

Holland Cooke Newsletter • May '15

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“Radio has more listeners now than ever before.”

NAB CEO/President Gordon Smith

Last month's NAB Show was its biggest since 9/11. 103,000+ attendees from 159 countries came to fabulous Las Vegas.

Radio people think of this event as a TV convention, but it's more. Appropriate to how people now consume and advertisers now support media, the big April show is less-and-less just a broadcasting event. Sure, there's TV hardware aplenty, and even before the FAA greenlights commercial use in the USA, drones-as-a-newsgathering-tool were prominent.

But, as last year, the show's theme was "Bringing Content to Life." And speakers striding-on-stage spoke of "content creators sharing all media industry delivery platforms" and "the pace and magnitude of change."

Co-located: NMX, as in "New Media Expo," formerly "Blogworld," previously "Podcast & New Media Expo," of which you've read my Talkers coverage as the event evolved these past dozen years.

“More people have listened to ‘Serial’ than have watched ‘Mad Men.’”

Tom Webster, Edison Research, speaking at NMX

“You can't monetize the Internet.”

Mel Karmazin, in the 1990s, recalled by Tom Leykis who worked for him at the time.

When the RAIN Summit West audience finished howling, Tom told 'em that he recently sold-out a LA comedy club "at \$75 a head, THREE TIMES the usual ticket price, to watch 15 of my callers perform."

The RAIN convo was day-before-NAB. You can't hit 'em all, so I must. This month's newsletter is a convention three-fer.

AND YES, YOUR PHONE IS SPYING ON YOU.

Read page 3 and you'll get chills.

“We believe this could open us up to a new group of advertisers.”

WIBC manager Charlie Morgan, interviewed by Indianapolis Business Journal, as his station announced it would drop The Rush Limbaugh Show.

This story had radio people buzzing at the NAB Show. And by the time this ink dries, there may be more headlines.

Recently-released major market ratings continue to demonstrate a clear pattern: The Rush Limbaugh Show is now small in big markets. But it remains big in small markets. In next month's newsletter: **How To Sell The Rush Limbaugh Show**, based on my work in medium and small markets.

Also next month...

YOUR NEXT JOB: YOUR BEST JOB

Feel like your last job might've been...your last job? Or working NOW...but hearing footsteps? You're not alone.

In my June newsletter: **SPECIAL REPORT: Radio Job-Seekers: How You Can Make The Cut**

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8 IDEAS IN 7 MINUTES

1. Bloggers and podcasters: Engage via Twitter, and say "because."

At a well-attended NMX session, enthused Mignon Fogarty – well-known to this audience, and 236,000+ Twitter followers @GrammarGirl – offered success tips from her 9 years podcasting:

- Although voicemail is theoretically useful, on-demand shows don't pull calls as well as live radio. So, instead, to accomplish interaction, "embed a Tweet with a listener question" which you answer in your show (if you do Q+A).
- "Say "because"" when opportune. "Give people a reason to take action" when you're asking them to take an action, i.e., "Please write a review because it will help us attract advertisers to support our show."

Read more of my notes from Grammar Girl's session at www.HollandCooke.com

2. Radio Sales managers: For the first 6 months you're selling a digital product, let reps keep ALL the revenue.

Why? Consensus among panelists at RAIN Summit West: Few traditional radio reps sell digital stuff well.

Why: They're accustomed to having-all-the-answers for objections related to radio.

And they don't understand digital well enough to have THOSE answers. But they sure do understand do-re-mi.

3. APPLAUSE for radio stations smart enough to give away an Apple Watch.

4. Stations: Got a big on-air or online event – or an event -- coming up? Put a countdown clock on your home page.

Idea from a RAIN Summit panelist, who did so in-advance-of streaming play-by-play of a big game.

Make the clock part of your sponsorship bundle.

5. Launch a new podcast with more than one episode.

From the NMX session "How To Get Your First 100,000 Podcast Downloads," by Grand Baldwin (GrantBaldwin.com).

Why? Note how Netflix delivers "House of Cards" and "Orange is the New Black." Like one? Have another.

Baldwin says aim for two episodes per week, but "only if you can keep it up, and the quality can remain high."

Another tip, from the same session...

6. Pick a consistent podcast release schedule and stick to it.

Even in this on-demand medium, be habit-forming. Read all my notes from Baldwin's session at HollandCooke.com

7. Talkers: Interview tip, from one of the better interviewers I know...

He's WMAL/Washington morning anchor Bill Thompson, who worked with me three times. Bill says:

If you're going to interview an author, read the book (or at least skim it thoroughly). For an athlete, know his current stats. A doctor? Be familiar with her specialty. With the Internet, there is no excuse for being unprepared (if there ever was before). Listeners can tell when you're "winging it."

MORE, in "Interview Tips," among the free downloads at www.SolidGoldWeekend.com

8. DON'T take a bathroom and/or cigarette break during my Talkers/NY2015 session.

It's "The Big Picture: Radio's Rapidly Evolving Role in 21st Century Media."

The conference is June 12. If it's not sold-out by the time you read this, call Talkers: 413-565-5413.

Can't be there? Look for my conference notes here, in July. And if you still smoke, quit, willya? We'd miss you.

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“24 hours a day, you are watched and listened-to.”

Sounds like a wild-eyed Alex Jones rant, right? But NAB's Tech Luncheon speaker was chillingly credible. And he sure didn't disappoint attendees who were titillated by his resume, which goes back to NASA, Xerox, Lockheed, and Univac. Univac!

More recently, John McAfee's life has been shrouded in intrigue, as authorities in Belize raided his compound, arrested (but didn't charge) him on drug and weapon charges, and named him as "a person of interest" in a murder investigation. Before he fled Belize, the Prime Minister called him "extremely paranoid, even bonkers." Oh, and he's written books on yoga. And yes, he's THAT McAfee, whose security software is on millions and millions of computers.

McAfee – a real-life Al Pacino character – had a ballroom full of normally stoic broadcast engineers on the edge of their seats right off the bat.

At NAB's Technology Luncheon, he asked for a volunteer with a smartphone. On-stage he collected two phone numbers, the volunteer's and "any other person you know" (apparently the volunteer's wife). McAfee entered both on his smartphone and hit Send. And when the volunteer's phone rang, and his wife's name showed in Caller ID, it was McAfee calling.

Next volunteer: "Got a flashlight app?" McAfee said "you're about to see 666-666-6666 on your caller ID." When the phone rang, he said "don't answer." Then when the on-stage TV camera put McAfee's smartphone up on the big screen, we saw a photo of the volunteer, unaware.

“What you see on your screen, I see on my screen,” he said, calling how-that-happens “trivial, something any teenager can do.”

And teenagers aren't the problem.

- You could have heard a pin drop when he asked "Anyone have a teenage daughter with a waterproof phone?" Many do, because they NEVER stop texting. "There could be video of her in the shower, on a porn server in Russia!" "Chinese and Eastern European" eavesdroppers are also helping themselves to our data. Unwittingly, we let them.
- These things happen because we download apps, which access our contacts, Email, text messages, camera, and microphones...even when we think the phone is turned-off. "Unless you take out the battery it's not," McAfee warned, in a voice that sounded like he was reciting Edgar Allen Poe.
- "A BIBLE READING APP" is sending personal data "to servers at 'Focus on the Family,'" he charged. "Would you hand a stranger your wallet?" You already have, by downloading apps that ask "permissions they don't need."

By this point, every engineer in the room was looking at his/her phone. But fear not, there's an app for that. McAfee – one helluva salesman – urged that we download a free app from his web site, FutureTenseCentral.com, where he sells other apps too. The freebie will point out which apps you've installed that are collecting information you don't want them to.

Recommended on-air topic: This! I asked, and "Into Tomorrow" host Dave Graveline says he's available to any of my subscribers whose stations don't compete with one of his affiliates. Email dave@gravline.com

This month at www.HollandCooke.com, on the home page, no login, no password, no foolin:'

- Sure-fire call-in topics, from a veteran host.
- VIDEO: Talk Radio Shoptalk, with Doug Stephan, who says "Good Day" every morning on hundreds of stations.
- VIDEO: Three 6-Most Dreaded Words in Sales: "We tried radio, it didn't work."
- Weekend Talk: 2 Problems, 2 Solutions:
 1. 2 Reasons Brokered Shows Cancel
 2. 2 Ways to Save the Business...and Pump-Up Tune-In (and Digital)

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“If you work in the media, and you’re not in Social Media, you don’t work in media.”

Jumpwire Media’s Gavin McGarry at RAIN Summit West

RAIN stands for Radio And Internet News, at its publisher’s KurtHanson.com. The conference, on the Sunday before the NAB Show, drew some 300 content-creators-without-transmitters, and broadcasters playing catch-up.

McGarry sounded stern: “Social media is NOT for marketing. It’s about building community.” And he urged that stations take it seriously: “Outsourcing Social Media to your interns is not an option.” Your brand is at stake.

And, McGarry said, while “Social Media is the sexy thing everybody talks about, Email drives traffic.” Yep, old-school Email. Quick-to-agree was fellow panelist in the “Digital Solutions That Deliver” session Ruth Presslaff:

“The research budgets [of yesteryear] are gone. Use your Email database as ‘an early warning system.’” Converse with listeners, on-an-ongoing-basis, to know what’s thumbs-up/thumbs-down.

“Show of hands: How many of you – if pitched a serial about a teenage murder – would be interested?”

ABC News Radio VP Steve Jones referenced the groundbreaking episodic podcast “Serial” as he moderated the RAIN session “You Should Talk.”

Soon came a reply, from radio network pioneer turned podcasting impresario Norm Pattiz. Moderating “On-Demand is In-Demand,” the Podcast One founder said Serial had opened his eyes to concepts that station managers would scoff at.

“The business of podcasting owes ‘Serial’ a debt that can never be repaid.”

Norm Pattiz

Key quotes from Steve Jones’ session:

- Kurt Edwards from the UK’s TalkSport – which Jones called “the biggest sports station in the world” – told us that live events can drive big streaming. During a big soccer game, his play-by-play was #1 on TuneIn worldwide. Broadcasters: When your transmitter is otherwise engaged, what can you offer, to listeners (and sponsors), on a stream? Smartphones await.
- Univision Radio’s Ted Gurley concurred: “Digital lets us invest in things we can’t do over the air.” And several broadcasters who chatted-me-up during coffee breaks agreed that digital is where radio “must” re-stock the talent pond depleted by automation/syndication/voicetracking and other post-Consolidation cutbacks.
- Advertisers get it. AdLarge Media’s Jay Green had fellow panelists nodding when he referenced the 95 million Millennials who are wresting control of the USA economy from 75 million Baby Boomers: “They’re not just listening.” They expect to interact.

During those coffee breaks, there were selfies aplenty with attendee John Tesh. And as you might expect, Norm Pattiz got mobbed when he left the stage. But the biggest star of this nascent universe in attendance seemed to be Tom Leykis.

- You may have read about him recently in USA Today; and all of radio has followed his story since he left radio, and set up shop in a former laundromat in Burbank.
- “We started out doing Talk Radio [on the Internet], but then it became what it is, Social Media.” HOW social? See that comedy club story on page 1.

“Podcast listeners are P1 listeners,” Pattiz declared, “because they have to perform a positive task” to listen, by downloading. He reckons these “lean-forward listeners” are “much-more engaged” than “lean-back” AM/FM/TV users.

Panelist Andy Bowers, ex-NPR now Slate/Panoply Media, offered that “podcasting is like using the DVR;” and radio needs to cater to obvious demand for on-demand.

Take your take out for a spin.

They're the mother's milk of Talk Radio, and endorsement spots R.O.I. best as podcast ads too, according to Dan Granger from the Oxford Road agency. He places advertisers in podcasts: "We look for influence. Engagement is deeper when you hear a human talk and give an opinion about something." He reports that "'Serial' buzz has brought a lot of attention" from big brand advertisers, "Madison Avenue starts to take notice."

Bowers: "Listeners understand that advertising is there to keep the show free, so they're glad to buy products." Pattiz recommends bumping-into spots unobtrusively: "We're gonna take a short break for a message from the company that supports this show. These are the people who make it free." (See Idea #1 on page 2.)

At every station I visit, horrified GMs tell me that digital guys are calling on car dealers.

And car dealers are moving radio money toward the shiny object. Detroit is telling them to.

- Advertisers, of all sorts, are being pitched "by as-many-as 25 digital companies PER DAY," according to George Leith, VendAsta Technologies. But he sees an advantage in radio's incumbency: "They trust your Sales rep."
- So getting sellers up-to-speed is key (see Idea #2 on page 2). And panelists agreed that this emphasis has to be top-down and all-in. The boss him/herself has to personally USE digital.

"If you're paying for it, you're pretty-much using SiriusXM."

Edison Research President Larry Rosin, at RAIN Summit West

Recently-released results of the Edison Research/Triton Digital "Infinite Dial 2015" -- the 23rd research survey in the series -- are must-reading for anyone, in any format, in radio. And "anyone" includes Sales. ICYMI, read the short version and download the whole thing -- including some graphics that belong in your Sales kit -- in last month's newsletter.

At the RAIN event, Edison President Larry Rosin deep-dove into the data concerning in-car use. He showed us that SiriusXM subscribers "listen most" (55%) to satellite radio in-car. AM/FM = 28%, Other = 17%.

Among all listeners in the sample Larry told us is statistically-projectable to listeners-in-general:

Currently ever use in-car:

2009 or older cars	2010 or newer cars
85% AM/FM radio	85% AM/FM radio
60% CD player	55% CD player
33% iPod/smartphone	51% iPod/smartphone
18% Internet radio	32% SiriusXM
09% SiriusXM	28% Internet radio

Use almost-all/most-of the time in-car:

2009 or older cars	2010 or newer cars
59% AM/FM radio	48% AM/FM radio
13% CD player	22% iPod/smartphone
13% iPod/smartphone	21% SiriusXM
06% Internet radio	10% Internet radio
05% SiriusXM	09% CD player

In ratings lingo, think of the "currently ever" numbers as cume; "almost-all/most-of" numbers as P1 listeners.

AM/FM stations take note: The average age of cars on the road in the USA is 11 years. Tick tock.

Solid weekend shows make radio special to listeners and advertisers.

And weekends is a focus area where we've really been able to move the needle at my client stations. So hit www.SolidGoldWeekend.com and help yourself to these free downloads:

1. **The Negotiation Checklist** for buyers of weekend longform airtime.
2. The most-requested back issue from the 20+ years I've been writing this newsletter: "It's A Solid Gold Weekend!"
3. **Screener Tips**: They're Talk Radio's unsung heroes, who -- properly tasked -- can help make a show pop.
4. **Interview Tips** that'll draw-the-ear toward your Q+A with on-air guests; from one of the better interviewers I ever worked with.
5. My white paper on **Endorsement Spots**, the mother's milk of specialty shows. Listeners trust hosts' product/service recommendations.

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RAB at NAB: Small and Medium Radio Markets Idea Exchange

While so much of big city radio plays it safe, smaller market stations are more willing to try things and have fun (what a concept). Among clever campaigns shared by Sales managers:

- **"Driven2Excel:"** Stations DO still give away cars. In this perennial campaign, high school seniors with a 3.2 or higher Grade Point Average and 5 or fewer absences go into a drawing for a new Kia Soul. Second and Third Prizes: \$3000 and \$2000 scholarships.
- **"Foto With Fido:"** Here's how to score that digital revenue corporate is barking for. To enter, submit "a selfie with your bestie;" then listeners vote. And in 4 days 14,000 of 'em did, big numbers for a station in Decatur IL. Participating sponsors contributed to The Puppy Prize Pack. Title sponsor was a boarding kennel.
- **"Mommies Little Mummies:"** The only holiday Americans spend more on than Halloween is Christmas. As with "Foto With Fido," entry to this contest was User Generated Content, photos of munchkins in trick or treat costumes. 15,000 voted. Sponsors included a dentist, a kids' clothier, and a photographer.
- "Scared-of-Santa" photo contest: Attendees all laughed when they saw the web graphic, a scene often seen at the mall between Thanksgiving and Christmas. The tot just DOESN'T get it.

Note the common thread? Kiddos and critters. These stations aren't just making money. They're connecting with families.

As each of the campaigns shared in this session was described, presenters detailed measurable results, i.e.:

- Increased unique web visitors by 20%
- Increased station streaming 50%
- Increased page views 100%
- Added new digital revenue.

NMX: "Make Your Marketing Memorable With Visual Storytelling"

Digital engagement (AND REVENUE) is a big priority for radio stations, and this NMX session by "Think Like Zuck" author Ekaterina Walter demonstrated the difference between what she terms "'head marketing' vs. 'heart marketing.'"

"Thinking in pictures is our nature," she reckons. "Images act like shortcuts to the brain;" and "speak to the heart and tell stories."

- "Scientists say the average modern adult attention span is between 2.8 and 8 seconds."
- "90% of all information transmitted to the brain is visual."
- "94% more total views are attracted by content containing compelling images than without."
- "Viewers spend 100% more time on pages with images."

This tracks research I've seen elsewhere demonstrating that Tweets with pictures get re-Tweeted and Favorited more.

"I am used to people complaining about government inefficiencies. It is a new experience, however, to hear complaints to maintain the inefficiencies."

Chairman Tom Wheeler in his SRO NAB FCC Keynote, explaining "new realities demanding a re-assessment of how we do business."

Wheeler assured that policing radio pirates would not be a casualty of impending cutbacks. As he itemized the overhead involved in keeping a Field Office open, he quipped "we don't want our people in the office anyway!" He says the FCC will even be beefing-up its New York and Miami offices; and that wherever they are, "every single FCC field employee will be a double-E engineer." And the commish told us that his ideas on easing AM radio's technical woes would be forthcoming.

Like other industry names speaking at the NAB Show, Wheeler reminded us that local content will continue to distinguish diligent stations: "Local radio & TV broadcasters are still the most important source of breaking news."

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SOUND BITES

"If you're doing a show for everybody, you're doing a show for nobody."

Grant Baldwin, presenting "How to Get Your First 100,000 Podcast Downloads" at NMX

"Poor FM radio. I don't listen to it anymore."

Millennial woman interviewed in video shown during the Edison Research presentation at RAIN Summit West. And she didn't re-up her SiriusXM free trial subscription. She gets what she wants to hear in-car from the Internet.

"A new poll by the firm IPSOS confirms that while some consumers are demanding changes to the car's infotainment system, consumers want AM and FM radio to remain the heart and soul of their car entertainment."

Forbes magazine:

"When 1,000 adults were sampled and asked about their car audio preferences, 91% said they desire typical car radio with 9% preferring an app-based system."

"35-49."

In Las Vegas, a smiling 20-something wearing a TV network ID will invite you into a focus group...IF you're the target demographic. Networks are screening show pilots there, to the constantly-replenished sample strolling The Strip.

NOT-being-invited, I had to ask: "What's the screen, 18-49?" The affable lad whispered the age range above.

"The reason I came back this year is because of the energy that hit me right-in-the-face last year."

Norm Pattiz, in his keynote to podcasters attending NMX, where he keynoted last year too.

In broadcasting, Pattiz says "energy and passion has gone down in direct proportion to debt load."

"If it wasn't for you, a lot of kids would be suffering worse."

Jerry Lewis, accepting NAB's Distinguished Service Award, for, among many other accomplishments, his 67 annual Muscular Dystrophy Association telethons. A standing ovation welcomed Lewis, who sang and danced on Las Vegas stages for decades. He now walks with a cane and looks very 89, but can still leave us laughing.

Old-school moments like this underline what NAB's Gordon Smith reminds us: As important as these new delivery platforms are, "local radio and television stations are more relevant, more vital and more trusted than ever before." As a tornado graphic appeared behind him on-stage, Smith asked, "What if communities didn't have a medium that could instantaneously warn them of impending danger...especially when all other platforms crash and fail?"

Smith – a former two term United States Senator (R-Oregon) – recalled that "Senator Chuck Schumer from New York, a colleague who sat across the aisle from me, spoke before a room of broadcasters at our State Leadership Conference, and said something that really resonated with me. In a time when cable news media is becoming increasingly polarized and partisan, Senator Schumer rightly pointed out that local news has become even more valuable." As Smith put it, "just the facts, with no yelling, screaming and finger pointing. Isn't that refreshing?"

"I guess you never get rid of the disc jockey blood you're born with."

Dan Mason, announcing his retirement as CBS Radio CEO. Later this year, he'll be doing college basketball play-by-play.

"Thank you Holland Cooke. You are THE BEST at making great air talent even greater."

OH-so-gracious unsolicited praise posted to Facebook by Neuhoff Media CEO Beth Neuhoff, after she accepted the NAB Crystal Award on behalf of my client WSOY/Decatur, its second. Kudos also to client Delmarva Broadcasting, another client awarded one of 10 Crystals at the NAB Show.

