

Holland Cooke Newsletter • July 2021

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Social Media “now much more powerful than” legacy media.

Bill O'Reilly, at the [Talkers 2021 conference](#) at Hofstra University

From his “Fireside Chat” interview with Talkers publisher Michael Harrison:

- “You can make money being an extremist. It’s an industry.”
- Advice to fellow talkers: “If you’re wrong, explain why. It makes you more human.” Example? His early support for the Iraq invasion, based on claims of Weapons of Mass Destruction. O'Reilly urges: “Say ‘I was wrong. Here’s why I was wrong.’”
- “Without Rush Limbaugh, who was the leader of the Conservative in America...it’s gone.” O'Reilly reckons that “there’s no politician who even came close to him. There’s no one on television who can touch him. And he had built that up over decades. It’s Balkanized now. Instead of one standard-bearer you have ten. And on television you don’t have any. Now the Conservative movement doesn’t have a leader.”

O'Reilly has four tour dates with Donald Trump, more if they go well. He urged the former president to fill-in-the-blanks and get his story on-the-record, which they’ll do in interview fashion. “It’s not gonna be a rally,” O'Reilly says he told Trump when pitching the idea, “and you’ll be paid an enormous amount of money to do it.”

See-and-hear more from Talkers 2021 at [Talkers.com](#)

“Alexa, play...everything.”

If you’re Amazon Prime, you can ask for 2 million songs. Not enough? If you haven’t yet, you’re about to receive this offer, which reminds me why I like working in News/Talk radio rather than music formats:

The image is a screenshot of an Amazon Music promotional offer. At the top, it says "4 months for FREE" in large blue letters. Below that, it says "Limited time only. Cancel anytime." and "Visit [amazon.com/trynow](#) and sign up today". The main part of the image is a comparison table between Prime Music and Amazon Music Unlimited. The table has three columns: the feature name, Prime Music (included with membership), and Amazon Music Unlimited (now 4 months free). The features listed are Songs, Latest Releases, Podcasts, Ad-Free Music, and Offline Listening. Prime Music offers 2 million songs, while Amazon Music Unlimited offers 70 million songs. Amazon Music Unlimited has checkmarks for all features, while Prime Music has a minus sign for Latest Releases and checkmarks for the others.

	Prime Music – Included with your Prime membership	Amazon Music Unlimited – now 4 months FREE ¹
Songs	2 million songs	70 million songs
Latest Releases	-	✓
Podcasts	✓	✓
Ad-Free Music	✓	✓
Offline Listening	✓	✓

Sign up now at [amazon.com/trynow](#)

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6 IDEAS IN 5 MINUTES

1. If you missed the Talkers 2021 conference at Hofstra last month...

...I did too! But I sent [this video](#), 4 minutes and 9 seconds well-worth your time. And there's more at [Talkers.com](#).

2. "Show up! If you want something, you have to go where it's available and grab for it. Nobody's knocking on your door to connect you to your dreams. You have to knock on theirs."

Chris Matthews, whose post-Peace Corps job was as a U.S. Capitol Police officer. And he knocked on enough doors there to end up working for four different members of Congress, including 6 years as Tip O'Neill's Chief of Staff, before becoming President Jimmy Carter's speech writer. His new book is [This Country: My Life in Politics and History](#).

3. Conservative talkers: Don't say "eviscerated" or "excoriated."

Angry overstatement validates the format caricature.

4. Conservative talkers: About Climate Change...

Though clichéd scoffing about "Global Warming" has become predictable on snowy days, the narrative doesn't mock oppressive heat as well. And with drought, hurricanes, tornadoes, and wildfires now seasonal, this observation:

- ABC, CBS, and NBC now regularly use meteorologists in weeknight newscasts. Norah O'Donnell has CBS2/New York's Lonnie Quinn on almost every night.
- Why? I can smell focus groups a mile away. Assume that the networks have ascertained viewer concern.

5. Shopping for bargains?

If you're Amazon Prime, you might not be aware of all your benefits. "Amazon Warehouse" is "where all the things returned to Amazon go to be resold...millions of used and open-box items sold at bargain prices," including digital cameras, TVs, and unlocked phones.

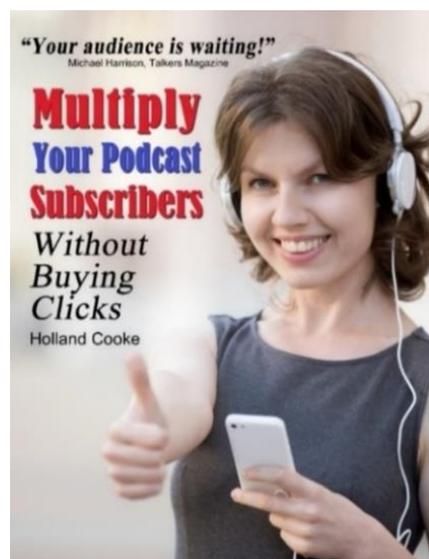
6. Podcasters: Social Media tactics to invite sampling:

Here are a couple useful lists of promotional tactics:

<https://buffer.com/library/promote-a-podcast/>

<https://castos.com/how-to-promote-a-podcast/>

From my E-book. Download your copy at [HollandCooke.com](#)



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Is your imaging boastful? Or benefit-laden?

A station I often hear pronounces itself "The Station of Record," a designation no authority has actually bestowed. Besides being bogus, this claim sounds dated. The Internet has made users the authority. When we can read online reviews, movie critics and Consumer Reports, etc. are old school.

Self-important station-centric claims ask listeners to care – even admire -- how WE are doing. Instead, explain how you help how THEY'RE doing.

- Describe how what-you-do is available. Specific goal: Invite more occasions of listening.
- Promo copy is listeners' instruction manual for using the station. Don't squander it telling people that you think you're mighty.

Does station promo copy contain unintentional put-downs?

Here's another misstep I hear in News/Talk stations' on-air imaging: Meaning-to-give-comfort-that the station will keep listeners well-informed, promos say "LISTEN AND LEARN," or offer that listening "WILL MAKE YOU SMARTER."

- Language like this can easily sound condescending. People don't tune-in to get educated. They listen to cope, because you accompany and entertain and inform and guide them.
- So, instead, sound enabling, by expressing benefit statements in listener language. "WE'VE GOTCHA COVERED, FIRST-THING-IN-THE-MORNING, AND THROUGHOUT YOUR BUSY DAY" says we've-got-your-back, without risking the inference that "you need to be smarter."

And the winner is...?

Your consultant remains bullish on "[Fox Across America](#)" host Jimmy Failla, "a fresh voice" in the estimation of an owner whose station's "on-air auditions of Talk Radio's rising stars" became a template for other Limbaugh affiliates. [Here's the video.](#)

Now the replacing-Rush story dwindles to a half-dozen would-be successor shows chasing the few remaining uncommitted affiliates. We hear less about stations doing what will always be radio's silver bullet as new audio competitors flourish: local programming.

	<p><i>“So, Rush Limbaugh was so big (and I'm not fat shaming here just referring to his ego, ratings and billing) that they got the bright idea to get two sorry schlubs to do Limbaugh's old show (Clay Travis and Buck Sexton - who?).”</i></p> <p>Jerry Del Colliano, "The Plan After Rush Limbaugh Replacements Fail," on his blog InsideMusicMedia.com.</p> <p>He notes that Audacy stations are replacing Rush with "gun toting Dana Loesch (taking bets on how long that will last?)." And he calls Westwood One's Dan Bongino, the Cumulus cram-down, "an unproven podcaster."</p>	 <p>Tweet</p> <p>Molly Jong-Fast liked</p> <p>Zachary Petrizzo @ZTPetrizzo</p> <p>Dan Bongino is the media loser of the day, as he has been touting for weeks that he is filling the time slot and filling the void of Rush Limbaugh -- but it turns out he didn't get the official gig.</p> <p>5:13 PM · 5/27/21 · Twitter for iPhone</p>
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“People lean into objective news sources to remain informed and none has been more dependable than WBZ NewsRadio.”

iHeartMedia Boston Market President Alan Chartrand, as the station kicked-off a 100-day celebration to mark the 100th anniversary of its first day of broadcasting on September 19, 1921.

Under previous ownership for most of those 100 years, WBZ's on-hour ID was something listeners-my-age can still recite: "WBZ, Boston, GroupW, a Westinghouse Broadcasting Station!"

Back to the future. At another iHeart station...

<  **Larry Weiss** 12h · 🌐

Sad to say this is the state of my beloved US commercial radio industry today. In Winchester VA, listening to the classic rock station, which has been running voice tracks from their co-owned country station! And these are not local "mom and pop" stations. They are both owned by iHeart Media, by far the largest radio company in the country. Clearly there is nobody in the company, locally or even regionally, monitoring content. This was not one track. It went on at least 30 minutes before I tuned out.

This month at HollandCooke.com

Click "For Sales" at the top of the page. No login, no Email, no spam.
Or if you're reading this as a PDF and you're online, click the graphic below



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SOUND BITES

"Travis and Sexton will find it challenging to attract listeners in an increasingly competitive and fractured media environment. Radio audiences plummeted during the pandemic, and winning them back won't be easy. Limbaugh also is a tough act to follow."

Forbes magazine

"You can't win if they expect you to be the same thing."

David Lee Roth, interviewed by Joe Rogan, explaining his 2006 failure as Howard Stern's radio successor

"They wanted me to go back to morning drive and I just can't."

Heidi Harris, explaining her exit from KMZQ/Las Vegas' mid-morning show on Twitter. "We parted as friends."

"Radio has generally been a very durable technology that has avoided the extinction some have predicted thanks to high-tech disruptions. And as the dominant player in the satellite space, particularly in the automotive marketplace, SIRI does have a measure of stability that investors can depend on to differentiate it from the other mishmash of streaming providers."

Kiplinger.com, touting SiriusXM stock among "10 Cheap Stocks Under \$10 the Pros Are Buying"

"a severe violation of our rules which merit the highest penalty available under the new enforcement protocols"

Facebook VP/Global Affairs Nick Clegg as Trump's 2-year suspension was announced this past month

"I was getting every single kind of question, mostly people who were a little bit confused about the mixed messages that were coming out of the White House and wanted to know what's the real scoop. I have a reputation that I respond to people when they ask for help, even if it takes a long time. And it's very time-consuming, but I do."

Dr. Fauci, as radio talkers were parroting the Fox News script that his Emails were somehow damning.

Station GMs who take-the-time to reply to complaint Emails know how much those-who-took-the-time to write appreciate it.

"We have a clear path to pull this election down. And it's a fact we have evidence that will be not 8-1, remember, it will be 9-0, down comes election. In August, here comes Donald Trump, our real president who won this election by 80 million to 68 million."

MyPillow CEO Mike Lindell, on Steve Bannon's "War Room: Pandemic" podcast, CONVINCED that Trump will return as president in August, saying there is a "clear path" for him back to the White House...although the Supreme Court is on a 3-month summer recess.

"I do not want to see the Republican Party ride to political victory on the Four Horsemen of Calumny—Fear, Ignorance, Bigotry and Smear."

U.S. Senator Margaret Chase Smith (R-ME), the only woman in the U.S. Senate in 1950, warning against Sen. Joseph McCarthy (R-WI)

"My entire politics is premised on the fact that we are these tiny organisms on this little speck floating in the middle of space."

Barack Obama, interviewed by The New York Times:

"The differences we have on this planet are real. They're profound. And they cause enormous tragedy as well as joy. But we're just a bunch of humans with doubts and confusion. We do the best we can. And the best thing we can do is treat each other better, because we're all we got."

"A liberal is a man too broad-minded to take his own side in a quarrel."

Robert Frost