



Talk Radio, Internet

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Stop! Hey, what's that sound...

By media consultant Holland Cooke • 04/23/13

George Harrison wrote, "It's been a long, cold, lonely winter." If you live in New England, you can identify. If you live in Minnesota, you're still coping. Summer can't come soon enough.



And to get you salivating, RadioInfo is offering "[The Classic Rock Summer of '13 Kick-Off](#)," a two-hour special, FREE, no network commercials, market exclusive.

Full disclosure: Regular readers and Talkers event attendees have surmised by now that publisher Michael Harrison and I are amigos. Ditto gifted Nick Michaels, his co-host for these two tasty hours. But this is NOT a plug for the show.

This is a warning.

I grew up about a mile from the present day Talkers/RadioInfo mother ship in Longmeadow MA, I get back there often, and I always try to catch-up with Michael when in town.

Last week, when I begged for a sneak preview over lunch, he said he'd Email me a link, which I got moments after I began my hour-and-forty-five-minute drive back to Rhode Island.

Then, hooked, I spent 15 minutes in a parked car, for the remainder of 2 hours of "car radio," delivered without an AM/FM transmitter, and which I'd been able to pause during a pit-stop.

The genie is LONG-since out-of-the-bottle.

Pandora's been in the dashboard for several years now. Aux jacks got there years earlier. Whatever is on my iPhone comes out my dashboard speakers, when I plug that cord into what we used to call the cigarette lighter.

AM/FM's incumbency is Good News/Bad News:

- Good News: All that Arbitron/Edison Research data demonstrates that radio is a superb companion medium to direct attention to the Internet.
- Bad News: Listeners ARE wandering-off. Want to feel like you're in an iPod/iPhone/iPad commercial? Leave home.

[At the recent NAB Show](#), a session on AM radio viability concluded: maybe not.

And the unprecedented behavior shift that began back with Walkman, and accelerated so wildly with iPod, continues. Who needs FM for music?

A half dozen years ago, Michael told anyone-willing-to-listen that "Talk saved AM radio and it will save FM." And he described "the media station" I listened to in-car that afternoon.

Two opportunities:

1. Survival...IF what's coming out the AM/FM speaker is engaging and relevant and supportive of the blurry life of the busy in-car listener retailers want to see pulling into the parking lot. So, as you listen to your aircheck, ask yourself: "Would he/she want me in the passenger seat?"
2. Be the Program Guide. In Sales meetings at client stations, we target local retailers with great web sites. Then we ask `em: "If we don't tell our listeners, how will they know it's there?" What other content – programming which, in-its-entirety, never passed-through the transmitter – can you use the transmitter to offer?"

As I write this, CNBC is reporting that "Netflix now as almost as many subscribers as HBO."

Somethin's happenin' here. What it is couldn't be more clear...

Read more at www.HollandCooke.com, and follow me on Twitter @HollandCooke

See also:

- **So You Want to be Syndicated?** <http://www.talkers.com/2013/03/05/so-you-want-to-be-syndicated/>
- **Are You Doing BOTH Kinds of Radio?** <http://www.radio-info.com/2013/01/21/are-you-doing-both-kinds-of-radio/>
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