

# Severe Weather is The New Normal.

By consultant Holland Cooke

Each night's network TV newscast can make you "thankful that we don't live THERE..."



Following an oppressive early-season heat wave, hail – some baseball-sized – had parts of Texas looking more like Christmas than Memorial Day weekend. About a million businesses and homes lost power, and many are still dark, with more gnarly weather on the way.

Much of the USA was already reeling after tornadoes swept through Oklahoma, Arkansas, Missouri, Kentucky, North Carolina and Virginia. At least 25 died over the holiday weekend. Only halfway through the season there have been 850+ confirmed twisters. You've seen video from Illinois, Iowa, Nebraska, and elsewhere.

More severe storms and flooding are forecast.

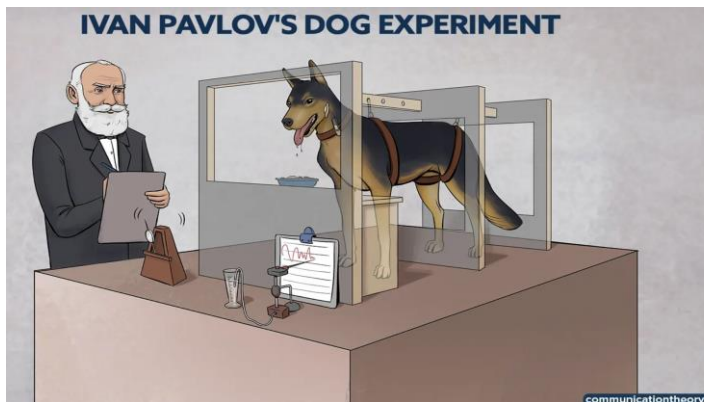


Homes have collapsed on the Carolinas' Outer Banks and other places vulnerable to coastal erosion. As is seaside New England where I live; where we're bracing for what could be an eventful June-through-November.

Even if things are just fine where you are, it's vacation season, when severe weather elsewhere can impact listeners' travel plans as flight cancellations cascade.

Weather on smartphones? Sure, until the network tanks, and batteries die. But trusty radio is still there.

**Weather is the #1 reason people watch local TV news, and can earn you more Occasions of Listening in-car...IF you are known-for weather. Here is a simple, proven tactic.**



You've heard of "Pavlovian response?" The psychological term is Classical Conditioning.

Dr. Pavlov would ring a bell at feeding time. Eventually, simply hearing the bell, dogs would salivate. Similarly -- and regardless of your weather source -- you can make your station a more conspicuous weather appliance by using a subliminal sounder as your deliver the forecast.

Even just a smartphone-alert-type "ding" will do. Better, if your jingle package includes one: a station logo.

If you're a News/Talk station, DON'T assume that you're the weather station. If you're a music station don't assume that you can't be.

Weather is a powerful information hook, and there are others that can earn you more Occasions of Listening: [getonthenet.com/The-Local-Radio-Advantage.html](http://getonthenet.com/The-Local-Radio-Advantage.html)

Holland Cooke ([HollandCooke.com](http://HollandCooke.com)) is a consultant working the intersection of broadcasting and the Internet. He is the author of "[The Local Radio Advantage: Your 4-Week Tune-In Tune-Up](#)" and "[Close Like Crazy: Local Direct Leads, Pitches & Specs That Earned the Benjamins](#)" and "[Confidential: Negotiation Checklist for Weekend Talk Radio](#)." Follow HC on Twitter @HollandCooke and connect on LinkedIn