

Commenting on yet-another firing over something on-air talent posted online, Social Media expert Lori Lewis observes that, "For some reason, social media is often viewed as an 'unrestricted playground.' Platforms have become a gateway for an increased lack of civility and greed, pushing their cybernated slop on us."

- In a [guest column for the Jacobs Media blog](#), she recommends that "Filters need to be on at all times."
- And she urges "Stop using social as a push platform. You create a self-involved, void of interaction reputation – which becomes fatiguing and forgettable."

4. Dated Reference Alert: "Front-page news"

5. Cliché Alert: "spot-on"

Translation: What you expressed affirms my predisposition.
Zzzz...

Talk radio is more interesting, and habit-forming, when sparks fly.

Pique curiosity.

Move callers who disagree to the head of the line.



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NOTHING ANYONE HAS
OPINED about #SCOTUS
succession is surprising.
#TalkRadio and cable #news
hosts have NO listeners/viewers
curious. No "Hmmm..."

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SOUND BITES

"I don't see color myself. I am extremely white."

Caller to KSKY/Dallas, 660AM "The Answer."

"Country"

When SiriusXM called to tell me my new car 90-day free sample would soon end, I asked "What is the most popular channel?" She answered without hesitation, then added "and Hip-Hop." When I told her "I like Sixties-on-Six, but Phlash Phelps talks too much, and he seems obsessed with geography" she had no idea what I was talking about.

When I said I didn't intend to subscribe, the Hail Mary pass became: "How about three months for \$2?" After those 3 months, the subscription reverts to a more standard rate tier, but even that seems negotiable.

"We have never found anything that can replicate the success we get from these host-read influencer ads."

Marshall Williams, CEO, Ad Results Media, an agency specializing in audio endorsement campaigns for brands that include Fan Duel and Sleep Number Bed, interviewed by Inside Radio.

On YouTube, search: "[Holland Cooke – Make Money with Endorsement Spots.](#)"

"I have been following Erin on Instagram for a while and absolutely love the engaging, authentic interviews she does in that medium. Creating a podcast with the same energy was a natural extension of Erin's terrific brand."

WTOP/Washington Director of News & Programming Julia Ziegler, who did what I describe on page 5, recruiting Erin Washington, host of "Squats and Margaritas," an existing podcast "about fitness, cocktails and whatever's trending."

Ziegler told Inside Radio "I have been following Erin on Instagram for a while and absolutely love the engaging, authentic interviews she does in that medium."

"Saturday nights, Sunday nights and Friday nights are for relaxing – not for headaches. Politics has gotten too serious and everyone is at each other's throats. That's wrong! We're going to be bringing in more people, subject to Cousin Brucie's approval, to do more music on WABC – especially on weekends."

Station owner John Catsimatidis, interviewed by Talkers magazine publisher Michael Harrison

"Any reasonable viewer arrive[s] with an appropriate amount of skepticism" about the statements [Fox News commentator Tucker Carlson makes]."

U.S. District Court Judge Mary Kay Vyskocil ruling against Playboy model Karen McDougal's defamation complaint over young Carlson calling a \$150,000 payoff to squelch her story of an affair with Donald Trump "extortion."

"We're not interested in helping you know how to think."

Fox News escapee Shepard Smith, anchoring the 7PM ET newscast on CNBC.

"We'll see what happens."

President Trump, asked if he'll accept the results of the election...whereupon, as usual, news media took-the-bait, and stopped talking about...news...on that particular day USA Coronavirus death #200,000.

"The time was right. Then, with the pandemic, I thought maybe I would stick around a little while longer, since all the things I would want to do, like travel and go to the theater, were not happening."

Newscaster Angela Dias, retiring after 35 years on WTIC/Hartford.

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“Most media platforms would love to be able to have a pandemic-impacted quarter exceed the prior year. That is the amazing feat podcast advertising was able to pull off in Q2 2020.”

Doug Hyde, Westwood One Senior Director of National & Local Insights, citing podcast analytics company Magellan AI analysis of how advertising was bought and placed on the top 400 podcasts during the second quarter.

At the Interactive Advertising Bureau Podcast Upfront 2020 virtual event this past month:

- For ad buyers, “Podcasts are brand-safe, they’re at scale, and they’re on-demand.”
- “Savvy brands and their agency partners have recognized that podcasts represented an engaged, leaned-in, and active audience that recognizes and appreciates when their favorite shows get financial support from advertisers.”
- “Amazon Echo and Google Nest have made it easier for audiences to seek out and find podcasts.”

JUST in time for that IAB Podcast 2020 Upfront: iHeartMedia did a three-year deal with ViacomCBS, giving the iHeartPodcast Network dibs on MTV, Comedy Central, VH1, CMT, and other content; and they will develop original podcasts.

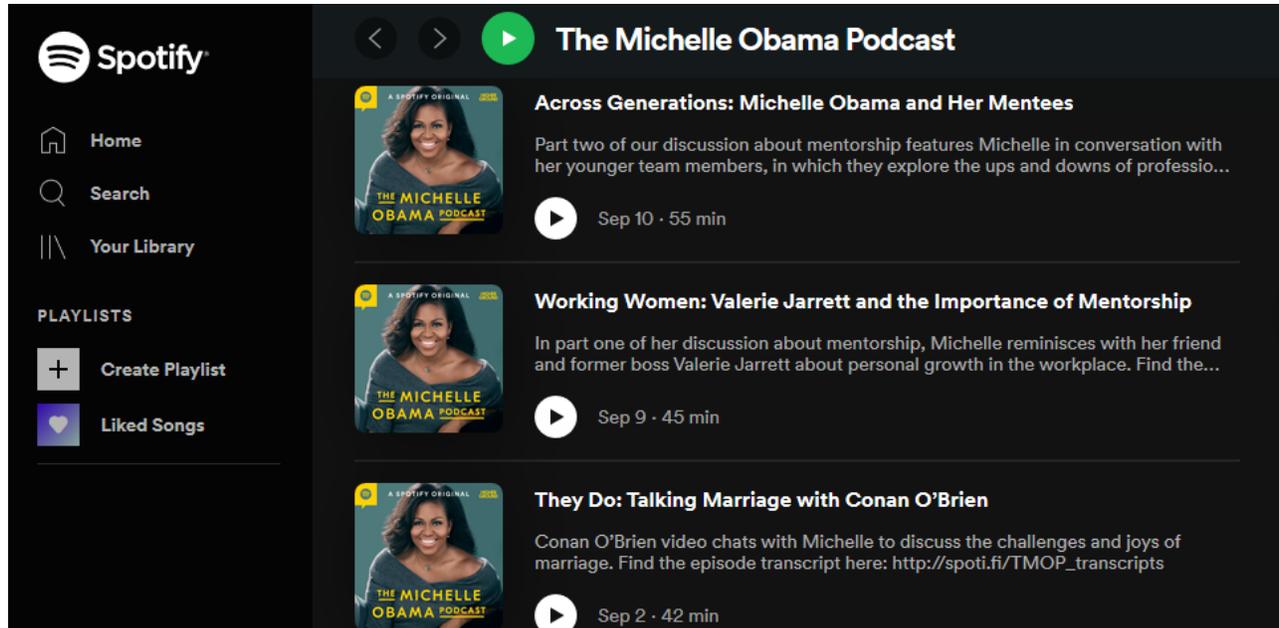
Podcast is now Mainstream Media.

Poke-around EdisonResearch.com. Their “Infinite Dial” and “Share of Ear” surveys have been clocking adoption for years. While on-demand video use is off-the-chart during the pandemic shutdown, the podcast consumers Edison has surveyed have cited on-demand as “of great importance” all along.

They also like “the ability to listen to content that is unavailable on other platforms.” Got iPhone? Open the purple “Podcasts” app that came pre-installed, then click “Browse” at the bottom, and peruse Top Episodes. As I write this, “Medical Murders” is among the Top Ten:

We all know that medical professionals are trained to give exceptional care. But what about those who use their skills not to heal, but hurt? In the Parcast Original, Medical Murders, you’ll discover a disturbing diagnosis... that not every doctor wants to extend your life. Every Wednesday, meet the worst the medical community has to offer —men and women who took an oath to save lives, but instead, used their expertise to develop more sinister specialties.

The Podcast Galaxy is Star-Studded



*“We are not going to allow to happen
to radio what happened to TV.”*

iHeartMedia CEO Bob Pittman, appearing on the Association of National Advertisers “The State of Audio Today” virtual presentation

Noting how original Netflix shows have whacked TV networks, Pittman reckons that broadcasters should embrace podcasting as “an extension of radio” to grow audience and revenue.

Here’s the model we’re implementing at my client stations:

- Think niche topics, i.e., veterinarian.
- Talent includes on-air weekend shows; and locals who are already podcasting, or those you launch.
- Excerpt sound bites from podcasts for on-air use, in commercials and vignettes promoting the podcasts.
- Also use sound bites on Facebook/Twitter/etc. to drive traffic to podcasts, on your and/or client’s web sites.

WHO HAS TIME to coach podcasters?

Have I mentioned my new E-book? And see 7 Tips in a 3-minute video at HollandCooke.com.

