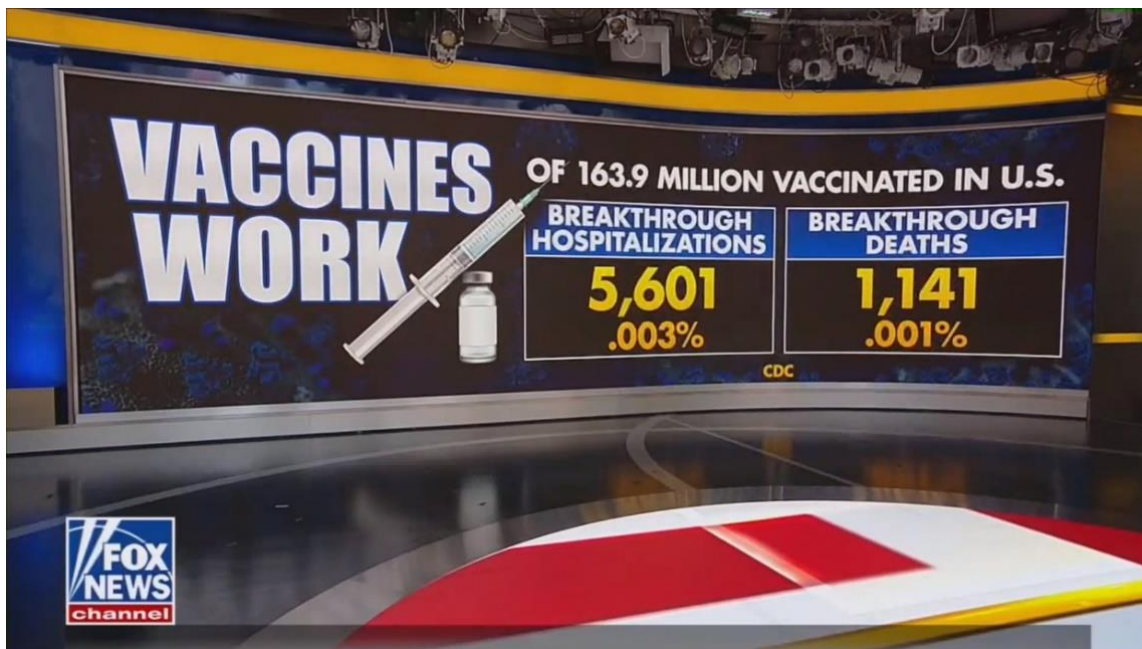


Holland Cooke Newsletter • September 2021

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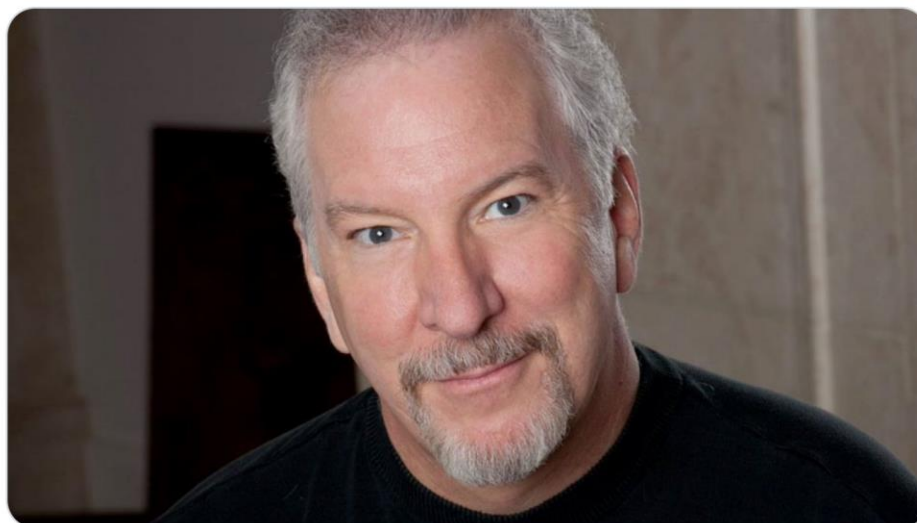


“We’re actually repositioning and pivoting the whole brand to stand for the active and casual lifestyle.”

Kohl's CEO Michelle Gass, interviewed on CNBC.

Her snapshot of The New Normal: “We’ve done some research, and 40% of people said that they’re not going to go back to the way they dressed pre-pandemic.” It’s a lot of work for the clothing industry to pivot, retooling manufacturing and moving physical product, to respond to consumers’ new wants and needs. Because media content is simply ideas, we too can turn-on-a-dime...if we’re honest.

In December 2020 he tweeted: "I have a very low risk of A) Getting COVID and B) dying of it if I do. Why would I risk getting a heart attack or paralysis by getting the vaccine?"



RIP Nashville talker Phil Valentine, 61. And on his radio show in Florida, Dick Farrel called Dr. Anthony Fauci “a power tripping lying freak,” and Farrel said that no one should get the coronavirus vaccine. This past month, he also died from COVID complications, 65.

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4 IDEAS IN 3 MINUTES

1. Furnishing a home studio or home office? Save BIG...

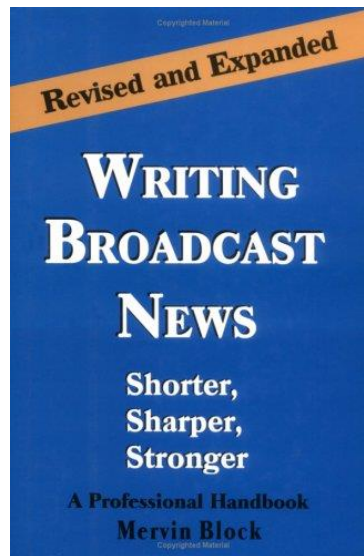
...by shopping at an office furniture liquidation store.

The pandemic shutdown left many in permanent work-at-home mode, and some companies are downsizing their office footprint, or closing offices entirely. So stores have lots of inventory, much of it in good-as-new condition, available at half what you'd pay new retail.

2. Sales lead: Idea #1, above.

3. Remaining news people: Read...no, DEVOUR, this book.

IF you can find a copy. Expect inflated college-textbook prices on Amazon, and it'll be worth every penny. If you only read Chapter 3, you'll write like a news rock star.



4. Podcasters: Read...no, DEVOUR, this book.

Click to download: HollandCooke.com



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“And while I have you...”

Snapshots of the status quo:

- Stations with local talent – characters familiar and visible to and interacting with listeners -- are conspicuous, compared to robotic AM/FMs and digital competitors.
- Talk radio is advantaged over music radio. It's never on-in-the-background. And at its best, it makes the audience the show. People are no longer content to merely consume media. They love selfies.
- Digital media shares SO well. When broadcasters “go viral,” users are evangelizing for us.
- Many stations’ promotional budgets are near-non-existent.
- We need revenue from digital.

Make your work count twice.

Or three times.

When you're out-and-about – news people covering, for instance, the City Council meeting – or hosts and DJs on the midway at the county fair -- use that thing-in-your-pocket-we-used-to-call “a phone” to gather vox populi. Ask them...something else.

Radio talkers I work with are familiar with “The Bonus Question” I recommend asking, in addition to topic du jour. Give callers two reasons to show up. Two Bonus Question examples, which lit-up the lines for a Dallas host I coach:

- As wildfires rage out west: “If you had ONE MINUTE to evacuate your house, which you might never see again, what would you grab?” Local accents localize The Big Story Elsewhere.
- “How are YOU feeling inflation?”

Every caller told a story; and some called because of the Bonus Question, offering no take on topic A.

Do this in person.

As attendees are chatting after the City Council meeting adjourns, or when you're appearing...wherever, ask such a question. Gather and montage and “productize” responses.

- News people: You'll harvest man-on-the-street actuality for newscasts.
- Or create a recurring weekly or daily feature, which can be title-sponsored. Think well-edited 30 or 60-second vignettes that fit in a spot avail, essentially commercials disguised as info features. And if you do...

Want to go-viral?

If those you interview are on Twitter, include their @handle when you Tweet-out a link to the vignette. Their moment in the spotlight. They'll re-Tweet to their followers.

And that Tweet can contain the client's @handle and short slogan. The Patio Center at East Texas Brick is too busy “making your outdoor space your favorite place” to produce this podcast. You can.

See you in Sin City? Not if you haven't had The Jab. If the pandemic resurgence doesn't scotch the NAB Show/Radio Show in October -- and/or the Consumer Electronics Show in January – both are requiring all attendees to present proof of vaccination. Expect similar restrictions elsewhere.

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Commercial Copy: Sell Like Hell.

Click either graphic below for several “instant Sales meeting” videos.

Don't describe a home alarm system.

Talk about “protecting your family.”

Commit “The 7 Deadly Sins!”

- **Gluttony:** (More! More! More!)
- **Greed:** (“You deserve it!”)
- **Sloth:** (“Why bother? We’ll do it for you!”)
- **Envy:** (“Wait’ll your neighbors see!”)
- **Wrath:** (“Fight-back against high energy costs!”)
- **Pride:** (“Give your lawn that country club look.”)
- **Lust:** (“You’ve always wanted...”)

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Selling The Sorehead Show

Face facts:

- We live in a divided America. Many are dug-into “rigged election” and similar grievance mantras, and demonizing Dr. Fauci.
- Say “Talk Radio,” and you conjure a caricature. A decade ago Rush Limbaugh’s Sandra Fluke faux pas scared-away major advertisers who never came back.

This can still be a business.

- Before the band lost its lead singer I was always impressed when I heard affiliate station reps “calling from The Rush Limbaugh Show.” For the same reason, smart sellers are “calling from [name of NFL team] radio” this month.
- Affinity = entre.

Buyers don't buy what you sell.

They buy who you are. So prospect the like-minded.

- Low-hanging fruit: Stores that fly big American flags; although car stores — many of which do — might have inventory issues now. Many retailers are in the same predicament, as the supply chain is still reeling from pandemic shutdown.
- Look the part. Wear the flag lapel pin. But keep it nondenominational and skip the Mike Lindell prop cross. Many retailers might worship elsewhere, and/or not appreciate trading-on The Lord’s name, and/or not want to be preached-to.
- Otherwise don’t be subtle. To receptive retailers, BE, for instance, “The Patriotic Blowtorch of the Red River Valley, the Beacon of Faith, Family, Freedom and the enemy of fake news and the cancel culture.”

A\$\$\$\$ your a\$\$et\$.

- Fox News, still. Though the brand never fully recovered from the scorn they earned by reporting 2020 election results, it’s still rightly radio’s on-hour best bet “for a quick update, throughout your busy day.” Selling a 10-second sponsor ID plays radio’s frequency game nicely, and there’s room for a succinct slogan, i.e., “The Patio Center at East Texas Brick, making your outdoor space your favorite place!”
- And sell title-sponsored “Alerts.” Let a sponsor own bulletins, the way that many snowbelt stations title-sponsor blizzard cancellations.
- Sell guns. You saw those January 6 rioters. Many others are THAT crazy, and the rest of us are increasingly fearful. For two decades I’ve recommended “Gun Talk with Tom Gresham,” appointment listening on the weekend. The first sale most affiliates quickly make is learn-to-shoot lessons.
- Churches: Post-pandemic, they’re passing-the-plate again. I’m NOT saying air live longform Sunday morning services, which are terrible radio and hurt Monday tune-in. Instead, think ROS spots, 60-second sermonettes, much better exposure for the client.
- Brainstorm other opportunities.

Useful copy points:

- Advertisers’ wares/services are “common sense” solutions.
- For legacy businesses and methods: “the way it’s always been” (among various homespun MAGA-compatible winks I’ve caught from Food Network’s “Pioneer Woman,” who sure understands her audience).
- “Family”

Pandering may get the order, but results earn renewals.

I recommend specific copy points in the video “[Make Money with Endorsement Spots.](#)” Click “[For Sales](#)” at the top of the page at [HollandCooke.com](#)

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SOUND BITES

"Trust your source. Trust your decisions."

Wall Street Journal subscription pitch

"Wear your heart on your skin."

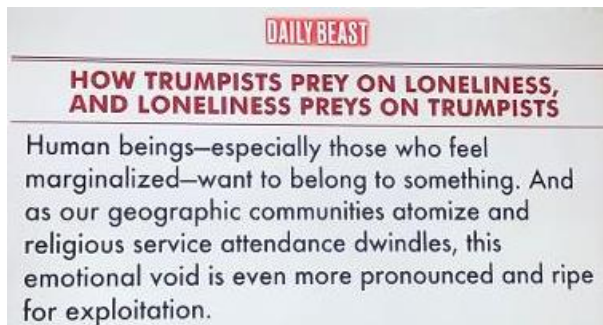
Copy point from Octopus Ink tattoo company, advertising on client WGVA/WAUB

"Listening may have migrated into the home during the past year via smart speaker or mobile device, but now we're tracking the audience shift back to pre-pandemic habits with in-car and out-of-home consumption increasing."

- Nielsen Audio managing director Brad Kelly, citing the Audio Today 2021 study, a June online survey of 1,000 Persons 18+: "9-in-10 now feel life is becoming more normal, and they're resuming pre-pandemic activities, spending and listening."
- "Among the employed, two-thirds are now working outside the home, up more than 70% since the height of lock-down in the spring of 2020. As a result, the AM/FM radio audience just recorded its highest levels in over a year across Nielsen's PPM markets."

"The card you select will be carried by Patriots all around the Country. They will be a sign of your dedicated support to our movement to SAVE AMERICA, and I'm putting my full trust in you."

Fundraising Email hawking Official Trump Cards, "which will be reserved for President Trump's STRONGEST supporters."



"After Donald lost, he should have been rendered completely irrelevant. It's the Republican party that keeps him relevant. We ignore him at our peril."

Niece Mary Trump, author of "[Too Much and Never Enough: How My Family Created the World's Most Dangerous Man](#)" and the new "[The Reckoning: Our Nation's Trauma and Finding a Way to Heal](#)."

"They can't figure out who won the election or that vaccines work but sure, let's get their input on Afghanistan."

Colorado State Rep. Steven Woodrow (D), on Twitter.



Whiskey Tango Foxtrot America 
@RayCavemanH3

Replying to @POTUS and @BriteDaizAhead

I served 13 yrs Army & as a disabled Veteran I applaud you Sir for making the right decision.

NO MORE America lives should be lost to protect people who will not stand up to fight for themselves.

7:16 PM · Aug 16, 2021 · Twitter for iPad