

Holland Cooke Newsletter • September '11

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“Where will Talk Radio be in 5 years?”

Imagine how often I'm asked this?

Short answer: FM and Internet. And still on some AM stations.

No, FM-as-a-music-delivery-system certainly isn't extinct, but it's undeniably obsolete. Like CDs, it still conveys music; but users are moving on. As Talkers magazine publisher Michael Harrison predicted a decade ago, “Talk saved AM and it will save FM.”

- Already, more of my station clients are FMs than AMs. This trend, now-so-clearly-in-motion, suggests that, in 5 years, remaining AM talkers will be simulcasts, as we await a new use for AM transmitters.
- As-opposed-to HD Radio rejuvenating the AM band. People haven't been convinced to replace all their AM receivers with HD receivers. Unlike television, radio didn't have a Digital Transition that forced them to.
- This isn't necessarily a grim forecast. Yes, AM **receiver** quality deteriorated shamefully over the last several decades, as manufacturers used FM adoption as an excuse to cheap-out on AM radio plumbing. But the AM **transmitter** can still be a robust platform for some innovative new use of the spectrum. Until that's discovered, more AMs will go dark, thus helping clean-up the band. So paint your towers, and keep chasing those copper scavengers away from your ground system.

5 years yonder, the Internet will be a parity “transmitter,” and netcasters will be on-a-level-playing-field-with AM/FM licensees.

- Broadband has been in dashboards for several years, and the \$1.99 TuneIn Radio app on my iPhone gets local stations better than my car radio (and plays 'em through my dashboard, using the cord I bought at The Apple Store). And when I'm not in-car, iPhone is “the new transistor radio.” I can hear any station anywhere any time, on what we used to think of as “a phone.”
- And if I know the Internet address, I can also hear anything anyone puts online as a .mp3. So, using the pre-installed software on a \$300 netbook, any do-it-yourselfer can now publish instantly, worldwide, and virtually free.
- Heck, it's all we professionals can do to keep-up! Note how local hosts are aping Rush Limbaugh's lucrative “freemium” model by selling subscriptions to Internet-only content. It's early. This will be big. Smart stations will partner with their talent.
- And smart stations are already using the Internet as another transmitter for revenue-producing longform, and using on-air shortform to tell interested listeners that topical content is out there. Think micro-brew, what's been called “podcasting.” Now, music stations can exploit specialty programming sponsorships that are such a weekend money-maker for News/Talk stations. The music station can invite its big come to see/hear/read more at the station's, or an advertiser's, web site. And that's the key...
- Advertisers don't need us to publish online. But, as station Sales reps should be trained to ask, “Who will know it's there?” ;) Another line sellers should memorize? Quoting my client Phil Zachary, President/COO of Curtis Media Group: “Every radio station has a web site. How many web sites have a radio station?”

The other part of reckoning where-will-we-be-in-five-years goes beyond these **distribution** issues. There's the matter of Talk Radio **content** business-as-usual.

- I sure do think the appeal of Rush Limbaugh and his legion of clones doing “I'm right, you're wrong,” “I talk, you listen,” “Democrats bad, Republicans good” will continue to fade. The Talk Radio = talk-about-politics model is very '90s; and has become a shrill, repetitive shock-jock caricature. And PPM is showing us that diaries had over-estimated its appeal all along.
- And radio is now following, not leading, the political conversation. Just listen, and watch cable. Much, maybe most, of the source material you hear and see referenced, and talking-heads, are now from the Internet.
- Limbaugh himself is pushing 61, and has enough hard miles on him, and enough dough, that it's hard to imagine how he -- thus his-kind-of-radio -- will endure. It'll probably still be good for a 5 Share. But 5 **Share** of what **Rating**?

New media adoption is unprecedented...and REAL opportune for stations that aren't hunkered-down in business-as-usual mode. Holler if you want to talk about what all this means to you: 401-330-6868.

See you in Chicago? For your NAB/RAB Radio Show calendar: Wednesday 9/14, Hyatt Regency Chicago C/D: Michael Harrison's Annual State of Talk Media Address, which I'll be introducing. Miss this, and you'll miss Harrison's always-canny forecast. Then, look for my Radio Show notes my October newsletter.

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5 IDEAS IN 4 MINUTES

1. On-air talent: It's not your job to attract attention. It's your job to extend it.

Nothing you say on-air will grow your station's cume, since the-only-people-who-hear-you are already listening. Accordingly...

2. Talk radio PDs and hosts: The ONLY – repeat, ONLY – time you should announce the call-in number is in-the-very-next-sentence after you've told them WHY to call.

Ever fret that you're getting too many "regulars," and callers-who-sound-like-rambling retirees? Those listeners have already memorized your number, and are thrilled to have anyone to talk to, about anything.

But your show WILL sound better and more-popular and get better ratings and better results for your advertisers if it's one-caller-after-another, lining-up to weigh-in, and talking-back-to each other. And making that happen is about proper **topic** and **technique**. For starters, choose a topic with curb appeal. And when-you-announce-the-number is important technique.

Yet too often in my tireless travels, I hear the host get the dance steps backwards. As the host is saying hello, he/she announces the call-in number, THEN tells you what the show is about this hour...by-which-time listeners-who-might-otherwise-call – but haven't yet memorized the number -- have forgotten it. And why should they remember it? At the time you gave it out, you hadn't given anyone-but-the-lonely a reason to use it.

Instead, make the call-in number the punch line to your distilled call-in proposition, ideally a question which includes "YOU" and/or "YOUR."

"Now that your country is actually less-credit-worthy, do you feel differently about term limits? Has the time come to throw-'em-all-out? One, eight hundred..."

And try to work-in "FEEL..."

3. Instead of asking callers "WHAT DO YOU THINK?" ask "HOW DO YOU FEEL?"

This'll be familiar HC lore to hosts who suffer my coaching. First-timers: Don't believe me! Just try this. You'll like the results.

Admittedly, this will seem like a semantic difference, but it can actually light-up the phones faster. Why:

- The first 5 minutes of the hour (the newscast) is **facts**, left-brain "think" mode. Your network or your in-house newscasters deliver a digest of what-they-think-we-should-know; and station promos train listeners to check-in "THROUGHOUT YOUR BUSY DAY." Hopefully that newscast will sound different each hour, so they'll keep coming back.
- Then, the next 55 minutes are about **emotions**, right-brain "feel" mode. As though you're turning-to-the-camera, you invite listeners to weigh-in-on something-they-just-heard in the news. If it was important enough to air atop the hour, it must matter, right? And be overt: "CALL ME RIGHT NOW," so they know it's their turn, time for **dialogue**; and you don't blend-into the blah-blah-blah of all the Rush-wanna-be's who reduce Talk Radio to droning, self-centered **monologue**.

If you track call count and topic, you've already have noticed the pattern. You will get better response to **emotion** based questions like the term limits example above, than questions which ask listeners' **expertise**, i.e., "DOES LOSING OUR TRIPLE-A RATING MAKE OUR ECONOMY LESS-SOUND?" How would they know?

4. Looking for work? Your resume cover letter should be 4 one-sentence paragraphs.

Saying what? Click "Looking for Work?" in the menu bar at the top of every page at www.SurvivalSpeech.com

Want a 5-part "Tips For Job Seekers" series...FREE? Five :60s, no national spot or sponsor, no contract, no affidavit, no foilin.' Sell a sponsorship and KEEP THE MONEY. OR...just use 'em as cover-up spots on your Internet stream. Market-exclusive if you RSVP first. Details at HollandCooke.com

5. Plan-ahead project-of-the-month: your Christmas card

Yep, atoms not bytes. Something printed that you stick-a-stamp-on-and-snailmail, not a cutesy Email. Old school. Be conspicuously thoughtful, to advertisers and listeners. And send 'em to your competition.

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E-MAILBAG

Last month, my Special Report: Getting On-Air, Optimizing Online.

Want a radio show...but can't get to first base with stations? Already got a show, and want to add stations? Are you managing stations, and under pressure to generate more Internet revenue?

If you missed that newsletter, see back page.

Among issues I addressed: The toughest part of syndication is getting stations to take your show. After all, the airtime you want isn't currently dead air. You're not attempting program **placement**, you're asking stations to **displace** programming they've already invested in. You're asking management to do the-scariest-thing-they-do: make a decision.

Accordingly, I cautioned:

"Yes, there are independent clearance firms, and they're quite enthused about your future. But these are shark-infested waters, so shop carefully. Try this: When they tell you it'll cost \$X thousand per month to smile-and-dial on your behalf, ask if, instead, you can simply pay them for results, i.e., \$Y per station affiliated. You'll likely hear 'HABBA-HABBA-HABBA...'"

In response, I heard from Talk Shows USA's Skip Joeckel, one of the few NON-sharks, a trustworthy pro with whom I work on-behalf-of several clients who do successful syndicated shows. Skip made the point that getting-ON-a-station is just the beginning:

"There's another part: ongoing Affiliate Relations. The syndicator also has to hold the hands of every station they sign up AFTER the sale. A few questions that I run into and take care of:

- *"What satellite are you on?" "Where's the program clock?" "What are your tones, netcues?" "How do I get the FTP feed?" "Where can I get a user name and password?" "I need liners." "I need promos." "I need a spot cut." "Can you sit in on our Sales meeting?" "Can my Sales people call you?" "Will the host come to my city for a remote broadcast?" "Can you send me a copy of my contract?" I've only scratched the surface. The station requests never stop.*
- *Even if a freelance clearance pro turned the station over to the show host after getting the show on the station, the station will ALWAYS call the syndicator to answer their questions.*
- *Then, there are the show hosts/Sales/office people: "I need an affiliate list." "I need it sorted by state." "I need it sorted by MSA." "I just want a list of affiliate stations in Florida." "I want a conference call/meeting." "I want to talk about advertising, marketing, my competition." "How many FMs are we on?" "What markets are you working?" "I want to change something on your website (the website I pay to keep current)." These requests also never stop.*

GOOD POINTS! And if you're contemplating syndication, Skip just gave you the checklist to vet vendors who tell you they'll make you a star. Ask lots of questions. Heck, ask Skip! He's been-around-the-block, and he's very approachable (TalkShowsUSA.com).

The consultant is in, the meter is off. Send your questions to newsletter@hollandcooke.com

"It's a Solid Gold Weekend!"

Strategies and tactics for making your station's weekend fare "appointment listening," and premium Sales inventory. FREE DOWNLOAD this month, in the right-hand column of every page at www.HollandCooke.com

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NOT ONLY ARE MORE AMs FLIPPING TO FM, EXISTING FM TALKERS ARE UPGRADING.

Most-conspicuous example: the USA's top biller, all-news WTOP/Washington, a stand-alone AM when I programmed it for 7 years in the '80s. Shortly thereafter, new owners did what-I'd-been-begging-mine-to-do: added an FM simulcast, an outlier to fill-in a null. Later, the station moved to bigger and multiple FM's, and left AM entirely.

Newest example: News/Talk WGAC/Augusta GA, which just moved its simulcast from rim shot 93.1 to bigger-footprint 95.1. But geography isn't the only reason to move lucrative spoken word programming to FM. Some 80% of Time Spent Listening to AM/FM radio is on FM (a national average, your market may be higher). And as of several years ago, iPod/Internet/satellite/etc. adoption had reduced AM+FM listening to only 50% of TSL overall. So hiding your best stuff on AM is now, mathematically, unwise.

All-of-that said:

- There's more to adding-a-simulcast than simply flipping-the-switch. You'll want to avoid a well-intentioned promotional mistake many new simulcasts make. And adding FM introduces some revenue opportunities you won't want to overlook.
- If you're a start-from-scratch News/Sports/Talk FM, you have an opportunity to put your competitor's incumbent AM in a box that says "your father's Oldsmobile."

See also: Page 6, regarding WDBO/Orlando, yet-the-latest heritage News/Talk AM to add FM simulcast. And note how Clear Channel is using translators in various markets. Their WIOD (AM), Miami just added a second.

To discuss your situation, in strict confidence, call me: 401-330-6868

SIRIUS XM: YET-MORE SUBSCRIBERS

21 million in Q2, up 8% in 12 months. Improving new car sales are helping, since many new subscribers get hooked during free trial periods. And churn (new car owners canceling when the freebie runs out) leveled-off quarter-to-quarter. That's a big deal to Sirius XM. And here's a concern for AM/FM radio: Sirius XM reports 19% growth among other subscribers, aftermarket self-payers.

BLACKBERRY'S OWN MUSIC SERVICE

And there's a new wrinkle to "BBM Music:" You can share songs-you-access with other subscribers. So the user becomes the DJ, to his/her buds. Blackberry owner Research in Motion claims 45 million users, and has cut licensing deals with major record labels.

PANDORA RAMPING-UP AD SALES, NATIONAL AND LOCAL

On his recent quarterly conference call, CEO Joe Kennedy noted his company's sixth consecutive quarter of triple-digit revenue growth. One thing Pandora won't add: commercial inventory, which will stay at 2 spots per hour for now.

Measurably, Pandora is now "the new transistor radio," with 70% of use mobile, which generates about half of revenue.

PANDORA NOW APPROACHING YOUTUBE'S POPULARITY AS A MUSIC SOURCE

Source: new Burns & Associates survey of CHR listeners.

- YouTube brand awareness 94%, Pandora's 85%.
- The iHeartRadio, which owner Clear Channel has been pumping with their star-studded Las Vegas event: 65%.
- 39% report using Pandora more than any other online stream.

4-in-10 surveyed say they listen to radio to find out which tunes are popular. Logical, since customizable streams use crowdsourcing and other artificial intelligence to feed users songs-they-already-like. So NOW can we talk about FM Talk?

ARBITRON CONFIRMS: IT WILL MEASURE INTERNET RADIO LISTENING

In addition to radio station streaming, this new service will track listening to pureplay services such as Pandora. Both online and mobile consumption will be measured. Arbitron says the service will launch next year.

MOBILE ADVERTISING WILL QUINTUPLE IN 5 YEARS.

It's a \$161 million market now, and Borrell Associates forecasts \$667M by 2016, with biggest gains in local advertising. Borrell surveyed 60,000 local businesses, which say they're budgeting an average of 20% for mobile. This trajectory puts mobile on-track to bill what-radio-bills-now by 2016.

Thus the low-cost/no-cost idea on page 3 of last month's newsletter, a phone "app" that radio invented – DECADES ago -- sold to sponsors then and can sell 'em now. If you missed that issue, see back page.

FORECAST: EXPLOSIVE GROWTH FOR DASHBOARD INTERNET

Automotive technology research group IHS iSuppli reckons 10.9 million factory installs by 2018, up from 149,000 last year.

And, as I reported from the 2011 Consumer Electronics Show in January, the trend is to apps that migrate from-device-to-device.

For more, listen to reports I filed for The Jim Bohannon Show and America In The Morning. Hit www.HollandCooke.com, then click on the CES logo in the right-hand column. The pertinent reports are titled "Just when you've figured out your smartphone, here come 'superphones.'" and "There's reason for optimism about the Recovery."

"THE FUTURE OF THE AUTOMOBILE AND TALK RADIO"

That's my presentation at the Los Angeles Regional Talkers Forum 2011, Thursday, October 20, 9AM-3PM in the Steve Allen Theater at the Los Angeles Press Club...and I'm flattered to be among a Who's Who appearing. Admission – including continental breakfast and lunch -- is FREE to working media; seating is limited, advance registration only: 413-565-5413.

SO???

Come down off the ledge! NOBODY – repeat, NOBODY – is better-positioned to exploit changes underway better than broadcasters (who aren't mired in business-as-usual mode). After all, we have:

- **Incumbency:** Millions of AM/FM receivers are in habitual use by the two living generations who control most USA retail spending.
- **Credibility:** Anyone can publish on the Internet. But those two generations heard the biggest news stories of their lives on radio.
- **The conveyor belt:** A radio station is an up-and-running production house for audio...and video, if only by-alliance-with a wedding/mitzvah videographer who would rather trade for radio advertising than keep wasting his/her money on Yellow Pages.
- **Advertisers:** I attend about a dozen conventions a year, as many Internet-related as broadcast-oriented. And, yes, that Internet gang is more-energized and more-enterprising-than radio has become. Their conferences have the mojo that guys-my-age remember from great big radio conventions. But leading-edge-as-it-may-be, that Internet crowd is green-with-envy over the relationships broadcasters have with advertisers. Admittedly, and measurably, money is wandering from our camp to theirs. But, as I said above, broadcasters have a BIG head start.

So, in coming weeks, I'll be attending two back-to-back new-platform conventions: Streaming Media West and the BlogWorld & New Media Expo 2011 in Los Angeles. You can't be there, so I must.

Look for my notes – the Internet-to-English what-it-means-to-you translation – in an E-X-P-A-N-D-E-D January newsletter which will also include my notes from Arbitron's Client Conference in Baltimore in December. Several gracious readers offered that my notes from last year's Arbitron Fly-In were, alone, worth the modest price they paid to subscribe...thus setting-the-bar-high for the January 2012 issue.

Meantime, the December newsletter will be my annual, plainspoken, some-say-nervy, Year-in-Review/Year-Ahead issue.

DON'T TRY THIS AT HOME! NEW FORMAT: "ALL-SHOES"

Admittedly, July and August are slow news days for radio's trade press. So forgive your daily fax-blasters for eating the Merlin Media story with-a-fork-and-spoon. Hey, format flips in markets #1 and 3 would be news any time, if not every day.

When you hear these new FMs do what-they-tell-us is "all-news," you may wonder what all the fuss was about.

- Having programmed WTOP/Washington for 7 years, I'll confess I'm a tough grader for this particular format. But here's a tip for ANY station: Don't play the same commercial FIVE TIMES IN ONE HOUR, especially that annoying Troy Aikman/Hulk Hogan spot I heard on the Chicago station, "bruther." Same-hour, a Kohler generators spot also played 5 times.
- And those commercials were repeating between three-items-in-35-minutes about calories; and a piece about pets. A couple weeks later, when the New York station launched, I heard twice about a Marshall's shoe sale -- including a breathless on-scene reporter -- before they bothered with the day's stock market tailspin. I felt like the Albert Brooks character in "Broadcast News," who, exasperated by William Hurt's character tearing-up on-camera, blurted-out "Could we put on THE NEWS?"
- And if we're-to-be-perceived-and-trusted as "the news," useful information, write a more factual lead than "IF YOU OWN STOCKS, AND YOU'RE NOT WORRIED, YOU SHOULD BE."
- And for anyone, anywhere, launching in any format: REHEARSE, so you're not asking listeners to adjust dashboard volume to hear the dang traffic report. You never get a second chance to make a first impression.

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SOUND BITES

“Want 16 thirty second commercials for only \$150?”

Mass E-mail solicitation from KFNX/Phoenix, which also offers “15 Min Radio Segments ONLY \$125...Get Yourself Heard By Thousands of Listeners! It's Prime Time! During Drive Time!” But “Limited spots available, so don't wait!”

“Want more time to open the phone lines up for the listeners to call in and get their contact information? Call Carol for details! You also get a copy of the show to use for marketing purposes!”

“You're seeing an industry that is transforming itself.”

Dominique Raccah, quoted in the New York Times. She, a book publisher, refers to a medium older than radio: hers.

Why the book business is better-than-ever? E-books, which were 0.6% of the market in 2008 and 6.4% in 2010...though, if you spend as much time as I do on airplanes and Amtrak, you might not believe it's that low. And 2011 year-to-date data already reflects a steep growth trajectory.

“Trade, academic, professional...in each category, we're seeing growth,” crows Association of American Publishers' VP Tina Jordan, also interviewed. “The printed word is alive and well whether it takes a paper delivery or digital delivery.”

MEANWHILE, what-was-once the 1200-store Borders chain has been deep-discounting inventory and selling fixtures in 399 remaining stores it's closing. Demand grows for “the programming,” while people are getting it from a different “transmitter.” See page 1 of last month's newsletter. ‘Miss that issue? See back page.

“We are in the process of transforming our operation into a digital news organization. Whether it is radio, web, mobile, text, photos, video, social, or whatever comes next, we are using all these tools to best further the story across as many platforms as we can.”

wtop.com Director of Digital Media John Meyer, who just hired two full-timers who only Tweet and blog about traffic.

Heck, when I programmed WTOP in the '80s, FAX MACHINES were cutting-edge! But we already knew that, to many high-TSL Washington-area listeners, our all-news station was really all-traffic-and-stuff-between-the-traffic-reports.

Today, WTOP is the USA's top biller on-air, and a conspicuous digital money-maker, because they don't treat digital an adjunct. The station's Facebook page has some 26,000 friends. So if MY BARBER – someone without an AM/FM transmitter – now has nearly 41,000 on his (“I Love My Rhode Island Accent”), radio stations need to be in this space.

“AM580 WDBO has an incredibly strong brand with award-winning news, weather, traffic and talk format. We are anticipating significant ratings growth by simulcasting WDBO on FM.”

Statement by Cox Media Group Orlando VP/Radio Operations Susan Larkin, as yet-another heritage News/Talk AM took-over what-had-been a music-formatted sister FM:

“Previous simulcasts of this nature across the country have lead to very large share increases. The decision to simulcast our 24-hour news/talk format on FM will offer unique radio content to a wider listening audience. Many members of Orlando's radio audience have never visited the AM dial. The simulcast of WDBO on FM allows us to penetrate twice the previously available listening audience to serve our local community as well as our advertisers.”

“It's easy to get dazzled by iPads and smartphones, but all the spectrum in the world won't ensure reliability of the ‘one-to-one’ cellphone network architecture during an emergency.”

National Association of Broadcasters EVP Dennis Wharton, after wireless network overload during last month's East Coast earthquake; and making the case that phones should include the FM receiver chip.

“Begging the question: Who, exactly, at those cell phone-receivable FM radio stations would be on hand in the studio to actually impart information?”

KTBB AM/FM, Tyler TX owner Paul Gleiser (www.YouTellMeTexas.com)

“Nothing more than a media driven, money-making, self-serving, end-of-times messianic-lunacy circus show.”

Glenn Beck's recent Jerusalem shindig, according to Rabbi Joshua Levine Grater, writing in LA's Jewish Journal.

“*a myth*”

The Separation of Church and State, in-the-estimation-of then-newly-elected U.S. Rep. Michele Bachmann (R-MN), 2006. Now she's running for President of The United States.

“Father, our heart breaks for America. We see discord at home. We see fear in the marketplace. We see anger in the halls of government, and as a nation we have forgotten who made us, who protects us, who blesses us, and for that we cry out for your forgiveness.”

Texas Governor Rick Perry, competing with Bachmann for the nomination, leading 30,000 in prayer in Houston

“Christian”

Political code word for “Protestant”

“It's just a good thing I can't pack a gun on the Senate floor.”

U.S. Sen. Tom Coburn (R-OK). Tough to disagree.

“This country has come to feel the same when Congress is in session as we do when the baby gets hold of a hammer.”

Will Rogers, recalled by The Washington Post as it released a poll which demonstrates voters' profound unhappiness with Congress.

Though Rogers' vintage quote reminds us that this sentiment is Americana, this new data gauges the greatest discontent since 1989. That old saw that people-want-to-throw-the-bums-out, but they like THEIR bum? Not any more! Only 30% say they would vote to re-elect their legislator; and 63% -- a new record -- crave a fresh face.

This tracks another recent survey, USA Today/Gallup: “Compared with how presidents and Congress have dealt with the nation's problems in the past, do you think President Obama and Congress are doing...”

- “a better job:” 13%
- “about the same:” 34%
- “a worse job, but not the worst in your lifetime:” 10%
- “the worst in your lifetime:” 39%

“The only energy needed to grow wood is the sun.”

GREAT copy point from issue advertising by the NC Forestry Association, on client station FM Talk 101.1 WZTK, North Carolina's SuperStation. By the end of the spot, tree-huggers are feelin' better about those paper shopping bags.

Two points:

- Write copy this good for local retail advertisers, and they'll get results. Ditto for station promo copy.
- This account is an example of advertising that favors News/Talk radio.

“I keep people out of the market when they want to get in, and in the market when they want to get out.”

Busey Bank Managing Director Kurt Anderson, interviewed on client station 93.5/95.3 The New Connect FM, Champaign-Urbana.

“ALL-DAY TODAY, ALL-DAY TOMORROW”

First four words I heard on client WPTF/Raleigh, the morning before Hurricane Irene hit, assuring listeners of continuous coverage.

“Love your newsletter and enjoyed hearing you again at the New Media Seminar in NYC. I'd show up just to hear what you have to say. ”

Gracious unsolicited praise from Greg Glatz, host, CJOB 68/Winnipeg, Manitoba's Information Superstation

If you couldn't join us in New York for what was Talkers' biggest-and-best-ever annual New Media Seminar, you can click-to-view my session on the home page at www.HollandCooke.com. No login necessary.

Last month, SPECIAL REPORT:

- GOT A RADIO SHOW, AND **WANT TO SYNDICATE?**
- **ONLINE TO ON-AIR:** WANT TO TURN YOUR BLOG OR PODCAST INTO A RADIO SHOW?

In July's newsletter, my notes from TWO conventions the-month-before:

- **TALKERS' BIGGEST, BEST-EVER NEW MEDIA SEMINAR**
- **WHAT RADIO NEEDS TO KNOW, FROM BLOGWORLD NEW MEDIA EXPO**

In the June issue:

- **BROADCASTING/PODCASTING FROM HOME? TWO TIPS**
- **WHY CALL LETTERS MATTER MORE THAN EVER** IN PPM MARKETS

In the May newsletter:

WHAT YOU MISSED IF YOU MISSED THE NAB CONVENTION IN LAS VEGAS (PLENTY)

En Avril:

WHAT RADIO CAN LEARN FROM THE TRAGEDY IN JAPAN

In March:

- **HOW TALK RADIO'S BIGGEST STARS ARE RIPPING-OFF-THEIR AFFILIATES**
- **WHAT BABY BOOMERS BUY, AND WHY**
- **WHAT AM/FM RADIO CAN LEARN FROM SATELLITE RADIO**

The February issue:

WHAT YOU NEED TO KNOW ABOUT WHAT I SAW AT THE MASSIVE, MIND-BOGGLING CONSUMER ELECTRONICS SHOW

In January, my notes from Arbitron's annual Fly-In conference:

WHAT PPM IS TELLING YOU, EVEN IF YOU'RE NOT IN A DIARY MARKET, EVEN IF YOU'RE NOT AN ARBITRON SUBSCRIBER

In an especially-nervy December issue which several long-suffering subscribers are calling "the best ever!"

2010 YEAR-IN-REVIEW; **WHAT TO EXPECT IN 2011**

In November, I sent subscribers TWO newsletters!

- IN THE NOVEMBER ISSUE: MY NOTES FROM **THE 2010 BLOGWORLD NEW MEDIA EXPO**
- AND IN AN EXTRA EDITION, NEW RESEARCH: **HOLIDAY SHOPPING FORECAST, CONSUMER ELECTRONICS TRENDS**

In the October issue:

WHAT YOU MISSED IF YOU MISSED THE NAB/RAB RADIO SHOW IN WASHINGTON

The month before:

- **PPM PARANOIA:** WHY NOT TO FEAR THE METER; AND THE NEW RULES
- ARE YOUR PROMOS UNWITTINGLY **FRIGHTENING ADVERTISERS? BUMMING-OUT LISTENERS?**

Subscribe now, and you will also get this FREE bonus: All-of-the-above!

----- **E-Z ORDER FORM** -----

Ignore the fine print atop page one. Copy THIS page to everyone you know!

- [] New HARD-COPY-BY-SNAILMAIL subscription: **\$129** (\$149 outside the USA.)
- [] New PDF-BY-EMAIL subscription: **\$99** (NO SURCHARGE outside the USA.)
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- [] **Visa or MasterCard.** (NOTE: No American Express. Go ahead, leave home without it.)
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