

# Holland Cooke Newsletter • January 2021

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## Happy NEWS Year

Think 2020 was a bender? Grab the arm rest!

- Meet the new boss! Same as the old boss? HARDLY. Make listeners expect to hear the very latest from you.
- And to hear each other, on your air and your Social Media. Great talkers LISTEN.
- Pandemic? Rough sledding ahead. OWN this story-of-a-lifetime, with frequent bullet-point-style "survival information."
- Baseball stations: Fingers crossed...

Meanwhile, load-up your printer. There's much to share this month, and it's a-labor-of-love. This newsletter now begins its 28<sup>th</sup> year. For the first 25, I charged \$99 a year, and it was a nice chunka change. Oddly, in the last couple years since I STOPPED charging, it's more fun. I hope you find this stuff useful.

## In 2021: What does it mean to be relevant?



We know him, we love him, we applaud his provocative take. Then we simply keep-doing-what-we're-doing.

Seth Godin, on the recent Relevance 360 webcast sponsored by "relevance platform" Coveo:

- "The minute this is all computerized, that's the minute this business is no fun to be in." Or in AM/FM radio's case, to listen-to.
- "If you exceed expectations for Customer Service, people will talk about you." With HR in the budget crosshairs, resourcefulness is key.



**Chevrolet** @chevrolet

Real talk, what does the American Dream mean, and how can we positively reset it? Watch the special panel discussion on Tuesday, December 8th



### What's increasingly irrelevant? Platform. And same-old-same-old.

Consumers demonstrate a clear preference for content they can consume via smartphone or tablet. If it's only available via AM/FM it's less-convenient.

- If the content is music, and it's The Burnout 300 – automated/voicetracked/non-locally-hosted -- it's merely a commodity. FMs are under attack by streaming and satellite competitors. Alexa plays me 2 million songs, and my in-car music station is a USB drive I ripped.
- If the content is spoken word, and it's the "Democrats bad/Republicans good" narrative, it's a well-defined lane. Listeners are largely consuming in real-time in-car; and as 2020 vote count controversy demonstrates, they're fiercely loyal. And they're 55+, the biggest retail spenders.
- But there's more to Talk Radio than radio. And there's even more to political Talk than the Limbaugh/Hannity/et al caricature. And this example to the left demonstrates a business model from the early days of broadcasting: sponsor "ownership."
- Smart stations are crafting on-demand digital content for retailers, podcasts/product demos/etc., and using transmitter Reach + Frequency and Social Media to promote it. Could a local TwoGuysInAgarage.com vendor do the same for these advertisers? Sure! But, as we train station reps to ask: "If we don't tell our listeners, how will they know it's there?"

### Intimidating? Sure, but...

Resourceful stations will – must – find a way. Not set-up to produce videos for retailers? Trade with a wedding-and-bar mitzvah DJ/videographer. During the shutdown, they have time. And the work you produce can earn them and you more work.

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## 4 IDEAS IN 3 MINUTES

### 1. When you say your station's call letters...

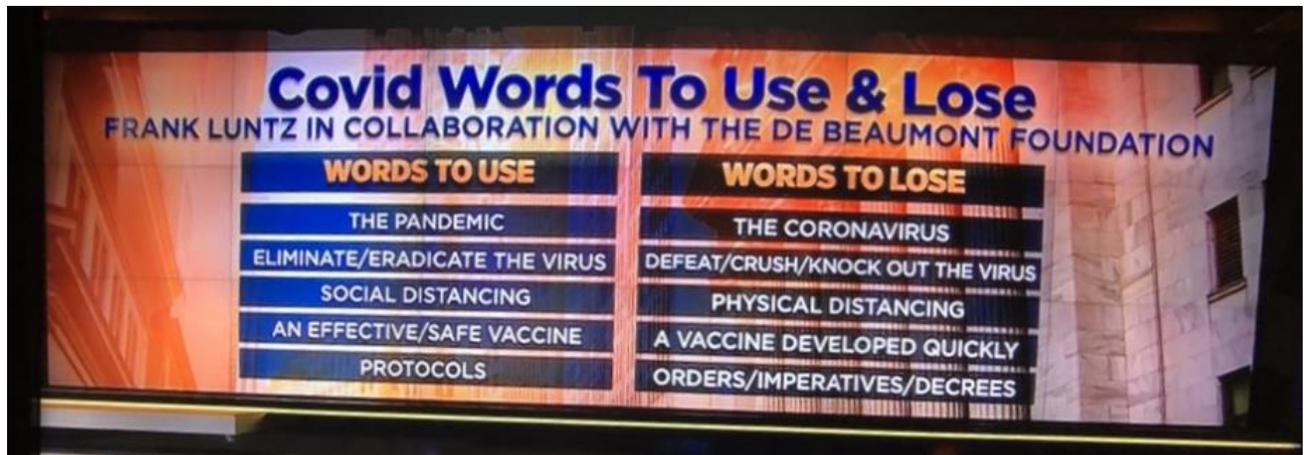
...say 'em as proudly as Shepard Smith says "CNBC" at the beginning of his 7PM ET weeknight newscast.

### 2. Commercial copy tip: Testimonials

With money tight and times uncertain, consumers are downshifting from conspicuous consumption to what marketers call "considered purchases." Research by Georgetown University's McDonough School of Business points to the value of "information about [the experience of] other consumers."

### 3. Talking Pandemic?

Those DARN consultants...fulla do's and don'ts, eh?



### 4. After a chaotic, acrimonious 2020, some Social Media New Year's Resolutions...

...I found posted on Facebook:

POST WISELY OVER THE NEXT MONTHS.

CONTRIBUTE TO DISCOURSE, NOT DIVISION.

CHECK YOUR FACTS.

RESIST MEMES AND CHEAP DIGS.

CREATE BEAUTIFUL CONTENT.

WE CAN TRANSCEND THE BITTERNESS AND BE BETTER, EVEN WHEN WE DISAGREE.

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*“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

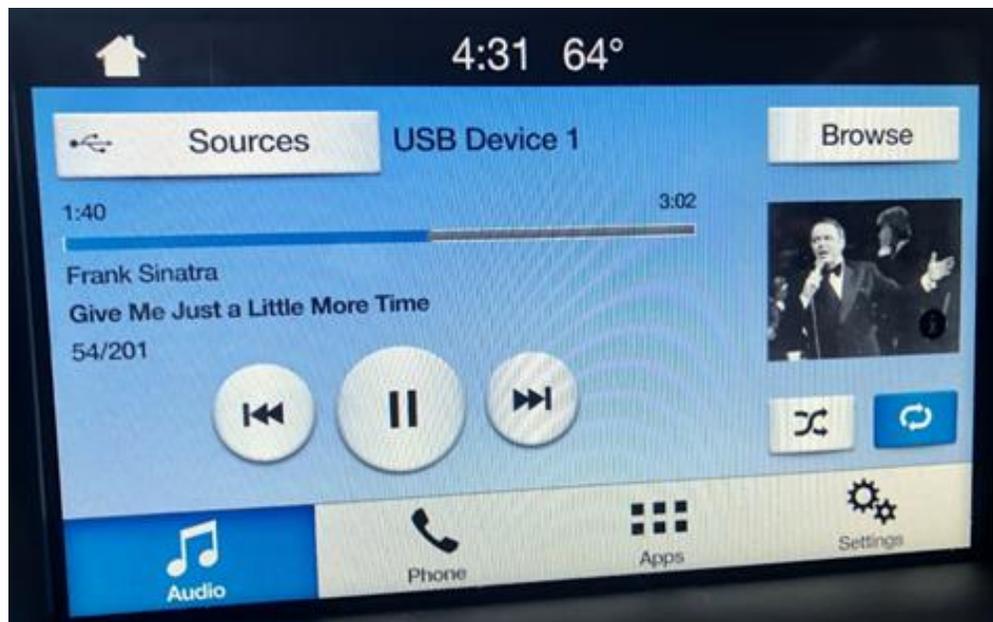
HOW LONG should your podcast be? Page 5 in my E-book. Download your copy at HollandCooke.com:



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**There's a reason they call it "Artificial Intelligence."**

*When metadata replaces DJs...*



*If you were a Top 40 DJ in 1970, you're howling.*

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## 10 Fresh Insights into People's Changing Behaviors

Twitter Insiders

Ryan Oliver (@Ryno) is the senior director for Twitter Next, summarizes analysis of “billions of Tweets (yes, with a B).”

### 1. It's better together

“This new era of togetherness is reshaping the dynamics of cohabitation and family living.” 42% increase in Tweets about parenting 2019-2020.

### 2. Fewer friends, better friendships

“Remote work. Awkward zoom dates. Physically distanced barbecues. The shake-up of our typical social circles has forced people to re-examine their friendships and prioritize fewer, deeper connections. More than half of our poll respondents say they've made critical changes to their friendships — decisions that make them feel proud and hopeful.”

### 3. Grieving, learning, healing

Despite political acrimony, “We are a country united in grief. We mourn the loss of lives, livelihoods, and our sense of security. Conversations on Twitter associated with grief jumped +51% year over year.”

### 4. Mental health has entered the chat

“The coronavirus crisis has encouraged people in America to open up about their struggles with mental wellness and reject outdated stigmas. Talk of anxiety spiked in March but the newly transparent conversation has people feeling hopeful and empowered. For brands and employers, the way forward is clear: Act with empathy.”

### 5. The rise (and fall) of sourdough

“Quarantine hobbies: lifelong passions or boredom Band-Aids? According to the talk on Twitter, the answer is both. Some people say they will remain sourdough stars, while others will get back to their usual culinary routine. As our country heals, the hobby obsession may be less of a universal truth.”

### 6. Is the grind gone for good?

“The forced slowdown has given many people a moment to stop and reflect on how they live their lives. The talk on Twitter shows a yearning for simpler times. Conversations around #bucketlist and YOLO are back...It's out with the relentless hustle, and in with a more wholesome, healthier sense of clarity.”

### 7. New economy, who dis?

“The traditional 9-5 is over...And more changes are on the way. The WFH [Work From Home] conversation alone is up +375% year over year. So how can brands help as half the country struggles to balance life and work under one roof? Match nuanced experiences with nuanced messages.”

### 8. Have you checked on your team today?

Tweets showing workplace appreciation increased +44% year over year, as did those expressing frustration, up +39%. “More than ever, companies must be attuned to their employee's needs and act as humans first, advertisers second.”

### 9. Give a dollar, give a damn

“The experiences of the last year triggered a deeper commitment to social responsibility. While Tweets about donating are up +69% year over year, people are also taking meaningful action to drive permanent change — and they expect brands to be right there with them.” 72% surveyed feel they are making a difference when they take part in what a brand is supporting.

### 10. Walk that talk

“Racial injustice in America is not new. But today the conversation is surging with no sign of slowing. People and brands are stumbling and learning hard lessons in real time. We are all accountable for how we spend our time, energy, and money. Bottom line: Inaction is not an option.”

### Where do we go from here?

“The talk on Twitter offers a precious window into the lives and minds of real people. Every lived experience in this country is unique. We all have our own story, our own pleasures and challenges. As marketers, we can find our place by paying equal attention to both the big cultural changes and nuanced behaviors of our audiences. As people, we can lead with empathy and act with humanity.”

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## “Talk Radio, after Trump? After Rush?”

The number ONE question client stations ask me.



Bet-against Donald Trump taking-over when Rush Limbaugh retires, in the view of Talkers magazine publisher Michael Harrison on my TV show:

*“I think Trump is far more effective on television than radio because of the whole facial thing he’s got going, because of the mugging.”*

*“Television doesn’t require as much prep, as much day-to-day grind-it-out...I don’t know if Trump is ready for prime-time radio.”*

Scroll down my Facebook wall to see the entire interview.

## Congratulations to Number One!

*Applause to my client The National Association of Realtors®. Our weekend show “Real Estate Today with Stephen Gasque” was named Best Real Estate Podcast by Bankrate. We’re heard in all 50 states, so the show may already be taken in your market. Click “How to Listen” at RETradio.com for our Station Finder.*

*If available, this show will become appointment listing and premium inventory.*

≡ Bankrate  
REAL ESTATE

## 10 of the best real estate podcasts



### 10 best real estate podcasts

#### Real Estate Today

Hosted by Stephen Gasque, director of broadcasting and multimedia communications for the National Association of Realtors (NAR), this long-running radio program from NAR is also available as a podcast, with hundreds of episodes to choose from. Topics include homebuying for millennials, creating a smart home, maximum selling secrets, purchasing a second home, first-time buying and many more.

- Ideal for: Buyers, sellers, homeowners and investors
- Where to listen: Apple Podcasts, Google Podcasts, Stitcher and other platforms

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## Why Advertisers LOVE Podcasts

Until the pandemic travel kibosh, I spent lots of time in conference rooms, and on Sales calls with station reps. Attending the presentation for "Super Listeners 2020: Podcasting's Best Customers," I felt the same mojo, if virtual. The pitch writes itself.

### Super Listeners 2020: Podcasting's Best Customers

This is the second annual survey by Edison Research, partnered with PodcastOne and sponsored by Ad Results Media.

We've seen how data makes the case that podcasting – once a hobby – has attained mainstream media status. Quick refresher:

- Spotify's Dawn Ostroff keyed CNBC's Evolve webcast series: "The Evolution of Content & Consumption." Read my short version: <http://www.talkers.com/2020/12/07/monday-memo-podcastings-prime-time/>
- The recent Edison/NPR "Spoken Word Audio Report" quantifies how listener behaviors and preferences have changed in the last six years. Download: <https://www.nationalpublicmedia.com/insights/reports/the-spoken-word-audio-report/>
- And on his show, Jim Bohannon and I discussed how broadcasters' skill set advantages us in the podcast arena. Hear an excerpt: <http://getonthenet.com/Podcasting-NumbersGame.mp3>

### WHO ARE the "super listeners" advertisers have found elusive until now?

- Edison conducted 1000 interviews with people who listened to at least 5 hours of podcasts per week.
- Weekly podcast TSL is up from 9.8 to 10.5 hours in just a year. This is these users' preferred audio medium.
- And growth among radio's 55+ true "money demo" is notable: 20% surveyed fall-into this heavy-user category (14% just a year ago). But the real story is how podcast advertising is received.

### Reaching the "Unreachables."

Ad Results Media's Marshall Williams described consumers his clients have been struggling to reach as video cord-cutters who prefer ad-free audio. Results he sees demonstrate podcast listeners to be "incredibly sticky and incredibly responsive."

PodcastOne founder and CEO – and legacy network radio exec -- Norm Pattiz crows that "Everything we thought would happen in the podcast world is in fact happening." Among the data making the case, those surveyed agree that:

- Opinion of a company "more positive when you hear it mentioned on a podcast you regularly listen to: 49%" (44% in 2019)
- "You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts:" 45% (41% a year ago).
- "When price and quality are equal, you prefer to buy products from companies that advertise on or sponsor the podcasts you regularly listen to:" 46% (43%)
- "You appreciate podcast advertisers for supporting your favorite podcasts:" 64% (60%)
- "Advertising on a podcast is the best way for a brand to reach you:" 49% (37%).

Because "people are rarely positive about advertising," Edison's Tom Webster spots obvious opportunity.

### Technique is everything.

We know how – properly-executed – endorsement spots improve radio advertising results. On-steroids in podcasts. Responses to "What is your opinion of podcast advertising that uses...?"

- "Personalized discussions about products or sponsors by podcast hosts(s):" Very 23% + Somewhat Favorable 28% = 51%
- "Messages from advertisers that are read live by podcast host(s):" Very Favorable 22% + Somewhat Favorable 29% = 51%
- "Sponsorship messages:" Very Favorable 21% + Somewhat Favorable 27% = 48%
- "Pre-recorded ads not read by the host:" Very Favorable 16% + Somewhat Favorable 20% = 36%

If you have no choice but to use pre-recorded ads, Norm Pattiz recommends teeing-up the spot by saying "These are the folks who allow us to bring you this podcast free."

Those are my notes. Whole thing: <https://www.edisonresearch.com/wp-content/uploads/2020/12/Super-Listeners-2020.pdf>

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## SOUND BITES

### **"Pause your Wi-Fi for family time."**

Cox Cable/Internet commercial, touting a feature which parents – who make the purchase decision – will appreciate. And here's another example of the kind of succinct, benefit-laden copy we should craft for local retail advertisers:

### **"New movies, every week, only on Netflix."**

### **"When you advertise fire extinguishers, open with the fire."**

Advertising icon David Ogilvy

### **"Your Social Media strategy doesn't suck because Facebook, Twitter, YouTube and blogs can't reach people. It sucks because you're stuffing it with crap that no one is interested in."**

Veteran ad man Bob Hoffman, in his book "Marketers Are From Mars, Consumers Are From New Jersey"

### ***"I actually think that we're trending toward secession."***

Rush Limbaugh, offering that "there cannot be a peaceful coexistence" between Liberal and Conservative America, which he sees as increasingly different "cultures."

### **"I am 100% confident that Donald Trump will be president for four more years."**

MyPillow guy Mike Lindell, interviewed by WZFG/Fargo

### **Trump "needs to pardon his whole family and himself [as he walks] out the door."**

Sean Hannity

### **"I looked forward to the close of my term as a happy release from care. But I am not sure I wasn't more unhappy out of office than in."**

Stephen Grover Cleveland [D], the USA's 22<sup>nd</sup> and 24<sup>th</sup> President, the only one to serve two nonconsecutive terms in office. He won the Popular Vote three times: 1884, 1888, and 1892. In '88, Benjamin Harrison [R] won the Electoral Vote.

### **"a great human tragedy"**

Trump's management – or lack-thereof – of the COVID-19 crisis, in the estimation of Senator Mitt Romney [R-UT].

Note: The domain names Mitt2024.com and Romney2024.com have already been registered.

### **"The saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom."**

Isaac Asimov

### **"It's gonna suck."**

Governor Gina Raimondo [D-RI] asking yet-more patience from the pandemic-weary as COVID gets worse.

### **"These decisions are never made lightly. We're parting ways with people we have worked with and who have made so many important contributions to ABC News."**

ABC News president James Goldston, announcing that, "Unfortunately, as we position ABC News for the future, we've made the difficult decision to reduce the size of our workforce in a few areas."

### **"It feels cool to walk away from the show on my own."**

My favorite radio talker Clark Howard, 65, who just retired his 30+ year daily national radio show. Every...single...time I've listened, he told me something useful.

His Clark.com will continue to be a useful resource. Clark's local work for WSB-TV and radio will continue.

**“His fair, thoughtful approach to regulation led to many common-sense reforms that were long overdue.”**

NAB President Gordon Smith, as FCC Chairman Ajit Pai [R] announced his resignation, effective January 20.

Some among us have been less sanguine, fretting that Pai’s FCC focused on Internet more than broadcasting. But big corporate radio applauded the 2017 decision to eliminate the Main Studio Rule, enabling further cost-cutting as radio de-localizes.



**Gary Berkowitz**

18h · 🌐



West coast Mainstream AC looking for its next morning show. Single talent and teams encouraged to apply. Medium size market. Not owned by large corporation. Scoped airchecks and resumes please to onairjobs1@gmail.com. Thank you. This is not a voice-tracking position. It will require re-location.

**“We want you back.”**

SiriusXM “Flash Sale” mailer I got, after I let my 90-day new-car freebie run-out.

**Get your first 12 months of SiriusXM for \$5<sup>per month</sup>**  
See **Offer Details** below.

- ✓ **Save 70%** off of the current monthly rate
- ✓ Plus save the \$15 reactivation fee
- ✓ That’s a **total savings of \$159** for your first year
- ✓ There are no cancellation fees — cancel anytime

The Select package includes all this and more:

- SIRIUSXM IN AND OUTSIDE THE CAR
- SIRIUSXM VIDEO
- XTRA CHANNELS
- ON DEMAND LIBRARY

And because Amazon figures that the TWO MILLION songs I already get free as a Prime member just can’t be enough...

**amazon music** **4 months for \$0.99**  
Limited time only. Cancel anytime.

Dear Holland,

As a valued Amazon Prime member, we have a special offer for you:  
**4 months of Amazon Music Unlimited for \$0.99<sup>1</sup>.**

Sign up today to get unlimited access to 60 million songs. Listen ad-free with offline listening and unlimited skips. Enjoy all the new releases with thousands of playlists and stations. With Amazon Music, you can even control your music hands-free with Alexa, included in the Amazon Music mobile app and Amazon Echo devices.<sup>2</sup>

**BENEFITS OF AMAZON MUSIC UNLIMITED**

- ✓ Unlimited access to 60 million songs
- ✓ Always ad free
- ✓ Offline listening
- ✓ Unlimited skips
- ✓ Hands-free listening with Alexa

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