

Excerpted from

# Holland Cooke Monthly Newsletter

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## Got unsold Monday avails?

If you're a music station, you might be better-off not-filling 'em. Play the hits.

If you're a News/Talk station, you should plug something in there, because the format sounds odd under-sold.

Two ideas:

1. Because logs fill-up end-of-week, and are lighter on Mondays, WE might think of Monday avails as less-desirable than Friday avails. Meanwhile, outside-the-box, there are businesses to-which Mondays are worth LOTS more than Fridays.
  - Example: Law firms, which are open weekdays.
  - Some of my client stations broker weekend hours to attorneys, whose longform Q+A is a superb referral generator. And we bundle-in Monday verticals, so listeners who-didn't-happen-to-be-listening over-the-weekend also hear the invitation to come in for that first, no-charge, no-obligation consultation.
  - **Brainstorm in a Sales meeting:** Which other businesses have similar weekday needs? Mondays could be the ticket.
2. Use these avails to recruit go-getter reps! Maybe something-along-these-lines, voiced by the GM or Sales Manager:

COULD YOU MAKE MONEY IN THE NEXT SIXTY SECONDS?

RIGHT NOW, YOU, AND THOUSANDS OF OTHER PEOPLE ARE LISTENING TO WXXX. THOUSANDS.

AND JUST LIKE YOU, THEY'RE ALL CONSUMERS...THE PEOPLE LOCAL RETAILERS WANT TO MEET.

IN THESE SIXTY SECONDS, YOU COULD HELP AN ADVERTISER TELL A STORY.

AND YOU MAKE MONEY IF YOU'RE THE WXXX ACCOUNT EXECUTIVE WHO MADE IT HAPPEN.

HOW MUCH MONEY YOU MAKE IS UP TO YOU.

ARE YOU "A PEOPLE PERSON?" ARE YOU "AN IDEA PERSON?" GRAB A PEN.

THE PHONE NUMBER YOU'RE ABOUT TO HEAR WILL PUT YOU INTO A SPECIAL VOICEMAIL.

SFX: telephone ring, from the caller's perspective

EQ voice to sound like voicemail greeting, and continue read:

IN THIRTY SECONDS OR LESS, TELL ME, GARY JOHNSON, YOUR PERSONAL GOALS.

AND HOW YOUR ASSETS AND SKILLS, AND OUR FRANCHISE, CAN MAKE YOUR GOALS A REALITY.

SFX: voicemail end-of-message beep

Read continues, no EQ: HERE'S THAT NUMBER: [number, slowly]. THAT'S [number, slowly].

WXXX IS AN EQUAL OPPORTUNITY EMPLOYER.

## More...

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