

# Holland Cooke Newsletter • November '07

©2007 Holland Cooke. Unauthorized duplication is strictly prohibited. All rights reserved.

*“If you’re not overwhelmed,  
you’re not paying attention.”*

Forrester Research VP James McQuivey, in the NAB Radio Show session “How Radio Fits In A Contested Digital Landscape.”

“Overwhelmed?” Your consultant recently did 3 conventions in 1 week! 4 including R&R’s, which shared Charlotte with NAB:

- In Charlotte, I did a session on **podcasting** at a **radio** convention, NAB’s Radio Show.
- Then, I flew to California, to do a session on **radio** at a **podcasting** convention, the Podcast & New Media Expo.
- Then, off to Las Vegas for an **infomercial** convention, the Electronic Retailers’ Association conference. DON’T LAUGH.

And in Vegas, I realized that these three conferences unfolded in JUST-the-right-order. **What all of this means to YOU?**

## CLARITY ABOUT WHAT RADIO NEEDS TO DO IN 2008

This month, my notes from all three events, and my recommendations for applying ideas I heard.

*“The Internet could be a watershed for radio, and  
double-digit growth might be a thing of the past  
absent an aggressive push into the digital space.”*

SNL Kagan’s new “Media Trends 2007” report on the media industry

Here, in-a-nutshell, is an outline of the 2008 business plan I am recommending to client stations:

1. **Program opportune formats.** DOES the-logo-on-your-shirt tout something truly welcome to listeners and advertisers?
2. Even if it does, you could still be falling down, if all you’ve done is chosen formats. Over-tasked with more-stations-than-they-can-manage, many managers are in avoidance-of-dead-air mode. Sadly, the-care-and-feeding-of many News/Talk stations is often nil, with more assets and attention invested in music FM sisters; and management content to let the AM segue syndicated longform shows. So **execute as well as possible**. This is no less than a profit margin issue:
  - a) Music stations: Not-testing your list can be what-keeps-you-out-of those 5-deep buys.
  - b) Talk stations: Are hosts talking about things LISTENERS care about? Engaging callers properly? Or are you “typical?”
  - c) All stations: Is your news boring? Are traffic reports genuinely helpful? Do listeners know WHEN you do weather?
3. **Sell smartly.** Do you KNOW everything you have for sale? See-and-hear “Revenue...Right Under Your Nose,” my SRO presentation at RAB2007/Dallas in February and NAB2007/Vegas in April. Click Update for Sales at [www.HollandCooke.com](http://www.HollandCooke.com)
4. As you do all-of-the-above, **build “Internet appetizer value” into on-air content**. Piles of Arbitron/Edison Media Research demonstrate that no other medium throws eyes and ears to the Internet like radio can. With Internet evolving from its 1990s “online” and “web page” mode to the transparency of iPhone, Wi-Max, and other new-tech – and with Internet ad revenue overtaking radio in 2007 – make your transmitter the gateway to your web assets.
5. **Explode online.** Web-site-as-station-brochure = Jurassic Park.
  - Simulcast streaming takes on-air content to the new platform. But don’t stop there! Original online content does things on-air content cannot, and has unlimited inventory. Think “infomercial,” and groove-on this factoid from the infomercial convention: **Someone who watches an online video is FIVE TIMES more likely to purchase**.
  - From the Podcast & New Media Expo: Graperadio.com charges \$1300 to reach 15,000 listeners, and is sold-out. If Mommycast.com did a 6-figure deal with Dixie Cups WITHOUT a transmitter, imagine what you can do with one.
6. **Use online to promote on-air, as your brand’s mobile product.** WHEN which-is-the-dog-and-which-is-the-tail changes matters less than THAT change is upon us. People are busier than ever, and already own radios. Milk it.