

# Holland Cooke Media Daily Topic Mining Routine

[HollandCooke.com](http://HollandCooke.com) • PO Box 1323, Block Island RI 02807 • [talkradio@hollandcooke.com](mailto:talkradio@hollandcooke.com) • 401-330-6868

Date: \_\_\_\_\_

Location Setting on Google Trends: \_\_\_\_\_ (e.g., Providence, RI, Rhode Island, etc.)

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## 1. Top Local "Near Me" Searches

*(Write down any interesting "near me" search trends from Google Trends)*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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## 2. Emotional Angle

*(What feeling does this topic trigger? Circle one or two emotions.)*

- Fear
- Anger
- Hope
- Frustration
- Curiosity
- Pride
- Outrage
- Nostalgia
- Sadness
- Relief
- Other: \_\_\_\_\_

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## 3. Draft a Call-In Question

*(Frame the topic into a **simple, emotional, and relatable** question to spark calls.)*

### Sample Format:

*"Are you [emotion] about [event/topic]? Why or why not?"*

- \_\_\_\_\_
- \_\_\_\_\_

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## 4. Tease Lines for On-Air

*(Short, catchy lines you can use before a break to hook listeners.)*

- "Coming up, are you worried about layoffs right here in [city]? Tell me your story next..."
- "They say crime is up in [city] — are you feeling less safe? I want to hear from YOU."
- \_\_\_\_\_
- \_\_\_\_\_



### Quick Reminders:

- **Keep it local:** Even if it's a national story, tie it back to "how it affects us here."
- **Tap urgency:** Listeners react faster to topics that feel "right now."
- **Use listener stories:** Invite personal experiences ("Were you there? Have you seen it?")

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