

Holland Cooke Newsletter • June 2022

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Inflation, Stay-cation, Information

No two summers have been alike since COVID upended listeners' lives and retailers' businesses. So connect the dots:

- Gas prices and pricier airfares are scotching getaways many hoped for. Are there family day trips and local attractions that locals might take for granted, or not know about? "Fun-formation."
- Inflation is pinching everyone in every way...including YOU. Notice how you yourself are coping, and share on-air. And interview locals who can suggest money-saving life hacks. Including...
- ...advertisers you have made household names. Airing their advice will result in "I heard you on the radio."
- Start with financial advisors. Heavy AM/FM users are in the worry-about-IRA/401K demo.'

It's a safe bet that Talk radio listeners have the gloom-N-doom script memorized. Stuff like the above HELPS them.

"I know what transformational moments feel like, and now we're in one...on the cusp of the best era for radio and for audio."

Glass-half-full assessment, from ex-AOL, ex-MTV executive Bob Pittman, now iHeart CEO, at the NAB Show

NAB, Long Time No See

You got my May newsletter early, as I was en route to Las Vegas. After 3 years we had some catching-up to do, and did.



For the day-by-day reports I filed for Talkers magazine, click:

- ["What Business Are You In?"](#)
- ["Megatrends in the U.S. Audio Listening Landscape"](#)
- [Sound Bites That Say A Mouthful](#)
- [Straight Talk About Employee Wellness & Mental Health](#)

Or scroll down the home page at HollandCooke.com.

June? So soon? Reminder to baseball stations: Update in-game spots that say "Baseball is Back!" A welcome message in April, but two months later, advertisers' commercials could be going-in-one-ear-and-out-the-other.

Top Ten Radio Formats?

Format – Number of Stations	Apr-21	Mar-22	Apr-22
1 Country	2207	2177	2181
2 News/Talk	2023	2031	2032
3 Religion (Teaching, Variety)	2010	2003	2001
4 Contemporary Christian	1316	1324	1325
5 Spanish	1232	1255	1255
6 Variety	1254	1244	1242
7 Classic Hits	1163	1189	1187
8 Sports	656	639	637
9 Classic Rock	590	623	625
10 Top 40	620	608	609
Source: Precisiontrak.com			

Radiolnk.com graphic

"Hey Mom, what's a radio format?"

Daughter: Alexa play Let it Go.

Me: when I was your age I had to call the radio station, wait on hold for 30 mins to request a song, then sit by my boom box for an hour with a blank cassette tape for my song to play so I could record it.

Daughter: I don't know what that means.

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5 IDEAS IN 4 MINUTES

Your mileage may vary.

1. Father's Day is June 19.

- Sure-fire call-in topic: "The best advice he ever gave me..." Some callers will tell laugh-out-loud stories everyone can relate to; others will be in tears. You'll save the aircheck.
- And play – yes, Talk Radio, play the WHOLE song -- "[Color Him Father](#)" by The Winstons and "[The Men in My Little Girl's Life](#)" by Mike Douglas, both tear-jerkers that'll have listeners sitting in parked cars with the key on Accessories.

And if you're fortunate to still have your Dad, give the lug a hug.

2. How Email can pump-up your podcast audience:

Research reveals:

- 5 Ways to Increase Your Email Opens, and
- Best Time of Day to Email.

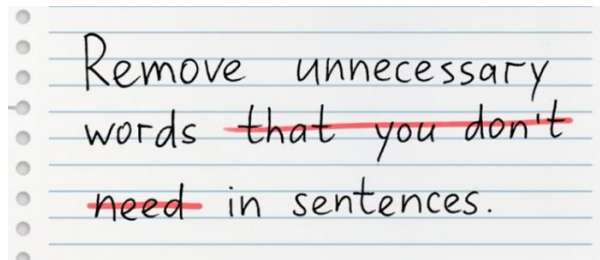
[Free download](#), when you take my quick survey on the home page at HollandCooke.com

3. Do "digital" timechecks.

Various verbose ways I heard one host tell me what time it was this morning included:

- "Seven fifty-three now the time..."
- "Three-and-a-half minutes before we get to eight o'clock..."

Innocent rookie stuff, but – doing as many airchecks as a morning show should – this sends the wrong message to the listeners who matter most to advertisers. Delivering at-the-speed-of-life won't turn-off the elderly. But we want to avoid sounding elderly and imprecise to the busier retail consumers we want listening habitually.



Instead: Do "digital" timechecks – "Eight-forty-two on WXXX" -- just like the display on the dashboard and microwave oven and all the other places time is displayed in the listener's life.

Consider installing a simple device like this, which your consultant fabricated for a client station:



4. Sales prospect: Local businesses that do what Legacybox does.

FIFTEEN WEEKS after I sent Legacybox my stuff, I inquired, and "Brad" sent me this:

Thank you for reaching back out to us. I'm sorry that your order is taking longer than estimated. Currently, we're experiencing our peak processing time – meaning that most orders in our facility will be here for up to 17 weeks. I anticipate another 3 weeks till it is completed and ready to ship.

National media does well selling **products**, most of which aren't manufactured locally. Local media does best selling **services**, which are inherently local. National advertisers selling services are disadvantaged, because the Help Wanted sign is everywhere, the U.S. Postal Service is crippled by politics, and supply chain issues haunt every industry.

- Tip for local Sales reps: Prospect local businesses that do what Legacybox does, digitizing precious memories. The oxide is literally falling-off cassettes and reels of our old airchecks and VHS tapes of loved ones long-gone; and 35mm slides and photos are physically deteriorating. So the offer is appealing, but Legacybox service is appalling.
- Because Legacybox is a big network radio buyer, you're probably hearing their ads on your station; and there is something we can do about listeners we disappoint by airing spots for THIS advertiser: Offer them a better deal.
- Is there a local retailer who does the same thing? If so, script their spot aggressively, talking about how Legacybox takes months, compared to how the local business will turn-quicker. "Don't mail-away your memories. Hand them to Fred and Lucy, who will take good care of them."
- Local radio will always be local advertisers' best bet for slugging-it-out against the Big Box. So brainstorm who else, locally, can out-deliver big national service advertisers.

5. Sales prospect, for your station, and for you personally: Used music/video stores.

Spring cleaning! And my utterly cluttered home office was long overdue. During the 4+ years an abruptly concluded TV career ate 3 days of my week, that room became a catch-all I swore I'd catch-up-with...eventually. The future is now.

It pays to advertise (on radio). I had heard spots for [The Time Capsule](#) on WPRO, where much of what I sold was acquired from the record guys who bopped-in every week when I was Music Director during "Pro's" 1970s double-digit heyday as "Full-Service AM." And if that format name doesn't make you wistful, picture this: Many of the 45s were adorned with hand-written call letters of other stations allegedly playing the songs being pitched.



Undaunted by telltale white labels and "Not For Resale" stickers, longtime proprietor Bob flipped through the LPs, many still sealed.

When I asked him what-moved-best, his quick reply was "You won't be surprised." Hits. Which I expected.

So I had packed boxes accordingly: 3 virgin Doobie Brothers albums, then I slipped-in a A&M Liza Minelli "Four-Sider," then a couple Manilows, then a Tavares 12" disco-mix single, then Tammy Wynette, then Bad Company, etc. Like a DJ or host angling for just-another-minute-of-attention, I kept Bob flipping. He perused boxes of 45s as deliberately.

"I'll give ya \$100 for the albums, and \$100 for the singles, and I'll give you \$20 for the videos...I can probably sell a couple of 'em." VHS classics included "Casablanca," "The Maltese Falcon," "The Graduate," and "Annie Hall;" and a handful of DVDs, "content" now available "non-owned."

SOLD. I departed The Time Capsule with eleven \$20 bills from a huge wad in Bob's pocket.

And as I burned rubber, I couldn't help but think that, somewhere, out there, some Time Capsule shopper – a fellow salt-N-pepper Rhode Islander – will see my name label stuck to his purchase, and feel like George Costanza buying Jon Voight's car.

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To reach Mom, use smartphones, Alexa, Facebook, TikTok.

2022's update on the annual Edison Research study defines "Mom" as having a child 18 or younger at home. Average age 41. And her media habits are changed since – and by – the pandemic. To download the report and view the presentation hit EdisonResearch.com. [Click here](#) – or on the "ICYMI" tab atop HollandCooke.com – for my short-version notes.

Moms and Media 2022

1. Two years into COVID, 2022 shows a path back to normal

- MORE MOMS ARE WORKING OUTSIDE THE HOME
- DAILY INTERNET TIME SEES A SLIGHT DOWNSHIFT
- RADIO LISTENING SEES A LITTLE REBOUND

2. Some habits created are now norms

- SMART SPEAKERS HAVE PROVEN THEIR WORTH, WITH MOMS OWNING MULTIPLE
- VOICE ASSISTED TECHNOLOGY OVERALL HAS SETTLED IN WITH MOMS ACROSS DEVICES
- TIK TOK IS QUICKLY GAINING GROUND IN MOMS' SOCIAL MEDIA WORLD

3. Children and social media

- MOST MOMS THINK THEIR CHILDREN SPEND TOO MUCH TIME ON SOCIAL MEDIA
- MOMS WITH CHILDREN WHO USE SOCIAL MEDIA ARE MORE POSITIVE TOWARD THE PLATFORMS
- SOCIAL MEDIA NEEDS MORE REGULATION TO PROTECT CHILDREN



#MomsAndMedia

THE INFINITE DIAL © 2022 EDISON RESEARCH

Repeat After Me...

QUICK QUIZ, from the auto insurance battle-royal:

"Fifteen minutes could save you fifteen percent or more on car insurance."

Geico...slugging-it-out with...

"You only pay for what you need."

Liberty, Liberty, LIB-erty, LIB-erty...not to be confused with...

"We are Farmers, dum-de-dum-dum, dum-dum-dum."

Imagine THAT pitch. Did the agency actually bring jingle singers into Farmers' C-suite conference room? Or did some modern-day Don Draper just sing it himself while flipping through his Powerpoint? Hey, he's competing with an Emu. Meanwhile...

"Switch and Save."

The Hartford's succinct volley into this all-out air war.

Craft copy this effective for local direct advertisers, and give 'em frequency, and they'll love ya.

Same technique for station imaging.

Who ARE you, for their purposes? My client stations say "Your Only Local News Radio" enough that listeners may be chanting it.

War story, 1984: I'm negotiating to program WTOP/Washington. Among deal points: "I want to do focus groups." A curious GM asked "What'll that cost?" I told him "It depends on the size of the room behind the mirror. Numerator is how big our on-air staff is; denominator is how many chairs there are. Everyone needs to experience this." I got the job, and the focus groups.

Amazed by what we heard – and didn't – about even such an established radio brand, our discussion afterward ended up closing a nearby bar. And our voices sounded newly confident and helpful and proud and reassuring when they said "...where you get the Top News...instantly."

What's in YOUR wallet?

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Podcasting: It's narrowcasting, not broadcasting.

In terms of content topic, radio is a shotgun compared to the lasers podcasters are shooting.

- Want to do a podcast about food? You'll starve. But thin slices like "Food Allergy and Your Kiddo," "Food Labels Revealed," and "Therapeutic Food Solutions" – actual podcast titles – click with those specifically interested. These topics wouldn't fly as local on-air programming. But it's a Worldwide Web.
- Weed is legal in many states now; and where it isn't, "High on Home Grown" and "Grow Bud Yourself!" and "To Be Blunt" will get clicked. But more-specialized "Cannabis Equipment News" and "Cannabis Tech Talks" and "Seed to CEO: Stories from Cannabis Business" and "The Conversation, Cannabis & Christianity" speak to very defined audiences.
- "Real Estate?" Too broad. But "Hawaii Real Estate Investing News" and "The Southern Belle of the ATL Real Estate" stake-out specific territory.
- After COVID cabin fever, travel is again en vogue. "The Brewery Travels Podcast" speaks to as defined an aficionado as "The China Travel Podcast." Shows like "Black Girl World Traveler," "Black Women Travel Podcast," "Gay Travel with Sagitravel," and "Solo Travel Woman Podcast" are inherently relevant to specific audiences. "Travel Horror Stories Podcast" implies that you'll avoid others' mistakes. "Through Inspired Eyes: Travel Can Heal" is intriguing; and "The Home Based Travel Agent Show" is the sort of B-to-B topic popular in this gig economy.

What do YOU find more interesting than your day job? Better yet, which TWO topics can you marry like some of the examples above?

"Podcasts are a great way to provide content to your customers while also driving traffic back to your website."

"The Basics of Podcasting and How It Can Grow Your Business" (Entrepreneur magazine)

Spend NOTHING...

...on Social Media ads to promote your podcast to new users until existing subscribers are sharing it with each other.

I detail How to accomplish THAT for a mere \$9.

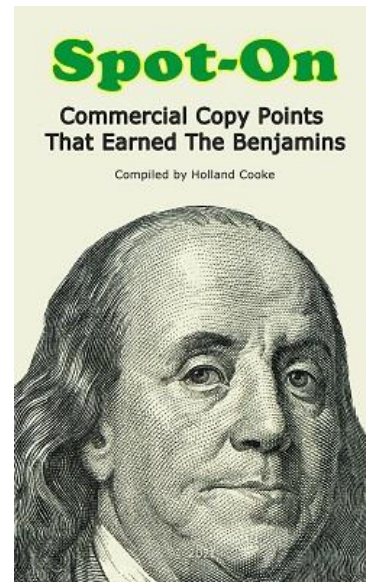
[Free preview video](#) at [HollandCooke.com](#)



FREE download...

...instantly, when you click on Ben's nose.

Or download from [HollandCooke.com](#)



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SOUND BITES

"Fox executives wanted to focus on 'the grievance, the stuff that would get people boiled up,' said one current Fox employee. 'They're coming for you, the Blacks are coming for you, the Mexicans are coming for you.'"

["How Tucker Carlson Reshaped Fox News- and Became Trump's Heir,"](#) The New York Times

"Sadly, too many people have lost trust in the news media."

New CNN CEO Chris Licht, whose aim is "educating viewers and readers with straightforward facts and insightful commentary, while always being respectful of differing viewpoints. First and foremost, we should, and we will be advocates for the truth."

"If you like the news with no pundits, no opinions, no panels, this is the place."

Shepard Smith, anchor of CNBC's 7PM ET "The News with Shepard Smith"

"There is nothing quite like the connection that forms when a single voice beams into a kitchen or a car or into a set of earbuds. NPR taught us that something very unique happens when a listener and a voice lock in together."

National Public Radio "All Things Considered" co-host Alisa Chang, as her program was inducted into The NAB Radio Hall of Fame."

"I don't want to hear something from far afield. I want to hear someone who's talking about what's happening in my town in my community where I live."

FCC Chairwoman Jessica Rosenworcel at NAB: "Your power is you're not like everyone else. What makes you unique is that you're local. And what's even more extraordinary is that you're trusted because of it. And that's a rare thing in today's media environment."

"The importance of local connections, content, and focus are keys to success. The challenges and opportunities of technology at a rapidly changing pace only add to the excitement. Leaders of tomorrow must also be problem-solvers. Remaining in place isn't an option."

Neuhoff Media VP/COO Mike Hulvey

"We [radio] have an easy operating system; and we've built trust and credibility with clients that allows us to bring them new opportunities."

John Zimmer, President, Zimmer Communications. His company's one-stop shop – at Fuze32.com – enables Zimmer, he joked to NAB attendees, to tell an advertiser "Gimme all your money and get out of the way."

"We have to understand where [people] are gathering information, and be there."

Emmis Indianapolis Market Manager Taja Graham, also speaking at the NAB Show, urging that stations need to be "nimble and flexible." Hers has hired videographers to enhance "the stickiness of our content;" and analytics people, to avoid advertisers saying "Wait a minute. You're my radio guy."

"Now that the pandemic's over..."

Overheard in various conversations at the NAB Show, as the latest variant spreads.

"'R&D,' which we know means 'Rip-Off and Duplicate...'"

Jeff Schmidt, teeing-up an-idea-rich "Small and Medium Markets Engage" NAB session

"I don't like when people call me stupid. Give me that goddamn test."

Donald Trump, speaking at an Ohio rally, where one attendee whose interview went-viral explained that Princess Diana and Jacqueline Onassis are still alive.

"a garbage human being"

"Fox Across America" host Jimmy Failla, referring to President Biden