

Holland Cooke Newsletter • January 2020

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“preposterous and dangerous”

The Impeachment of President Trump, in his view, described in his rambling 6-page letter to House Speaker Pelosi, just beforehand.

Now, this story-of-a-lifetime only gets better for Talk Radio.

- As this month’s newsletter goes out, Pelosi has yet to send Articles of Impeachment to the Senate for Trump’s Removal trial there, without-which the trial cannot begin. As the president’s defenders whine that she is duty-bound to do so, Pelosi is trumping-Trump, who told staffers to ignore subpoenas and withhold documents.
- WHILE the House took its historic vote, largely along party lines, Trump was holding a rally in Michigan, insulting its late, beloved John Dingell, history’s longest-serving member of Congress. Apparently also unconcerned about the Jewish vote, he got a big hand dusting-off Bill O’Reilly’s old hobby horse about “saying Merry Christmas.”
- And Rush Limbaugh suggested to gullible Dittoheads that, until the Senate acts, “Impeachment might not be official.” Strategically, bunk like that can help Conservative radio talkers. To own this story, stoke resentment.

“I don't sound like him. He sounds like me.”

Trump supporter in my family, over the holidays.

If your station is the garden-variety Limbaugh/Hannity/Fox News talker, this is your time. Milk it.

“He has done everything he can to undercut the media, to try and delegitimize us, and I think his purpose is clear -- to raise doubts when we report critically about him and his administration that we can be trusted.”

Fox News anchor Chris Wallace, speaking in Washington.

He blames the president for “the most direct sustained assault on Freedom of The Press in our history.”

NO SALE to undaunted Trump supporters, who will view even a Fox News fixture like Wallace as off-the-rails.

- The listeners most-likely to contribute atypically-high tune-in choose-to-believe what-they-choose-to-believe. Assure them that they’re right, and they’ll keep coming back.
- Put your personal politics aside if you are among the statistical majority of Americans who disapprove of the president. We’re doing a show, and this story is the plot of our lifetime.
- If it’ll help, think of it this way: You’re running a gas station. If you’re only selling gas, you’ll go broke. You make your money selling cigarettes. You yourself don’t need to smoke; but ya gotta eat.

“Make no mistake: This is not politics as usual.”

Newt Gingrich opinion column at FoxNews.com

Reaction to December’s page one (“THIS is The Golden Age of Talk Radio. And its swan song?”) made me feel like the Tom Cruise character in “Jerry Maguire.” Lots of feedback was “You wrote what everyone thinks but nobody dares to say out loud.” If you missed that issue, download it at HollandCooke.com

In this issue: Podcast Best Practices. Page 4...

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5 IDEAS IN 4 MINUTES

1. **Right-leaning Talk stations: Image for advocacy, not just availability.**

For all the reasons on page one this month, and last, this is the wrong time to be subtle.

If you're a regular reader, or a client station, you know my playbook: Invite occasions of Listening, rather than asking for longer **duration**-per. Example: "GET A FOX NEWS UPDATE, EVERY HOUR, ON-THE-HOUR."

Why occasions, rather than duration:

- Think car radio. All other listening locations are bonus AQH. And there's little we can do to keep listeners sitting in a parked car with the key on Accessories once they've reached their destination.
- NO minds are being changed. The listeners most-likely to contribute heavy tune-in are seeking **affirmation**, rather than **information**. And the narrative from Rush, Sean, et al is sufficiently repetitive that affiliates deliver instant gratification. So the like-minded are quickly assured that they're right, and that anything challenging their predispositions is fake news. It's safe to go back to music.

Accordingly:

- Beyond offering mere availability of information (i.e., Fox News on-hour), take sides.
- Cull phases from social media posts and blogs. Look for the sort of catch-phrases that we used to hear in the focus groups radio no longer funds.
- Based on what I'm seeing, work stuff like this into station liners:
"WATCHING THE WITCH-HUNT, SO YOU DON'T HAVE TO..."
"FACT-CHECKING FAKE NEWS UNTIL THE IMPEACHMENT SCAM DIES..."
"DEMOCRATS FEEL NO SHAME, BUT TRUMP STAYS ON HIS GAME..."
"PRESIDENT TRUMP IS DEEP-SIXING THE DEEP STATE, DAY-AFTER-DAY..."

2. **Cliché Alert: "Full stop."**

3. **Pronouncer for announcers: "Forward" has two "Rs."**

Not "fo-werd."

4. **Worth 5 minutes of your time: "How Google Search Works"**

See <https://youtu.be/0eKVizvYSUQ> and/or read <https://www.google.com/search/howsearchworks/>

Only have 5 seconds? Think what the person you want to find you is likely to type into the Search box. Use those words in your page title, and early in copy.

5. **WHY your YouTube thumbnail image is SO important?**

Social media expert tells me: "Millennials decide in 1.9 seconds whether to click on a video." And I'm not sure older people are more patient.

- If you don't like the thumbnail YouTube's robot chooses for you – or alternatives YouTube offers at the bottom of the Upload page – you can upload an external image.
- Think of it this way: When you get home tonight, you'll sort your mail over the wastebasket. Think of the YouTube thumbnail as your "envelope."

Bonus factoid from that expert: "The average person on social media scrolls more than the height of the Statue of Liberty." Thus the need to seem interesting/relevant INSTANTLY.

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Want attention? Jump-in-front-of the parade.

*If your station is promoting off-air: God bless ya! Don't blend-in. Stick out.
Same for local advertisers. Steer-them-clear of blah-blah-blah copy.*



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Podcast Best Practices

Google "podcast tips" and you'll find plenty, most for newbies ("State your name and the name of your podcast at the beginning"). Since you're a pro, we'll skip to Advanced Placement stuff:

Understand how-users-are-using, and package accordingly.

- Visualize the listening context where your work will be heard. Assume that listeners are on-the-go. Segment the show so in-car and smartphone consumers can pause and re-enter at logical break-points. Doing so won't turn-off listeners sitting-stiller at computers.
- Format the show. Example: HBO's successful "Real-Time with Bill Maher" is formatted:
 1. Mercifully-brief produced open;
 2. Well-written-but-not-too-long monologue;
 3. Interview segment: Well-prepared questions asked of intriguing people, some-of-whom you've heard of (who often say things you weren't expecting to hear), others-you-haven't-heard-of (and you end-up wanting-to-know-better);
 4. Panel, participants of-differing-viewpoints, led by the host's fact-based bullet points and outspoken take;
 5. Then a featured guest, at first interviewed by the host, then interacting with panelists;
 6. "New Rules" is a scripted comedy segment, a half dozen quick edgy bits that play-off the week's news and the societal observations that are such rich fodder for comedians. The last New Rule runs longer, and is the host's scripted byline think piece.
 7. Then comes an invitation to join the after-show, online, where panelists respond to questions and comments viewers submitted during the show's first live airing.
 8. Closing credits billboard next week's guests.

I'm NOT saying that's your format. My point is that it's necessary to HAVE a format.

"You can't wing it."

Talkers publisher Michael Harrison joined Fred Jacobs on my TV show recently, and both offered valuable guidance on for podcast topics and techniques. You can watch the video at HollandCooke.com. Tips:

- Avoid "random thoughts," a phrase I actually heard used to describe a podcast by a seasoned radio talent who should know better. Presume that nobody has time for random thoughts.
- Plan each segment, so it has a beginning, a middle, and an end.
- Shorter is better than longer.
- Ask listeners to forward your podcast to their friends, and make doing so easy. And explain how-to-subscribe, for those to-whom your subscribers do forward.
- Remind 'em that you archive all episodes, so they can pick-N-choose at their convenience.

LAST MONTH: That FIRST Sales Call

Proven tactics from the long consulting road:

- How to GET the meeting with the decision-maker you need.
- 4 questions you should ask on that first call.

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Start in the Middle?

If you are among radio's remaining newscasters, skip this page. Your job is to make the-very-first-line the-very latest. By telling a news story chronologically, you're risking listeners thinking "I already know that."

For DJs, talkers, and commercial copy writers, consider instead...

Back-into the back story?

Example: "Chimpanzees were falling from the trees, and a giraffe bonked his head on a low-hanging branch."

Note INSTANT engagement...as-opposed-to slow-dancing the listener into the story...

"We always wanted to go to Africa..."

"We finally saved up enough money..."

"We joined one of those safari tours..."

"The tour guide told us how animals eating rotting fruit 'get drunk' as it ferments in their bellies..."

Try it...

I WON'T LIE TO YA. I TEARED-UP WHEN SHE WAVED AS SHE DROVE-OFF.

MY LITTLE GIRL...OFF TO COLLEGE!

ANY DAD TAKES-A-DEEP-BREATH AT A TIME LIKE THIS.

ONE THING I WON'T WORRY ABOUT IS HER CAR.

BECAUSE SHE-AND-I WENT TO SEE FRED AT MIDLAND MOTORS.

WE TOLD HIM WE DIDN'T HAVE A LOT OF MONEY TO SPEND.

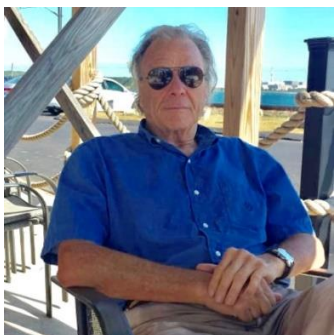
YOU KNOW HOW MUCH COLLEGE COSTS.

BUT WE NEEDED A CAR THAT'S SAFE AND RELIABLE.

AND FRED MADE IT HAPPEN...

Life Lessons from a Super Sales Guy

I've written the following on SO many conference room whiteboards that clients think it is original material. And what follows applies to the dozens of transactions each of us make every day.



5 Steps of Selling Anything to Anybody

1. Pre-Approach
2. Approach
3. Pitch
4. Negotiate
5. Close

I met Bill Campbell in 1974 when I reported for on-air duty at WPRO/Providence. He was our Sales Manager. You might have known him as managing WHAS and WAMZ /Louisville or WMJX and WCRB/Boston. Billy and I sailed Narragansett Bay and drank Narragansett Beer. He died last month, on my birthday, never knowing how much he taught me.

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SOUND BITES

"Stopping advertising to save money is like stopping a watch to save time."

Henry Ford

"Get 12 Awesome Months for the Price of 11. Sweet, right?"

SiriusXM offer in mailer from the VW dealer that works on one of my cars.

"Listen. That's the best advice I have received, and I work on getting better at it every day."

John Scarborough, President, Deep Eddy Vodka

"You wish for a nice school shooting [to interrupt Impeachment news]."

Chuck Bonniwell, on-air on KNUS/Denver, but not for long. The station immediately canceled the show he and his wife did.

"I'd rather have people say, 'Oh, I'm so sorry he's leaving,' than to say 'Oh, my God, thank goodness he finally shut up.'"

Washington DC radio personality Chris Core, hanging up the headphones after 51 years in the market. For 20 years, Chris was half of WMAL'S jolly "Trumble & Core" afternoon show we competed with when I got to WTOP in the 1980s. Then, for the past 11 years, his thoughtful "Core Values" vignettes (and great commercial reads) adorned WTOP.

Affable Core, 71, quips: "I really don't want everybody to agree with me. Heck, I don't agree with me, half the time."

"Never, never, never! Never even been tempted, thank you very much."

Hilary Clinton, on Howard Stern's show, when he asked if she "ever had a lesbian affair."

"Contrary to what you might hear," she said, "I actually like men."

"I don't think I've ever tried harder to get a guest than I did with Hillary Clinton in the run-up to the 2016 election" Stern told The Daily Beast.



Barbara Marshall
@BBbmarsh

Trump's daughter works at the WH
Her husband works at the WH
Rudy's son works at the WH
Barr's son in law works at the WH
Barr's daughter works at Treasury
Trumps sons do foreign business
His daughter is getting Chinese
patents and Saudi grants
But sure let's talk about Biden

"He's no Mr. Nice Guy, but sometimes it takes a Donald Trump to change Washington."

Campaign commercial

"Television news is an unending string of 'breaking news' banners. Investigations and exposés by the press may dazzle and awe, but the moments they produce are mere blips. Keeping track of all the corruption and grift is exhausting, and maybe that's the point."

New York Times opinion piece "Trump's Lasting Legacy:"

"Trump and his administration have so overwhelmed the country with successive outrages that it all begins to flatten out, to smooth out, to become a kind of toxic new normal."

"We need a President who isn't a laughing stock to the entire world."

2014 Tweet by citizen Donald Trump

The president abruptly departed the recent NATO summit after video of other world leaders mocking him went viral. The doctored photo below bounced all around social media, evidence of Trump's entertainment value to those appalled. Like I said, milk it. All along, many regular Rush Limbaugh listeners have tuned-in to scoff at him. They're bonus AQH. See Idea #1 on page 2 for a specific recommendation for preaching-to-the-choir.



"I can't believe Republicans are backing him 100%."

Former Minnesota Governor Jesse Ventura, whose improbable 1998 election wrote a political playbook many think Candidate Trump aped.

- Appearing on my TV show, Ventura said he had higher hopes for this president: "Even though he was running as a Republican I thought he'd remain independent," rather than, in Ventura's view, deepening The Swamp. "He blew it."
- Recalling the president as more-affable, he shrugs "This is a Donald Trump I ain't got a clue about, and I've known him since the 80s."
- Click here to view: <https://youtu.be/jxQ01g8hovg>

"@GovJVentura for POTUS 2020! I am an American living in Canada (since I was a baby). I'm practically Canadian by osmosis. I would go to the States at the drop of a hat just to vote for Mr. Ventura. He's a truth seeker and whistle blower AND a former Navy Seal. Top POTUS material."

Viewer Tweet

"San Francisco is the epicenter of cultural rot in America."

And the 12th Congressional District representative should be retired, in the view of Nancy Pelosi's announced Republican opponent DeAnna Lorraine. To book a GREAT interview: 858-405-0210. As you'll see in this video of her appearance on my TV show, she's a pistol: <https://youtu.be/GNcQHf182Hc>