

Holland Cooke Newsletter • August 2021

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“The big question is whether in-car will get back to the same percentage as it was before.”

Carl Nelson, Radio Research Consortium Manager of Diary Client Services

RRC’s recent analysis of 44 Continuous Diary Measurement markets demonstrates recent month-to-month-to-month uptick for Average Quarter Hours in-car; once-again topping listening in-home (where AM/FM receivers have gotten scarce).

Big factor is whether in-car use returns to pre-pandemic levels: Many jobs remain work-at-home, and some are gone for keeps. And if you see the routine-altering impact of the pandemic in the rear-view mirror, you’re naïve, and your business is at risk.

“This is becoming a pandemic of the unvaccinated.”

CDC Director Rochelle Walensky, as number of COVID deaths among the un-jabbed topped 99%, predominantly in states Trump won.

While vaccinated Fox News hosts were scaring viewers away from getting vaccinated, variants became dominant in every state.

Shutdown-weary listeners are unlikely to comply with April 2020-style do’s-and-don’ts, and more is now known about this novel virus. So rules for the coming precautionary phase will be different. Be known as the station that explains what’s up TODAY.

“I can’t think of a better partner to help us expand that reach even further than a blue-chip brand like SiriusXM, which has always been a leader in predicting market trends and is perfectly positioned for the evolving manner in which Americans consume their news.”

Megyn Kelly, as SiriusXM announced the September 7 debut of her 12-2PM ET weekday show.

If you’re a subscriber, you’ll be able to watch her live on the SXM App. And after her radio show airs live – on SiriusXM Triumph Channel -- it will become a podcast the SXM App, Pandora, Stitcher, and – say it with me – wherever you get your podcasts.

Music Royalties Update: Inevitable?

Battle lines are drawn over performance payments FMs fear. And for Talk stations, how’s Life-after-Limbaugh? If you’re reading this online, click-the-pic for the video, also available at HollandCooke.com



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5 IDEAS IN 4 MINUTES

1. Continue telling listeners where to get vaccinated.

Link to existing public health resources.

Hear me now and believe me later.

2. Round-off teases.

I try not to scoff when I hear well-intentioned hosts plug something-coming-up "in seventeen minutes" or "at six fifty-three," as though listeners were taking notes.

DO make an appointment with listeners for what's coming up. But simply say that it's "coming up." Spare busy motorists the math with non-round numbers. When life's a blur, nobody thinks they can wait seventeen minutes.

3. "Eminent?" or "imminent?"

Eminent: "famous and respected within a particular sphere or profession"

Example (unless you're a heavy Fox News viewer): Dr. Fauci is an eminent infectious disease expert.

Imminent: "about to happen"

Example (unless you're ignoring the news entirely): COVID variants foretell an imminent surge.

4. "Whatever."

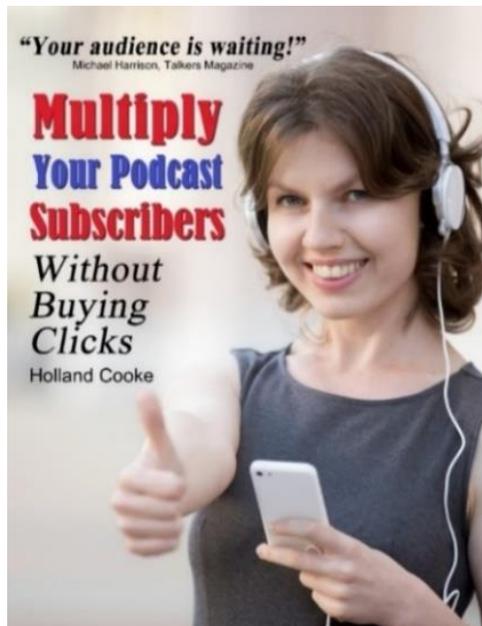
As-a-single-word-sentence, it's THE most annoying word to nearly half of Americans polled by Marist Institute for Public Opinion.

5. Podcasters: DON'T read my E-book...

...before you read this:

In "[1000 True Fans](#)," Wired magazine co-founder Kevin Kelly charts the course to the sweet spot between superstardom and obscurity, using the tools already at your disposal.

THEN download my E-book, at HollandCooke.com



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Is "On-Air" now "Old School?"

Audacy is adding some 50 journalists to work in 8 of its stations' newsrooms, producing original long form podcasts, newsletters, app features, and other digital content. [Read what YOU should be up to, in my recent Talkers column.](#)



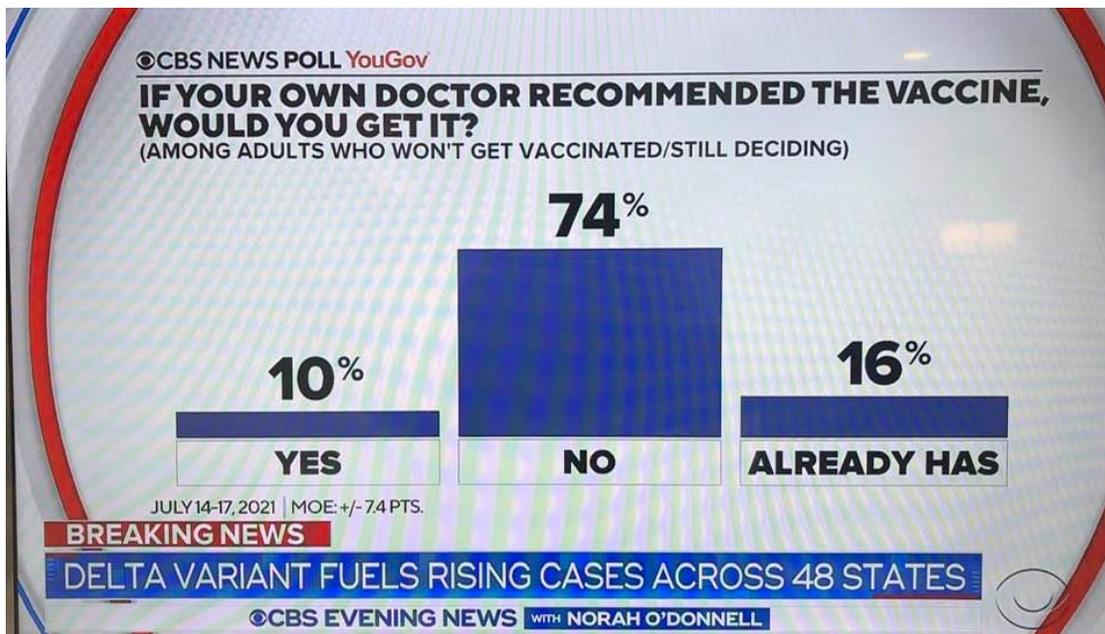
Follow the eyeballs, follow the money.
NBC wouldn't match the reported \$1 to 1.5 million that lured its Capitol Hill correspondent & MSNBC early morning host. [Personalities are currency.](#)



Network? Affiliate? Which-is-the-dog? Which-is-the-tail?
It's changing before our eyes. Like radio using transmitters to promote podcasts, TV is telling us watch streams instead.

As legacy media scramble to follow consumers to new platforms, what's at risk? If you're reading this online, click-the-pic for the video, also available at HollandCooke.com

Snapshot of a Divided America



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SOUND BITES

"What happened when you left your personal Facebook page open at work?"

Call-in topic by Delaware 105.9 morning host Dan Gaffney, which he previewed to his Facebook followers the day-before (SMART).

"The three largest record labels are the foreign-owned Sony Music, Universal Music Group and Warner Music Group, which account for 70% of all recorded music revenue and have a combined market cap of almost \$170 billion."

[NAB statement](#), opposing "The American Music Fairness Act, which would impose a new performance fee on local radio stations for playing artists' songs."

See video on page one.

"As long time owners of the 1070, we are working diligently on finding the next great use for the signal. We were offered a wonderful opportunity to monetize the property, and felt it was our obligation to explore that. Ultimately, it made the most sense."

Emmis founder and chairman Jeff Smulyan, as legendary WIBC-AM shut down "indefinitely" to sell the tower site. Programming will continue on 93.1FM.

"Donald Trump will be back in office in August."

MyPillow guy Mike Lindell, in March

"The morning of August 13th, it'll be the talk of the world."

Mike Lindell, July 5

"I didn't say that everything's gonna change the morning of the thirteenth."

[Mike Lindell, July 14](#)

"I know the states have reopened but the air belongs to the federal government so all of you who voted for this new president are the reason we all have to wear masks."

Pilot on Delta flight 2218 last month, as reported on Twitter.

"Don't Fauci My Florida"

Merchandise Florida Governor Ron DeSantis hawked, as his state's new COVID cases were among the highest in the USA.

"I often feel like I'm writing to someone who is not doing so well. Not in a crusading way, but I'm trying to write songs that might help. I think that's the angle I want: that inspirational thing."

— PAUL MCCARTNEY

Interviewed by Rolling Stone, McCartney reckons that "when you say 'escapism,' it sounds like a dirty word. But this year, it definitely wasn't." Talk radio soreheads take note. The Daily Downer Show gets old.