

Holland Cooke Newsletter • September 2020

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

“Inventory remains the number one constraint. As vehicles are coming off transport trucks, they’re going home with consumers...inventory in used car market is just as tight.”

J.D. Power VP/ Data & Analytics Tyson Jominy

Trend: Buying cars online, big during the pandemic, when showroom foot traffic cratered.

- In April – first full month of the shutdown -- online sales jumped 278%.
- Some dealers deliver cars for test drives. You’re seeing TV ads stressing a safe shopping experience.
- And dealers LIKE selling online, more efficient than time-wasting tire-kickers on the lot.

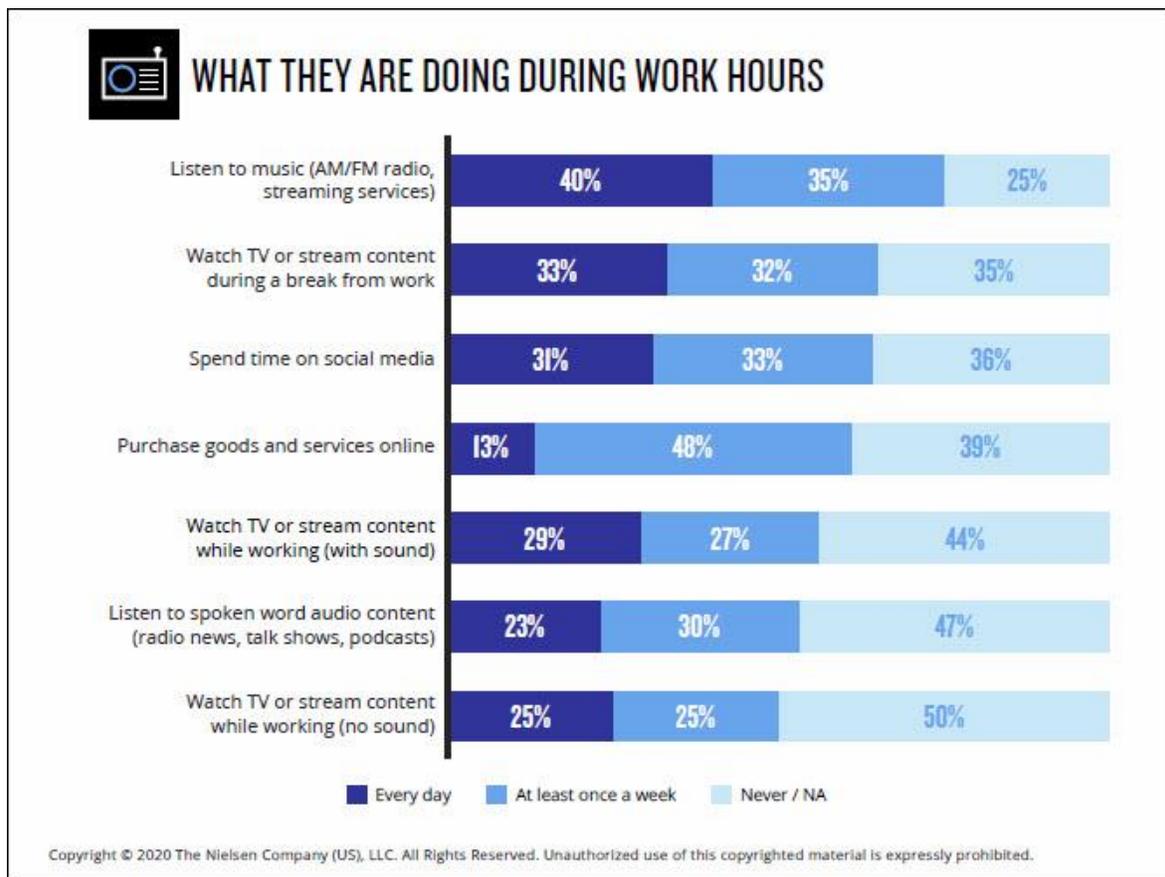
“They ran out of cars!”

A client station owner, explaining why the Mercedes-Benz dealer pulled its radio ads.

But there’s a happy ending: The station sold that commercial inventory to Sylvan Learning Center, as wary parents are opting for home schooling during the pandemic.

Nielsen: Radio is still top Reach Medium at 91%, but...

From a special Work From Home Edition of its Total Audience Report:



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

5 IDEAS IN 4 MINUTES

1. **Writing a segment open or news story? “Pretend you’re writing Email to a friend.”**

Joe Connolly, WCBS: “Or imagine you’re just blurting-it-out to someone. What would you say?”

2. **Political radio talkers: Will your take surprise regular listeners today?**

Or will you be utterly predictable?

If today sounds like yesterday, would regulars feel less-like they’re missing something if they miss you tomorrow? HEAPS...PILES of ratings data demonstrate that the quickest path to Share growth is adding Occasions of Listening.

3. **Well-intended commercial copy cliché that’s now old: “The world has changed...”**

They know.
Don’t rub it in.
Cut right to A SOLUTION.

The magic words are “YOU” and “YOUR.”

GREAT example, from New England’s big supermarket chain: “Stop & Shop helps you make the most of your Summer.”

4. **Commercial Copy Cliché Alert: “conveniently located”**

5. **Got school kids struggling with Distance Learning?**

Here are some tips, from Staples.com, which continues to impress me with news-you-can-use that positions their products so well...the sort of content smart stations help fashion for local advertisers:

https://www.staples.com/sbd/cre/back-to-school/hub/200804/articles/creating_a_productive_home_study_space_for_your_student.html



Creating a Productive Home Study Space for Your Student

How to get the most out of your home space if your child isn't going back to the classroom

Many schools will take a hybrid educational approach this year, with kids spending at least part of their time at home. With this in mind, it's important to help your child establish a comfortable study-and-work space at home that supports productivity.

"You want to create an inviting place that kids can use to do their work, avoid distractions and then also get away at the end of the day," says Danielle DuCharme, Associate Category Merchant at Staples.

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

Announcers: You've been replaced...for \$47.

They're testing prices. It was \$37 when I bought it.

“Instantly Transform Any Text Into A 100% Human-Sounding VoiceOver with only 3 clicks! We GUARANTEE no one will tell your voiceover is A.I. generated.”

- ✔ Transform any **text into speech**
- ✔ Male & Female voices included
- ✔ The only text-to-speech engine that **adds inflections** in the voice
- ✔ Works in [**English**] and 23 other languages
- ✔ Over **30 human-sounding voices**
- ✔ Read the text in 3 ways: normal tone, **joyful tone**, serious tone.
- ✔ Say goodbye to expensive voiceover artists and unreliable freelancers
- ✔ Works with **any video creation software**: Camtasia, Adobe Premier, iMovie, Audacity, etc.

I won't even try to describe what you will find at Speechelo.com. I'm still learning it, and am utterly impressed.

Podcasting? Never call your listener “everybody” or “all of you.”

Even more so than broadcasting, podcasting is an intimate one-to-one-medium. The magic words are “YOU” and “YOUR.”

From: “7 Ways to Super-Size Your Podcast Subscriber List,” a FREE 3-minute video at HollandCooke.com

And while you're there, you can download-and-DEVOUR my new E-book...



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

Say it shorter.

A dozen years ago, I'd get a laugh during my PowerPoint when I'd caution that "People are pacing in front of the microwave!"

"Think we were impatient then? Back to the future: My counsel now to broadcasters and podcasters is that "Attention span has become an oxymoron." And don't take my word for it...

"There is no such thing as an attention span. This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them."
Jerry Seinfeld

"Writing is easy. All you have to do is cross out the wrong words."
Mark Twain

"The road to hell is paved with adjectives."
Stephen King

"There's nothing that can't be improved by making it shorter and better."
Charles Osgood

"Boil it down."
John Morgan, morning host, WSNE/Providence early-80s, imitating the voice of his then-PD, now a consultant.

WHY BOTHER? This verbatim focus group comment describes the routine you're hoping to become part of...



"At 5AM, I wake up and get on the treadmill. At 6, I get myself, my son, and my daughter ready. I help my husband get his lunch together, and hope to get out the door by 7AM to get my kids to daycare. By 7:15 I start my drive to work. I go through Starbucks drive-through to get a pastry and coffee. I work from 8AM to 5PM. During my lunch hour though, I get clothes to the dry cleaner and back, pick up groceries, and run other errands I can't get done after work. Then, usually I'll pick up lunch or pack a lunch and eat it at my desk once I get back at 1 o'clock. At 3, my husband gets off work and picks up the kids from daycare, so my phone rings continuously with them until 5...when I get off work and race home. Then, I play with the kids while I'm cooking dinner and doing laundry...get them in bed by 9. Spend time with my husband until 10 or 11 at night...which usually involves falling asleep in front of the TV. By 11, I go to sleep to start all over again."

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

"Less and less business is being driven by ratings and the cost keeps going up so there is less of a benefit."

Tom Walker, President/GM, Mid-West Family's Madison stations, which, with its Rockford cluster, canceled Nielsen Audio.

"Some people think, my gosh, at this age aren't you going into retirement? I have more energy than anyone I know!"

Cousin Brucie, announcing that, as his SiriusXM deal ended, he will host a Saturday night show on WABC, where he owned nights in the 1960s: Now, "I don't think I'll be selling pimple creams anymore."

"We are in the final stages of a contract and a program should be on in the fall."

Bill O'Reilly's attorney Fred Newman, telling CNBC O'Reilly is negotiating to do a show on WABC, presumably to syndicate. Rush Limbaugh affiliates are asking me if it will air noon-3PM ET.

Last year, Cumulus Media sold WABC to NYC supermarket mogul John Catsimatidis for \$12.5 million (not a misprint) cash.

"We entered into a definitive agreement to monetize substantially all of our Tower portfolio and related assets for \$213 million."

Cumulus CEO Mary Berner



Stone @stonecold2050 · 6m

Rush Limbaugh added to his history of vile, sexist attacks on women by promoting stories that described Kamala Harris as a "hoe" & "mattress," accusing Harris of "using sex to get ahead."

Rush Limbaugh is a filthy nasty disgusting disgrace to humanity.



Rush Limbaugh Peddles and Amplifies Misogynistic Smears Against Ka...

The Medal of Freedom honoree has repeatedly called the vice-presidential hopeful a "mattress" and "hoe."

thedailybeast.com

12

12

27



Holland Cooke @HollandCooke · 56s

He tried to scoff-it-away today AND HE BROUGHT UP #SandraFluke, the episode that PERMANENTLY chased many advertisers away from the entire #TalkRadio format.

“The whole show felt like commercials. It felt like 10 minutes of content.”

Rush Limbaugh, ending his program on August 19.

I agree, every day, since they added those live commercials he reads after a full commercial stopset.

- Pick-an-hour-any-hour, and listen to the fourth Quarter Hour. Typically, he’s so backed-up that he comes out of the last stopset, talks for a few seconds, then into the top-of-hour stopset.
- Sean does the same thing, sometimes his last-in-the-hour stopset slams right into the end of the hour with no talk.

“Hannity would tell you, off-off-off the record, that Trump is a batshit crazy person.”

Unnamed Fox News staffer quoted by Vanity Fair

“I can’t begin to tell you how deeply sorry I am. That is not who I am. It never has been...I am very, very sorry and I beg for your forgiveness.”

Cincinnati Reds play-by-play broadcaster Thom Brennaman, suspended after being heard on a hot mic calling some unknown place “one of the fag capitals of the world.”

“Facebook is still the most underpriced media. For stay-at-home moms: Pinterest and Instagram.”

Author and digital marketing guru Gary Vaynerchuk, appearing on a CNBC webinar. He says, “in comparison to Direct Mail, TV ads, and outdoor media,” Social Media are “more efficient.”

“Audio content can help lift us up when we are feeling lonely. It is helpful as it breaks the silence which can become overwhelming. Podcasts act as a distraction and fill the time until we have the next phone call or video chat.”

Dr. Sarita Robinson, Principal Lecturer in the School of Psychology at the U.K.’s University of Central Lancashire, regarding a survey sponsored by podcast app Deezer:

- 53% of USA respondents say podcasts focused on relaxation/mindfulness/self-improvement help them cope.
- And 38% listen to podcasts to improve their mood.
- And, worldwide, relationship-oriented podcasts have seen a 145% increase in daily active users since 47% of Adults 35-44 are most likely to be listening to more podcasts.

“You look at podcasts today, some of the most successful would never find their way into a format on a radio station.”

Westwood One and PodcastOne founder Norm Pattiz.

See page 3.

“If there’s one thing the pandemic has taught us it’s that people want to get out of their houses.”

AMC Theaters CEO Adam Aron, interviewed by CNBC.

- He admits that “2020 is ‘a throw-away year’ for almost every company.”
- He talked about all the “safety” – a word we’re hearing LOTS lately – that AMC has built-into re-opening. This is a message we also need to hear in local advertisers’ copy.
- Asked about the shorter “theatrical window” his industry will enjoy before movies stream, he explained that, in negotiations with studios, theaters got a revenue share in streaming...AND his company’s platform will stream movies.
- Being another antique medium, radio should take note: If theater companies can sell movie tickets without bringing people into theaters, we need to serve audio to people not using radios.

“While many police officers are people of substance and integrity, it’s still good to spend time with someone not in law enforcement during your days off. It rounds you out and helps you keep perspective.”

Ex-cop Adam Plantinga, author of “400 Things Cops Know.”

- Those of us in radio who have spent time between jobs are struck by how different radio suddenly sounds to us, and how little people-not-in-radio care-about-radio.
- During better times, I’ve recommended, as Plantinga does: “Hang out with ‘real people;” rather than risking the echo chamber that comes from associating only with others who do what we do.
- Lately, with all the firings, that’s less a problem, since there are fewer of us.