

Holland Cooke Newsletter • September '06

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Welcome to Dallas! This month's newsletter is being distributed at The NAB Radio Show. If you just fished this out of your registration bag, stash it in your read-on-the-way-home bag. If you won't be joining us in Big D, look for my Radio Show notes in the October newsletter (see back page).

“It's a Solid Gold Weekend!”

Sounds retro, eh? Why not! Many of today's News/Talk AM stations were once Top 40 stations, back in the vinyl era. These stations may not play music any more. But smart ones have swapped weekend oldies for weekend GOLD...the real kind.

At many News/Talk stations, only morning drive is a bigger money-maker than weekends, thanks to ask-the-experts shows. How-to programming can be extremely advertiser-friendly. Some of these shows are paid programming, brokered hours in-which the presenter doesn't even keep commercial inventory.

Some specialty shows are audience favorites, and that can only help weekday listening. On the other hand, I've seen stations with shoddy weekend programming do poorly on Mondays in day-by-day Arbitron numbers. Some weekend shows are well-produced, others sound horrendous. Many otherwise-respectable stations sound like hell on the weekend, as though they're on auto-pilot.

I once read an Arbitron diary which included the comment, “On the weekend, it sounds like they think nobody is listening.”

To listeners' ears, it doesn't matter whether a show is syndicated, hosted-by-a-station-staffer, or hosted by a local retailer who's buying blocks of time. Occasionally, a diplomatic general manager will ask me to referee a church-and-state dispute. Sales has, for instance, an attorney, who wants to buy a couple hours on the weekend. The PD is reluctant...and often horrified when my first question is “Can this lawyer talk? Can he/she translate Latin-to-English? Is he/she a good story-teller, with a comforting manner?”

What makes some weekend shows assets and others liabilities? Which shows do I consider “A List?”

This month's special report on weekend News/Talk programming continues on page 4...

ARE YOU READY FOR SOME FOOTBALL? SOME BASEBALL? SOME RATINGS?

Arbitron's Fall '06 survey begins on the 21st and runs through December 13. Jump-starting the book, there's tune-in for NFL and college football, and it's crunch time for Major League Baseball. Smart stations will tell fans reasons to listen at other times too.

Too many stations squander this opportunity by using in-game ID positions to announce the obvious, that “WE'RE-YOUR-STATION-FOR [the team you're already listening to]!” Instead, as my client stations do, use in-game IDs to promote morning drive weather.

Many baseball stations are also football stations. And at this point – with baseball long-since sold – football is the focus of the Sales department's attention (if it's not already sold-out).

- This month, baseball Division races clinch, hopeful fans watch Wild Card standings, and injuries can cripple contending teams and advantage underdogs. Admittedly, it's easier to cheer-on your team if you're a Tigers affiliate than if you're the Royals' station...but any team can play-the-spoiler, and The Game is full of stories.
- Program Directors: Make sure you don't take-your-foot-off-the-gas now, as October looms. Sound like the baseball station. In many markets, games can be heard on adjacent-market stations. And they're all on XM. So be conspicuous enough that diarykeepers remember YOU, regardless of where they really heard the game. :)

FREE download: “Are You Ready for the Fall Book?”

It's the column I guest-wrote during R&R News/Talk Editor Al Peterson's summer vacation. The most common assignment client stations give me is to listen, with the objective ears of an outsider. When I was a PD, I nagged my GM to hire a consultant to do the same, and it was always instructive. Even if you don't, DO take a day to do some dedicated listening, outside the building and outside the box, away from ringing phones and other distractions.

This download gives you a checklist for what you should-and-shouldn't-be hearing on your air. Download from the homepage at www.HollandCooke.com. Scroll down and click “Are you playing Arbitron's game?”

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Grab the armrest! Here, at typical, blistering HC velocity, come...

5 IDEAS IN 5 MINUTES

1. Finalizing copy for outdoor, transit, or print promotion? Are your call letters BIG ENOUGH?

And is your dial position?

- NOTHING – repeat, NOTHING – a diarykeeper writes down is more valuable than your call letters.
- And your dial position is how-they-use-you, your address; also a creditable diary entry.

On-air promotion seeks to accomplish two things:

- **Invite new cume.** Ask listeners-who-don't-now-use-the-station to give-you-a-try. That gives your programming a chance to convert samplers to partisans (cume -> AQH).
- Secondly, promoting off-air will **remind people-who-already-listen THAT-they-do.** Arbitron's diary-based measurement is a memory test. The headline that jumps-off-the-page when we compare Portable People Meter test data with concurrent diary data is that you DO have an invisible cume. Not every diarykeeper who listens to you reports you.

No matter how much you spend on promotion, you won't accomplish either-of-the-above if – at a glance – your call letters and dial position aren't easy to see. And this is a very common problem with ad layouts done by agencies and billboard companies.

- Why: The ponytail-and-earring gang in the Creative department is TOO creative. They're not "thinking Arbitron." Instead, a cute message dominates copy space, and call letters/dial position are often stuffed in the lower right-hand corner, like an afterthought.
- Insist that call letters and dial position are LARGE. The artistes may despise you for this. They have pride-of-authorship over that cute message now competing with your pedestrian call letters and dial position. Tough. You're the customer.

Litmus test: Tack-up the ad mock-up on the wall. Then walk across the room. Can you read your call letters and dial position? Does a benefit message convey in just a glance? If not, go back to the drawing board.

Consider also including the word "RADIO" in your copy. Seems obvious to YOU, right? But remember, you're wooing people who don't know you. And your invitation is competing with several thousand other messages your prospect will suffer during the course of his/her busy day. Be clear what you're advertising. Outdoor/transit/print copy isn't "a 30" or "a 60." It is, effectively, "a two-second spot," so it can't be a riddle.

2. On-air hosts: If you don't already, do a page @ MySpace.com

Why: It's heavily trafficked, and search engine "spiders" love it. Got video? Put it on hugely popular www.YouTube.com.

3. Local news people (if there are any left): Copy cliché to avoid: Missing verbs.

This is my one beef with ABC Radio's newscasts: They're prone to a copy device that harks back to Drake format news style. Often, I hear local newscasters at affiliates aping this style. Example:

"A CRUISE SHIP EXPECTED TO TAKE AMERICANS OUT OF LEBANON TODAY."

I think he meant, "A cruise ship **is** expected to take Americans out of Lebanon today."

But the missing verb, the time zone difference, and the chaos in Lebanon were such that – as written -- listeners could have interpreted the copy to mean that a cruise ship **was-expected-to** evacuate Americans...but that something went wrong.

4. PDs: Don't assume that being-the-News-station makes you the traffic or weather station.

Ownership of the market's weather position is available to ANY station, either a News/Talk AM (which may presume an advantage) or a music FM (which might needlessly cede service images to News/Talk stations).

- Says who? 849 Adults 25-54, responding to national research about how they use radio for traffic and weather.
- I asked if the sample "WOULD, MIGHT, or WOULD NOT" choose a weather station "if it's the station I listen to for news" or "if it's my favorite music station." It may surprise you to know that – for both types of stations -- it was a statistical tie.

An-even-bigger-headline: How ownership of the traffic image could REALLY be in-play, because – ready for this? – many stations do an awful job telling listeners WHEN traffic reports air.

- Among the sub-set of respondents who say they spend over an hour listening in-car each day -- AND who say they hear traffic reports on a station that does "TRAFFIC AND WEATHER TOGETHER" -- a shocking 79% don't know WHAT TIME traffic reports air. Four-to-one, they're telling us that the "TOGETHER" slogan isn't slam-dunking the message.
- In this survey, I tested EVERYTHING: the most-used traffic and weather brand slogans, credibility of various traffic and weather sources (results include some surprises), and why some listeners LEAVE their P1 station for traffic/weather.

For your consultant's specific recommendations on making YOUR station the market's choice for traffic and weather -- including proven promo language, and opportunities for Sales and your web site – read my 21-page research summary, "Traffic and Weather: Assume Nothing." Order your copy using the form on page 8...or get a copy FREE when you subscribe to this newsletter.

5. Resume advice for the upwardly-mobile:

A reader writes:

"If you're looking for on-air work, does a GM, in general, really give a rat's ass about your hobbies, or past jobs unrelated to radio?"

My advice:

- ANY icebreaker that can differentiate your package from other look-alike manila envelopes can be an edge. I don't golf. But golfers seem like a dang cult. And lots of business gets done on the links. I do own a sailboat, and am impressed with how clubby boaters are (misery loves company).
- In terms of skills and experience: When I was hiring at WTOP/Washington for 7 years, I was always impressed when I saw "waiter" or "waitress" on a resume. Why? THAT person...
 - a) Is willing to work hard...
 - b) Is willing to work awful hours...
 - c) Can manage multiple/conflicting/perishable priorities in real-time...and...
 - d) Can work-around impatient/obnoxious people.

In other words, he/she would be PERFECT in a newsroom. For more tips, see "GET THE JOB!" (back page).

Save a tree...and save a week. By choosing electronic delivery, you'll get this newsletter the day I send it to the printer. To choose electronic delivery, simply E-mail me at cookeh@aol.com

If you host Talk radio -- or if you take calls on a music-format morning show -- begin each hour with

"12 Seconds of Greatness"

How the-very-FIRST-thing you say can multiply your ratings.

THANKS for all the compliments I've received for this presentation, at Talkers magazine's New Media Seminar, and at The Conclave.

If you couldn't be there, you can see-and-hear my session, whenever and wherever you want, on CD. It's an audio-and-video meeting-in-a-box you will want to share with your on-air staff if you're a GM or PD.

In just 12 minutes, you will see-and-hear how to turn just 12 seconds into Arbitron gold.

"Excellent presentation"

Perry Michael Simon, News/Talk/Sports Editor, AllAccess.com

"I still use your 12-second rule after news. 'Makes me feel superior when I hear people meander after the news and not cut to the chase.'"

WBZ/Boston host Bradley Jay

"Following your 12-second intro...the phones lit up!"

Mary Jones, WDRC/Hartford

YOU DON'T HAVE TO BELIEVE ME. Just try the technique I outline – a road map for opening an hour – and you will LOVE the results. To order your copy, hit www.HollandCooke.com

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“It’s a Solid Gold Weekend!”

AT SMART NEWS/TALK/SPORTS STATIONS, WEEKENDS AREN’T FRINGE TIME. THEY’RE PRIME TIME.

Block-programmed non-music AM stations are more like TV stations than music FMs. Most music FMs pick a target audience, and deliver those particular listeners a consistent programming benefit every time they tune in (i.e., “Lite Rock, Less Talk”). Often, such audience is sold as demographic tonnage, based on cost-per-spot. TOO often, sister News/Talk/Sports AMs get bundled-into a combo sale, relinquishing unique value that the AMs’ specialty programming could otherwise offer pertinent advertisers.

And beyond its revenue value, solid News/Talk/Sports weekend programming has ratings value. Like a TV station’s programming, radio’s block-programmed weekend is a big tent. Different programs speak to different audiences. Call-in “how-to” shows and play-by-play invite listeners who wouldn’t otherwise come your station. Offer them something else useful, and they’ll stick around.

RECONCILING CONSISTENCY AND INCONSISTENCY

Do on the weekend what smart News/Talk stations do during the week:

- **Be consistent.** Sound relevant to the busy in-car listeners advertisers want to meet. Every time they stop the car, they take money out of their pockets. Accordingly, the station’s format offers information updates “THROUGHOUT YOUR BUSY DAY.”

Each hour is shaped in the same useful, Arbitron-friendly way. Example: news. Most stations do it on-hour, the most-logical, easy-to-remember place in the hour. The newscast will probably begin-by-teasing, then end-with, the weather forecast, information which research consistently demonstrates to be one of the big reasons people use AM radio. Traffic reports air at certain times. Et cetera, et cetera. These are the station’s bones; the stuff your promos train listeners to “DEPEND ON.”

“Your listeners expect the same type of content from their radio station no matter what time they tune in -- weekday or weekend, morning or evening. When you do not supply the expected information, you disappoint your listeners. When you disappoint them, your listeners will go elsewhere.”

CBS News VP/Radio Harvey Nagler, previously longtime programmer at WCBS/NY

Successful News/Talk stations are consistently informative seven days a week. Longform programming may differ on Saturday and Sunday, but shortform information staples like news don’t disappear. Think about all the big news stories that broke over a weekend. Princess Di died on a Sunday. Saddam Hussein was bagged on a Sunday. Stations that didn’t interrupt the gardening show were as conspicuous as competitors who broke-into programming to own the story. And severe weather never takes a day off. Ditto for traffic tangles that could foul an entire weekend day for motorists caught unaware.

Maintain the station’s utility as an information appliance, and ensure that the station’s brand permeates programming. Doing so will go a long way toward making various shows – some local/staff, some local/paid, some syndicated – all sound like part of one big on-air family; not like the station itself is taking the weekend off.

- **Be inconsistent**, deliberately! Arbitron is a memory test. Diarykeepers are asked to write down what-they-listen-to each day. Many don’t, and instead fill-in several days’ listening entries – possibly an entire week – all at once, based on what they recall having listened to. So weekday hosts need to reckon topics carefully. What will likely make the phone ring TODAY?

Although a station’s formatic “bones” need to be as consistent as possible, the “meat” you put on those bones SHOULD change day-to-day. Topic predictability is dangerous. For instance: I am certain that Rush Limbaugh is not getting all the diary credit he deserves. Heck, you already know what he’s going to say tomorrow. When any host’s topic is the same old blah, blah, blah day-after-day, how will a diarykeeper remember-having-listened last Thursday when he/she is filling-in-the-blanks Wednesday?

“Listening habits are different during the weekend. As a result, I think a variety of quality programming that fits the lifestyle of WGN’s core listener, combined with frequent news updates, is the smart thing to do.”

WGN/Chicago PD Bob Shomper

Carefully-chosen weekend how-to programming can be extremely memorable radio. Listeners are specifically interested in the topic. People driving to The Home Depot will find a Home Improvement call-in show darn relatable.

“These specialty shows attract a loyal, fervent audience who want and need the valuable information each host provides. The client's message is perceived by the listener, not as an interruption, but as positive, useful, information that they welcome and respond to.”

WOR/New York VP/GM Bob Bruno

Bruno hired WOR pet expert Warren Eckstein, “20 years ago, because New York radio had nothing else like it on the air.” This kind of radio is the opposite of unobtrusive Adult-Contemporary FMs that apologize for commercials and compete for diarykeeper recall.

PLAY THE HITS: PROVEN MONEY-MAKERS AND LISTENER FAVES

Home Improvement :

- Possibly the best how-to category, opportune in any economy. Recently, with low interest rates, there were lots of first-time homebuyers, and existing homeowners were movin'-on-up. When things tighten-up, homeowners hunker-down and fix-up home sweet home. I asked PD Bob Shomper which WGN how-to host gets the most listener response: “Mr. Fix-It, hosted by Lou Manfridini. ‘Ranks #1 in the market with an 11.7 share.’”
- It isn't just a guy thing! FACT: More Home Improvement and decorating dollars are spent by women than men. And home repair is not just for homeowners. Plenty of renters call-in questions.
- For the total, utter, complete 411 on Home Improvement radio, hit www.MoneyPit.com/backdoor, the affiliate site for my client The Money Pit Home Improvement Radio Show. You won't BELIEVE how much information is there...NO password required.

Pets: Like Home Improvement, this category is virtually recession-proof, since cat owners will do-without before Fluffy has to. WOR Radio Network's aforementioned “The Pet Show” is worth a listen (www.worradionet.com).

Critter talk also works well as a local brokered offering. True story: Gardening is seasonal in Michigan, which turns into Siberia each winter. So client station WKZO/Kalamazoo did a gardening show for six months; and sold the other six to “two vets talking about pets.” The vets were such a hit that they asked the station to find them another time slot after the Spring thaw. Ka-CHING.

Gardening: Bob Bruno: Which WOR Network how-to host gets the most response? “In season, The Garden Hotline with Ralph Snodsmith.” Nature being local, some stations prefer a local host. Find the right one, and you WILL move advertisers' product.

Personal finance. You KNEW Dave Ramsey had arrived when 60 Minutes did a story on him! (www.DaveRamsey.com) Smart move: Ramsey feeds 24/7, sparing stations the need to timeshift, and potential for human or machine error in the process. For that reason alone, some baseball stations use Ramsey on the weekend, since the team's travel schedule will vary game times. If the team plays in the afternoon, plug-into Ramsey at night. When they've got a night game, plug-into Ramsey in the afternoon.

A countdown show! Affable Doug Stephan is “the Casey Kasem of Talk radio,” and his Talk Radio Countdown explores the week's top stories, with newsmaker interviews, and Talk radio hosts and callers from across the USA (www.DougStephan.com).

Like Ramsey's, this show feeds non-stop, 5AM ET Saturday until 5AM ET Monday morning; and it's available for FTP download. Countdown feeds a total of three hours, each-of-which counts-down all 10 stories, and goes in-depth on several. So this too is convenient for baseball stations, or any other station that's got an hour or two or three here or there. Because each hour is self-standing, listeners will never hear the gaffe we all committed at least once in our youth, airing AT40 hours in the wrong order.

Law. KGO/San Francisco PD Jack Swanson: YOUR most popular weekend show? “Probably Len Tillem, a lawyer. I've never seen research showing audience interest in a legal show. And that of course is one of the limitations of audience research. Listeners can't predictively comment about show ideas they've never heard before. But Len is a hit in a KGO daypart (weekends 4-7PM) that I used to affectionately refer to as ‘the Death Zone.’ Because no show we had ever put in that slot had ever done well. Until now.”

Consultant advice: This topic works better local than syndicated, since laws vary from-state-to-state. It's not unusual for attorneys to spend several hundred dollars per hour in medium and small markets, to field callers' legal questions, since radio is a superb referral generator. Hey, who understands billable hours better than a lawyer? More on brokered programming in a minute.

Automotive, traditionally a big radio ad category, and particularly relevant to Talk radio listeners, who contribute so many in-car Quarter Hours. I recommend The Car Clinic with Bobby Likis (www.CarClinicNetwork.com).

Consumer Electronics, a \$135 BILLION business in 2006, according to Consumer Electronics Association data. The typical USA household has a half dozen radios, and an average of 25 other electronic products. Consider my client “Into Tomorrow with Dave Graveline,” the only radio show that covers an exploding industry whose digital products are changing your listeners' lives every day, in almost every way. Air any 1, 2, or 3 hours on Saturday or Sunday. Available via FTP at 4PM ET Fridays, before your production guy leaves for the week; and via ABC Satellite Services, Sundays 2-5P ET. (www.IntoTomorrow.com)

Note: Don't confuse this category with **Computer hardware/software, Internet**, which The Kim Komando Computer Show covers (www.komando.com). She and Graveline don't compete, they complement. He's gadgets, she's computers. Grab both shows, and you cover the digital waterfront, and deny your competition shows that appeal to broad demographics.

FREE download: How-To Make Syndicated How-To Shows Sound Less “Syndicated”

One technique: When a national show is airing, forward your local call-in numbers to the national show's call-in number. If you can't forward, have the national host do two things:

- During the national show, put an alternate greeting message on your station's local call-in lines. Have the national host voice something along these lines: “HELLO, AND THANK YOU FOR CALLING [call letters], AND FOR LISTENING TO [name of syndicated show]. THIS IS [name], AND RATHER THAN HAVING YOU WAIT ON HOLD, I WANT YOU CALL MY DIRECT IN-STUDIO NUMBER, [national show call-in number].”
- Voice a liner you run on-air during the show, which explains that, “RATHER THAN USING IN OUR USUSAL [call letters] PHONE NUMBER, YOU CAN CALL US RIGHT HERE IN THE STUDIO, ON OUR DIRECT LINE, [national call-in number]!”

The more of YOUR listeners who end up on the syndicated show, the less “syndicated” it will sound. You will know you're on the right track when national hosts get Christmas cards addressed to them c/o your station.

For more tips, hit www.MoneyPit.com/backdoor, and click “Programming.”

SEE IT ON THE RADIO

Many News/Talk stations exploit respected television and print assets by airing shows such as the following. Many other stations might not even realize that these shows are available, since some are not even included among program listings on respective networks' web sites. I had to Email various network executives to confirm some of this information:

- The King Kong of the Sunday morning news jungle is NBC News' **Meet the Press with Tim Russert**, the radio feed of which is syndicated by Westwood One. Sales tip: Which local advertisers sponsor the show on your local NBC-TV affiliate?
- Westwood One also offers a radio feed of CBS News' **Face The Nation**. Venerable Bob Schieffer moderates, after keeping-Dan Rather's-seat-warm-for-Katie Couric, and improving The CBS Evening News ratings while he did. Same Sales tip.
- ABC Radio offers affiliates its TV network's **This Week**. Same Sales tip.
- **The Wall Street Journal This Weekend** is the weekend version of The Wall Street Journal This Morning, which many News/Talk stations use to warm-up morning drive. Weekday host Gordon Deal does an hour that's NOT-just-for-high-rollers. It can air any hour on Saturday or Sunday. (www.WSJradio.com)
- **Newsweek On Air** is syndicated by Jones Radio Network, co-produced by Newsweek Magazine and The Associated Press, and co-hosted by Newsweek Senior Editor Dave Alpern and AP Radio's Warren Levinson. They record the show AS the magazine is being printed, so listeners hear interviews with Newsweek correspondents and newsmakers before the ink is dry. (<http://www.jonesradio.com/NewsTalk/NewsWeek/index.html>)

News is often made on these shows, so if you clear them, you will have the sound in-house. And you will have a convenience message for viewers who may have missed the TV shows on TV; and affinity with readers of The Wall Street Journal or Newsweek.

Sales tip: I know reps who schmooze advertisers by buying 'em a subscription to Newsweek or Wall Street Journal.

“SPEAKING OF SPORTS...”

- If you're clearing Westwood One's NFL package, be sure the newspaper gets your game listings. These games come with extra sizzle this year, because they're changing TV channels. While ESPN and mothership ABC-TV tout Monday Night Football's transition to cable, NBC is proud-as-a-peacock to have the Madden/Michaels dream team on their Sunday night game.
- When play-by-play pre-empts syndicated weekend how-to shows, and those shows offer streaming audio, promote that the show can be heard streaming on your web site. You won't be able to insert local spots if you're simply linking to the show's national stream, but you can mention the sponsor in on-air promos, and give the advertiser online real estate near the link.
- There's more to sports than games. Chicago-based Radio Advertising Bureau Senior VP/Stations Dick Rakovan used to make a pile of money with what he calls “weekend buff stuff,” when he managed stations in major and medium markets. He notes that his area has “the highest per-capita boat ownership of any city in the world, probably 50 yacht clubs, yet NO boat show on the radio! I could sell one out in 20 minutes on the phone.” Is your area outdoorsy? Talk hunting, fishing, etc.

EVERYBODY'S WORKING FOR THE WEEKEND

For some reason, I've worked for more stations in Michigan than any other state. And in the dozen years I've been consulting full-time, I have observed what someone told me when I first started there: “In Michigan, every weekend, people drive north.”

Weekends aren't just a Michigan thing, and everybody doesn't get-away-for-the-weekend. But – busy as we all are these days – listeners' discretionary time is VERY precious. So at various stations I have programmed or consulted, we have produced, and sold, a shortform feature called “Weekend FunFormation.” It's a rundown of interesting and fun things to do in the area this weekend. Which new movies open at the multiplex, where's the best farmer's market, PSA stuff like the Boy Scout troop carwash to raise money for their annual trip to Washington...the kind of charming local information that's too rare on radio post-consolidation.

Now about that elephant in the room: brokered programming:

“What is the difference between Westwood One paying ‘compensation’ to WOR for clearing Bill O’Reilly’s radio show, and Joe Blow buying a one-hour weekend show?”

Talkers magazine Publisher Michael Harrison

No, listeners don't care whether programming is sponsored by the minute or by the hour. Yes, they know that radio is free because sponsors pay for it. But nothing matters more than how it sounds coming-out-the-speaker.

“Do NOT allow infomercials in your line-up. It is the crack cocaine of talk radio GSM's”

Jack Swanson, PD of the USA's most-consistently-successful radio station, KGO/San Francisco

Your station is a distribution system; but not just a distribution system. You come with a pre-existing audience, and a respected brand. Listeners know you, and they trust you, and you spent years earning that. Don't flush that away with an hour about colon cleansing, or something else demeaning or strange. You sign your good name to everything you put on your air.

FREE download: “Brokered Shows: Sales Bonanza? Or Programming Bomb?”

To download my guidelines and recommendations, a 4-page white paper, hit www.HollandCooke.com, click “Update for Sales,” then scroll down and click “How-To Make Money With How-To Shows.” No charge.

Two success fundamentals I have observed at stations that make big bucks with weekend programming:

- Even though some of these shows become listener favorites, it's not about ratings. Specialty shows deliver advertisers an audience specifically-interested-in related products. These shows also offer lots of value-added and promotional opportunities.
- Don't sell how-to shows as stand-alone weekend programming on a single station, even though they only air as such. Package these shows right, and you can get all your cluster's stations on the buy. How?

FREE download: How-to MAKE MONEY With How-To Shows

Not just on the weekend, but all week long. And not just on the station airing the show itself, but on all your cluster's stations.

Read the 28-page “Money Pit Sales Manual” I wrote for my client The Money Pit Home Improvement Radio Show. Although this manual outlines specific strategy and tactics for using this particular show to sell to the lucrative Home Improvement category, it is also a template you can use for all your weekend specialty programming.

No password necessary. Hit www.MoneyPit.com/backdoor, and click “Sales.”

Admittedly, News/Talk/Sports AM stations do skew male. So...ADMIT IT!

- Tout that to advertisers. Cable channels do. There's Spike TV; and, on SuperStation TBS, “Movies For Guys Who Like Movies.” Why not put together a pitch for guy-thing advertisers?
- Want some leads? Listen to what Rush Limbaugh talks about (other than himself): golf, cigars, thick steaks, techy gadgets. There are lots of local advertisers who sell such stuff, and would love to see guys walking in the front door.
- Assemble a “WXXX, It's A Guy Thing” sales kit. Pick up some handsome-but-inexpensive folders at Staples or OfficeMax. On the front, stick a jet-printer color label that says, in the burly “Stencil” font:

WXXX, It's A Guy Thing

Account executives' business cards go inside, in the little cut-out slots.

In the left pocket inside: one-sheets for ALL your manly-man stuff: play-by-play, sportscast sponsorships, how-to shows, features about golf or gadgets, Rush Limbaugh, Tom Leykis, etc. Two such shows I recommend:

- The Cigar Dave Show. His show is NOT just about cigars (although you WILL sell this to a cigar retailer). “The General” is a guy's-guy, and his amusing show indulges all sorts of guy-thing diversions. Dave's online bio offers that, “When not pontificating about cigars and life's other pleasures, he enjoys being serviced by his harem.” (www.TalkShowsUSA.com)
- Tom Gresham's Gun Talk, about sport and recreational shooting, collecting, and firearms issues. (www.TalkShowsUSA.com)

In the right pocket: rates for various packages that rotate advertisers throughout your all your station's Guy Things.

The Bottom Line: Weekends are like girlfriends, and guns. You take care of them, and they'll take care of you.

