Holland Cooke Newsletter • April 2024

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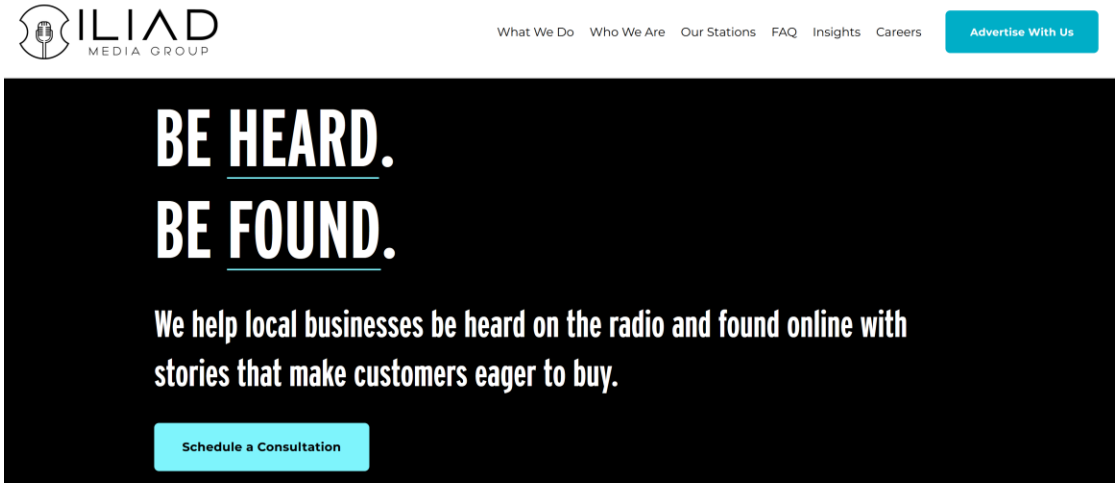
The MOST Sales-friendly radio station web site ever?



We've preached it for years: Sell benefits, not features. Smart commercial copy starts in the consumer's world (describing a need) and walks-them-into the advertiser's world (solution). Yet, we ourselves break that cardinal rule, online. Typically, the station's web site has an "Advertise with us" link (somewhere). But, otherwise, it's a brochure about the station. Which is fine. And yes, stream live programming. And helpful on-demand audio/video/text/graphics, all sponsorable stuff. But…

What business are we in? Outcomes for advertisers. Here's a dang clinic, the sort of pitch that should be prominent: https://www.iliadmediagroup.com/

6 Ways to Search Better on Google

Page 3…

ChatGPT: Threat, AND 2 Tools

Page 4…

50 years, same station!

APPLAUSE for Daniel Centofanti, a good egg, known to several generations of Southern New Englanders as "Giovanni," mornings on WPRO-FM/ Providence…but only until April 29, the 50th anniversary of the station's format flip from Beautiful Music to CHR.

1974 was also the year I went to work there, doing nights on WPRO-AM. And Gio' was that kid, loitering at the radio station… UNTIL – as happened to so many of us budding broadcasters – someone called in sick, and the PD told him "You're on!"

Back to the future: That kid is now 68, which makes me feel older than when I was 68 (which…I am). Take a bow, amigo. Here's how local TV broke the news:

https://turnto10.com/news/local/local-radio-legend-giovanni-of-92-pro-fm-announces-retirement-after-50-years-on-air-southern-new-england-rhode-island-february-15-2024

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7 IDEAS IN 6 MINUTES

1. **Consider re-writing commercial copy, if…**
   …the advertiser's name is in the first sentence.

   Instead, start in the consumer's world, articulating the need the advertiser can solve (see page 1).
   Can you begin with a question that includes "you" and/or "your?"

2. **Heading for the NAB Show in Las Vegas? Two words: "Comfortable shoes."**
   And if you've never experienced Elon Musk's Boring tunnel ride between LVCC stops, it's a must.
   Teslas whisk you through a high-tech Batcave from West to Central to South Halls, free. VERY cool.

3. **And thank me later for these Blackjack tips…**
   …based on many convention years' experience, sometimes painful:

   - Loiter, looking for a new shoe, then sit-out the first hand. If no Aces appear, grab a seat.
   - If no Aces appear in the second hand, up your bet.
   - Decline Insurance, statistically a sucker bet.
   - No matter WHAT the dealer is showing, ALWAYS-ALWAYS split Aces and 8s.
   - Stand, Hit, Split, or Double-Down on-the-assumption-that the dealer's hole card is a 10.
   - If you're dealt a hard 17 or higher – or A,8 or A,9 – or 10-10 -- always Stand.
   - Those "free" drinks they bring get REAL expensive if you're losing while waiting for your refill.
   - The shoe can be kind…or cruel. Keep playing as long as you're winning…but DO NOT think of winnings as "playing with their money." It's yours. If you lose two consecutive hands, bug-out.

   Safest bet in 'Vegas? DON'T. And DO-tell if you'd like to grab a cuppa cawfee if you'll be there for NAB.

4. **To prevent your Email from being filtered as "junk:"**
   Avoid using all upper or lowercase letters in the subject line; and don't include any exclamation points. (Wikijob)

5. **Plan now for next month:**

   - May 4: Star Wars Day ("May-the-fourth be with you…")
   - May 5: Cinco de Mayo
   - May 14: Mother's Day

6. **When big news breaks, say "Stick with us when you're in the car."**
   Because people sitting-stiller will be glued to TV. Radio still owns in-car.
   More? Here: http://getonthenet.com/The-Local-Radio-Advantage.html

7. **Zoom?**
   15 minutes, no charge, brainstorm, not a pitch. Choose from available times on my calendar at HollandCooke.com

New here? Welcome! If someone forwarded this issue to you, thank them for me. And to start your own subscription, simply send an Email – even a blank one will do – to newsletter@hollandcooke.com.
The price is right! *But, hey, if you insist, you can Buy Me A Coffee.*

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6 WAYS TO SEARCH BETTER ON GOOGLE...

...and other search engines, according to Network Solutions' Darcy Knapp:

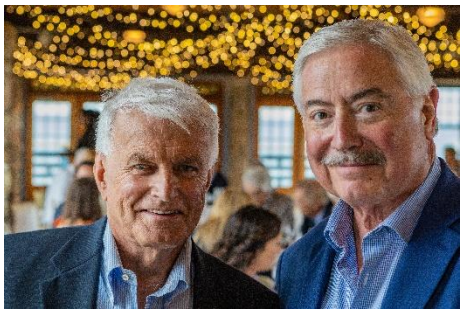
Despite what umpteen spammers are offering to sell you, the best way to show up well in Search is to have relevant content. Google sends out robotic "spiders" that constantly crawl-around the Internet, to read content, and know where to point users who type related phrases into the Search box.

Content on the front page of your web site is critically important. "Fill it with text," Darcy urges. "And update that front page on a regular basis. Give Google what Google wants. Google can only read text." Photos and graphics won't help.

- **Identify keywords:** What is someone-you-want-to-find-your-pages likely to type into the Search box? Use those words early and often in your text.
- **Optimize your site,** so it's easy for Google's spider to crawl-around there, and see that your content is about.
- **Submit** to Yahoo! and other portals that invite you to list your site.
- **Ask for inbound links.** Thus advice that will be familiar to regular readers of this newsletter: Do a Swap Links page. Google's spider will follow from other sites to yours.
- **Monitor your page view stats.** See which content is hot and not, adjust accordingly.
- **Maintain and update your content.** Keep feeding the spiders.

As for those first several hidden lines of HTML code on each page:

- Make your **Title Tag** concise, "your mission statement."
- Your **Description Tag** can be longer ("write a book").
- **Meta Tags**? "Google doesn't read them."



"The affiliates where my show really sounds like part of the station's own on-air family all have one thing in common: solid local news content. Holland Cooke's coaching can help make your station sound helpful and habit-forming."

"Good Day" host Doug Stephan

Without spending a dime on outside promotion, we can train the listeners your advertisers want as customers to listen more often.

Learn more about the "4-Week Tune-In Tune-Up" – and see the Week #1 on-boarding video -- at HollandCooke.com, or here:

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ChatGPT: Threat, AND 2 Tools

Threat: Cutbacks have whacked local on-air content, and there's now angst that Artificial Intelligence can – literally – dehumanize radio. Voice cloning is child's play; and several vendors are already peddling AI sales gimmicks to stations.

Tool #1: When I asked "How talk radio hosts and DJs can use ChatGPT to prepare shows," the robot replied instantly…

"Talk radio hosts and DJs can leverage ChatGPT to enhance their show preparation, generate engaging content, and connect with their audience more effectively. Here's a guide on how they can use ChatGPT effectively:

1. Show Topic Generation: Use ChatGPT to brainstorm and generate unique and interesting show topics. Input keywords related to your show's theme or current events to get topic suggestions.

2. Content Research: Ask ChatGPT to provide background information on a particular topic or guest. It can summarize recent news, provide historical context, or even suggest relevant questions.

3. Interview Preparation: Use ChatGPT to generate interview questions and talking points. Input information about your guest or their expertise, and ChatGPT can help you create a list of thoughtful and engaging questions.

4. Script Writing: When scripting segments or promotional materials, you can collaborate with ChatGPT to draft scripts. It can provide creative ideas for introductions, transitions, and promotional announcements.

5. Audience Engagement: Ask ChatGPT to generate polls, questions, or discussion points to engage with your audience during live shows. It can also help create intriguing teasers to promote upcoming segments.

6. Fact-Checking: Use ChatGPT to fact-check information before presenting it on air. This ensures the accuracy of your content and maintains your credibility.

7. Content Expansion: If you need to expand on a topic or provide additional information during a show, ChatGPT can help by generating elaborative content or explanations.

8. Generating Show Summaries: After the show, ChatGPT can assist in creating summaries or show notes for your listeners, making it easier for them to catch up on missed episodes.

9. Storytelling and Narration: DJs can use ChatGPT to help craft engaging stories or narratives to share with their audience, making their radio shows more entertaining and relatable.

10. Creative Segment Ideas: Ask ChatGPT for creative ideas for segments, games, or challenges to keep your show fresh and exing.

11. Language Assistance: For DJs hosting shows in multiple languages, ChatGPT can help with translation, pronunciation, and language learning, ensuring smooth communication.

12. Show Promotion: Collaborate with ChatGPT to create compelling social media posts, newsletters, or blog content to promote your shows and engage with your audience online.

13. Handling Caller Questions: If you take live caller questions, ChatGPT can assist in formulating responses or clarifying complex issues for your callers.

14. Real-Time Updates: For breaking news or sudden changes, ChatGPT can provide real-time updates and help you adapt your show's content on the fly."

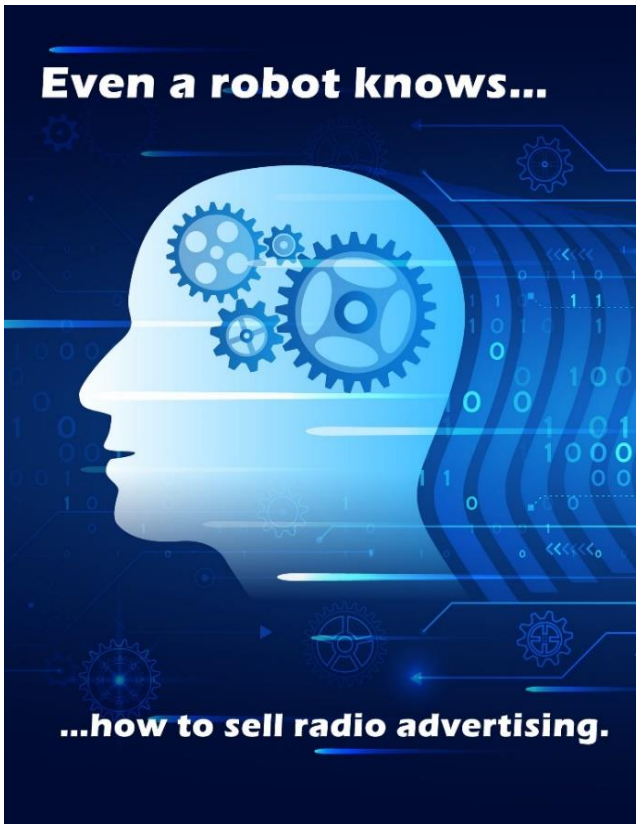
Remember how those "Terminator" movies warned-against SkyNet A.I. becoming self-aware? While there's no question that ChatGPT is the cure for writer's block, its response ended with some impressive self-awareness, a reminder that YOU are the author of your show:

"Remember to review and edit the content generated by ChatGPT to ensure it aligns with your show's tone, style, and audience preferences. ChatGPT can be a valuable tool for radio hosts and DJs, streamlining the preparation process and enhancing the overall quality of their shows."

Tool #2, for sales…

For clients only (that's you): Free E-book download

http://getonthenet.com/EvenARobotKnowsRadioSales.pdf



We asked ChatGPT: What are…

- The traits of successful Sales people?
- The most overlooked advertising Sales prospecting opportunities?
- The advantages radio advertising has compared to newspaper advertising?
- The advantages radio advertising has compared to TV advertising?
- The advantages radio advertising has compared to Google Ad Words?
- How smart radio advertising Sales people prepare for that first call?
- The best way to make a good first impression?
- How to remember (and not instantly forget) the name of someone you've just met?
- Creative ways that successful Sales people follow-up a call?
- How smart sales people turn "no" into "yes?"
- How smart radio advertising Sales people re-activate dormant accounts?
- How sales people remain undaunted by rejection?

In the meaty March newsletter:

- Time Management? Ha! Time cannot be "managed." But tasks can. 4 tips that can save your sanity.
- Pitching attorneys? Real Estate agents? We're not selling "spots." We're selling TRUST.
- MAKE MONEY with YouTube.

ICYMI, here's the download: http://getonthenet.com/HollandCookeMonthlyNewsletter-March2024.pdf

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Every consultant wishes the client would take his or her advice literally.
So we learn to choose our words carefully.

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SOUND BITES

"Benztown's AI Listener Voice Generator is another giant step forward in creating great-sounding radio with next-generation technology through AI-generated listeners on demand."
Benztown CEO Andreas Sannemann, introducing "AI Listener Voice Generator" software. Input 1000 text characters and it outputs as much as 50 seconds of telephone-sounding speech. Yes, fake callers.

Pro Tip for talk hosts: If you need this, get some coaching. Or reassess your career choices.

"The concept of fake news isn't new, but typically this type of news has been driven by humans."
Sam Curry, VP, cybersecurity company Zscaler, predicting "a greater number of AI-operated attacks using fake news to disseminate disinformation during a Presidential election year."

- Noting that, while broadcast media are regulated, "the internet itself isn't. Without any governmental legislation to clamp down on these tactics, bad actors will be able to socially engineer behavioral changes in society."
- So we should position radio as a truth-teller. Rumormongering is risky. "I heard it on radio" implies fact.

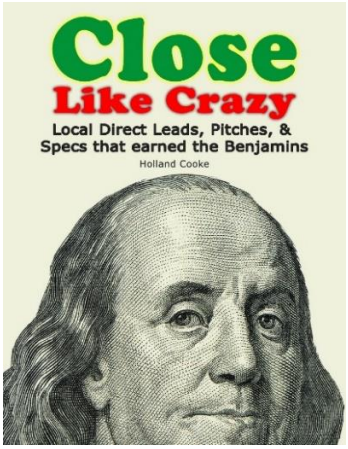
"Today's consumer mind-set can be summed up in just two words: distracted and demanding."
"Marketing for Dummies, 6th Edition," helluva read, hot-off-the-press, by Jeanette Maw McMurtry MBA [John Wiley & Sons]

- "A few years ago, adults in the U.S. spent around 11 hours a day looking at a screen. That number is now more than 17 hours a day, according to a study by Vision Direct."
- "Consumers are demanding more and more that brands cater to their individual needs and offer multiple options for doing business with them, reward them for their business, and provide experiences worth going back for.

So fuss-over commercial and station promo copy. Every…single…word…matters.

Ditto for Sales pitches…

"Send me more information."
Sales prospect-speak for "No thanks."
They're just trying to be polite, and get back to work.



Usually, the issue is money.
So what's your best reply when they ask "How much?"

WARNING: Low-balling can be riskier than aiming-high:

- Deals don't get negotiated-up.
- A small-market car dealer told me "I spend a couple thousand a month on Autotrader, and this radio station keeps pitching me $600 packages. How much can they be worth?"

The earlier you discuss rates, the less control you have over the conversation, because you haven't yet fully-surfaced the prospect's needs and wants.

How to steer the dialogue forward? And the buying signals to listen for? See page 15 in my 65-page E-book, a $9 PDF download at HollandCooke.com. And when you see/read/hear what comes with it, you'll think that $9 was a typo. 😉

"Fall down seven times, get up eight times."
Denzel Washington

"The secret to making progress is to get started."
Mark Twain