

Holland Cooke Newsletter • November 2021

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“I’m going to make my medical decisions after consultation with my doctor – and it won’t be forced onto me by the CEO of a company that I’ve never met or knows nothing about me.”

KVOR/Colorado Springs host Jeff Crank, among Cumulus employees fired for not complying with the company vaccine mandate.

Citing fresh research in a CNBC interview, pollster Frank Luntz offers “CEO language” that works: “We respect the choices our people make, but it is our responsibility to keep everyone in our community safe and healthy. That is our first priority.”

He says CEOs need to demonstrate that they are “listening to our people, our customers, and the communities they serve.”

“America is running out of everything.”

Dealers want to buy your car. Paper towels and toilet paper are getting scarce again. Need to replace the dishwasher you KO’d during the shutdown? Lotsa luck. In [The Atlantic](#), Derek Thompson asks: “Is it just me, or does it feel like America is running out of everything?”

“The global supply chain is slowing down at the very moment when Americans are demanding that it go into overdrive.” The pandemic triggered a buying spree, fueled by government relief checks. Too few workers were – and are -- working to replenish inventories. COVID has thinned the employee herd, and many of those who can work are picky, or wary.

“This is the Everything Shortage.”

Even if the world’s conveyor belts hadn’t shut-down during the shutdown, there aren’t enough truck drivers to deliver. Help Wanted: some 60,000 openings in the USA, because the workforce had already been aging-out pre-pandemic. And Department of Transportation pre-employment and yearly random drug tests: Say hello to legal weed. Then, like many businesses, driving schools closed. And trucks themselves are hard to assemble or maintain without parts.

One level upstream, what Thompson calls “the purgatory of loaded cargo containers stacked on ships bobbing off the coast of Los Angeles and Long Beach,” where, like everywhere else, there aren’t enough workers.

Santa: Suit-Up!

Spoiler Alert: Tell your young children to stop reading.

Saint Nick isn’t at the North Pole. His workshop is in Asia, and “with demand surging in the United States, shipping a parcel from Shanghai to Los Angeles is currently six times more expensive than shipping one from L.A. to Shanghai.”

Various talking-head economists and exasperated retailers we see interviewed urge we should be holiday shopping NOW. Local radio should relate pertinent information, not just the wall-to-wall Christmas playlist FM will dust-off any day now.

Be known for knowing what’s-up, locally.

This story has legs. Like the pandemic that precipitated it, the Supply Chain slowdown is a years-long event which will continue to interrupt and change listeners’ lives; and reward smart advertisers.

- Remaining local DJs, hosts, news people (and podcasters): You will be conspicuous and helpful and quoted (and shared) if you tell stories, and invite listeners to: anecdotal stuff about problems and solutions.
- Sales: Brainstorm this. Which businesses HAVE what’s scarce elsewhere?

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4 IDEAS IN 3 MINUTES

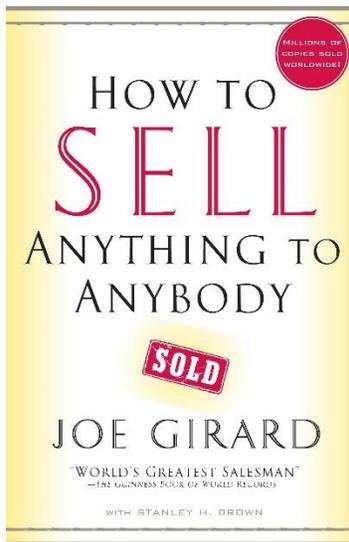
1. For the station web site, masthead if possible, or in a vertical column above-the-fold...

...create a graphic that links to a page of COVID information (national and local stats, where-to-get tested/vaccinated) and same info for flu, which is gonna be a bugger this year, after a no-show last year when we were shutdown, thus not building immunity. Link-to or cull-from existing Public Health assets.

Sell a page sponsorship. Then, tag COVID and flu stories in local newscasts with a plug for it.

2. Highly recommended reading.

I read this when it first came out (late 1970s), and it has made me alotta do-re-mi.



3. Remaining news people: Avoid "hollow words."

Copy about "the shooting incident" would be better without "incident." Instead of "thunderstorm activity," say "thunderstorms."

4. Podcasters: Cool story-telling technique...IF done right...

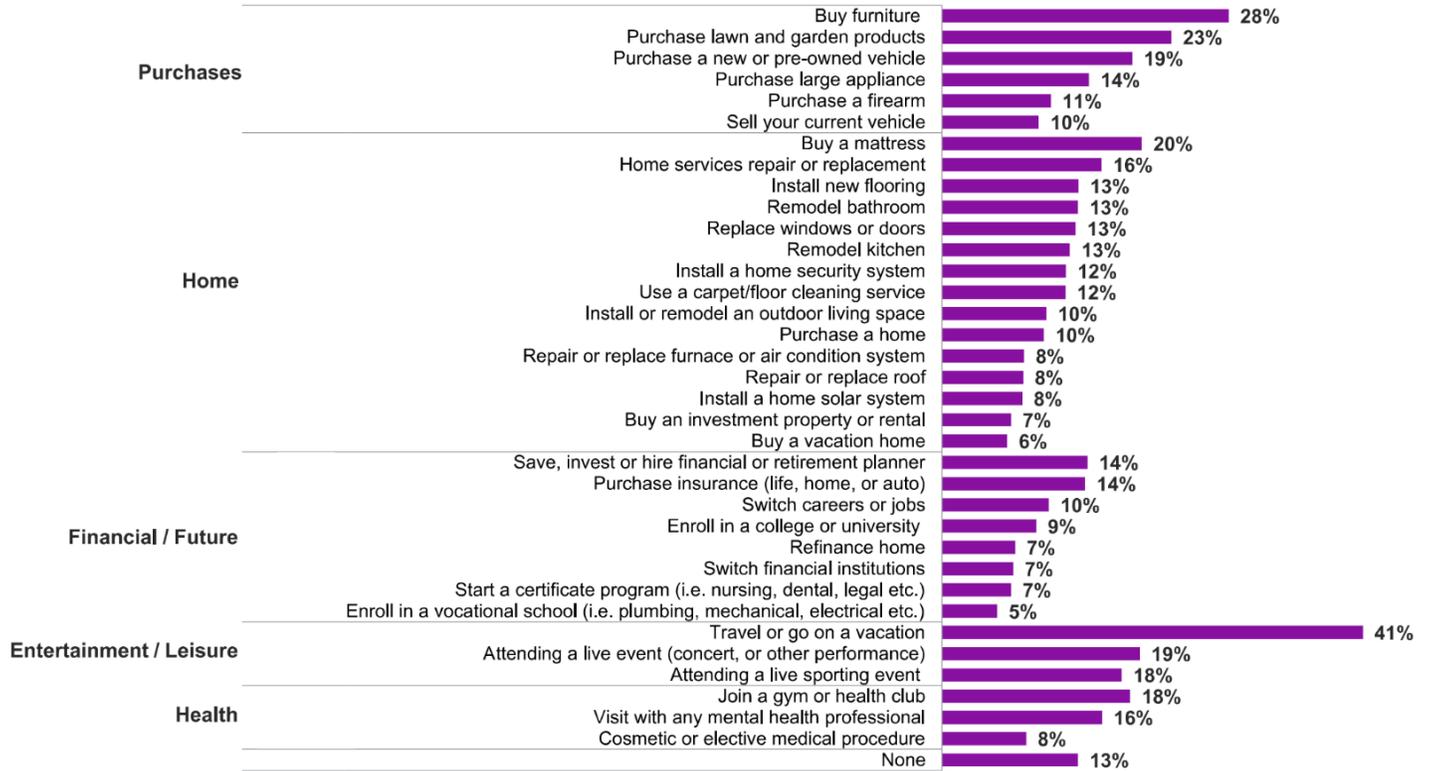
...page 14: Click to download at HollandCooke.com



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Which of the following is your household planning to purchase (or do) in the next year?



Source: Futuri Media + Smith Geiger Group [“Future of Audience and Revenue Study 2021”](#)

HOW TO RECOGNIZE A FAKE NEWS STORY

- 1 READ PAST THE HEADLINE
- 2 CHECK WHAT NEWS OUTLET PUBLISHED IT
- 3 CHECK THE PUBLISH DATE AND TIME
- 4 WHO IS THE AUTHOR?
- 5 LOOK AT WHAT LINKS AND SOURCES ARE USED
- 6 LOOK OUT FOR QUESTIONABLE QUOTES AND PHOTOS
- 7 BEWARE CONFIRMATION BIAS
- 8 SEARCH IF OTHER NEWS OUTLETS ARE REPORTING IT
- 9 THINK BEFORE YOU SHARE

HUFFPOST.COM



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Radio talkers: Are you flunking the Rorschach Test?

Is that ink blot a butterfly? Or Satan? Some psychologists use the Rorschach Test to analyze personality characteristics and emotional function, especially when patients are reluctant or unable to describe their thinking process openly.



We see what we want to see.

And we hear what we want to hear, as Talk radio assures those dug-in that "It's not YOU, it's THEM!" And "they" don't simply view things differently, they're wrong. And bad people. Grrr...

Beyond grievance and resentment over man-made issues, we also quibble over super-human phenomena, undaunted by data on threats like COVID and Climate Change. Affirmation trumps information that challenges predispositions, the opposite of curiosity.

"Absolute Proof" from the My Pillow guy was to deliver a 9-vote Trump reinstatement August 13, even though the Supreme Court was in three-month summer recess. He now says it'll happen on Thanksgiving, when justices are home carving the bird.

Cable and radio hosts double-down for the sake of doubling-down.

Turn-it-up-to 11 to cut-through the clutter.

Consumers so clearly favor interactive media, and Talk is SO advantaged over other formats because it is two-way radio. Yet there's more monologue than dialogue. Rather than listening, we talk. It's easier to argue than assess.

Rather than inviting consumers' ingenuity to fix what's-broken, the day after day drumbeat is that today is worse than yesterday and tomorrow will be worse than today. Our grandchildren are screwed. Stop the tape. If you're reading this you are too young to remember when we were the as-yet-unborn grandchildren doomed by then-dire predictions. Inflation happens; as does life-enhancing, life-extending technology.

Is The Sorehead Show still a business?

It's still making money for me, for now. And a businesslike approach will produce better results than zealotry, of either political stripe. Remember Air America? You can't save the world, but you can save the radio station.

- ICYMI: Recently, I outlined specific Sales tactics for garden-variety Conservative radio.
- And fundamentally, Programming remains the process of converting Cume to Quarter Hour (existing Cume, since Promotion budgets got clobbered; and given Talk format demographics). One problem...

Facebook stokes angst more-efficiently than Talk radio.

Its algorithm extends use by delivering more-of-the-same. But sounding SO like-yesterday harms radio Time Spent Listening.

When the daily downer rundown ticks-off familiar angry catch-phrases, we're too instant-gratification. The #HopeForTheWorst like-minded can quickly check-in and be reassured that life has gone-to-hell in fewer minutes than ratings methodology rewards. And fewer of advertisers' spots get heard.

Make room for the possibility that people are willing to be happy, especially after all we've been through lately. When Justin Trudeau explains COVID protocols as "how we're going to finish the job," he gives Canadians something to look forward to. Satan: Beware the butterfly.

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Music Radio: Being Eaten Alive



1. Speak less.

Let your results talk for you.

2. Listen more.

You can not learn if you do not listen.

You can not GROW if you do not LEARN.

3. React less.

The less you react, the better you can respond.

4. Observe more.

The more you observe, the clearer the situation.

The clearer the situation, the better your reaction.

The better your reaction, the better your RESULTS.

“The World’s Greatest Salesman” Joe Girard (see page 2).
I posted this on Facebook, but not everyone who “Liked” took the hint.

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SOUND BITES

"Meds made easy."

SUPERBLY-crafted copy for Capsule.com, "the pharmacy that hand-delivers your prescriptions, the same day, for free -- all from your phone."

- "We deliver your medication whenever you need it. Capsule is always free and your copay will not change."
- "We handle your insurance. All you have to do is schedule delivery."

Describe local advertisers this well and everyone wins.

"Give the gift that lasts forever, a tattoo."

Spot for Octopus Ink on client stations WGVA/WAUB

"Stand with..."

The Glenn Beck drinking game.

Knock-one-back every time he pleads that you "Stand with..." him or others embracing crusade du jour.

You'll be hammered in no time.

"What flexibility do you have?"

Better way to haggle over price than "Do you have flexibility?"

Assume there's wiggle room.

If your offer is rejected, ask, "Is there a price you would accept?"

(Kiplinger's Personal Finance Adviser)

"This is the single greatest tragedy that has ever befallen the state of Texas most likely."

Dr. Peter Hotez, Co-director of the Center for Vaccine Development at Texas Children's Hospital, reacting to Gov. Greg Abbott banning coronavirus vaccine mandates as his state neared 70,000 Covid-related deaths.

"We're going to have to come to an agreement quick."

Westwood One's Dan Bongino, unwilling to comply with Cumulus Media's vaccine mandate. And, yes, grammatically, it should be "quickly."

Claiming "I'm not here for PR stunts or any crap like that," he spoke of "a lot of stuff going on behind the scenes," and told listeners "if the show disappears from the air...you know why." Still, I stand by my earlier prediction that Charlie Kirk will be the first of the I'm-the-next-Rush Limbaugh shows to tank.

"In the name of God, I ask the technology giants to stop exploiting human weakness, people's vulnerability, for the sake of profits without caring about the spread of hate speech, grooming, fake news, conspiracy theories, and political manipulation."

Pope Francis

News travels fast these days. You don't need to switch on the TV or listen to the radio when everything's available on the internet. Advertisers know that, too, and have been taking their dollars elsewhere. As a result, traditional broadcasting is fading out, and opportunities in radio, local TV and cable are scarcer than they used to be and not as lucrative."

"Whatever You Do, Don't Study This in College" at MoneyWise.com:

- "Think carefully about your choice so you can actually pay off your student debt."
- "Instead, study: marketing or technical writing."