

# Holland Cooke Newsletter • January '08

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*This month, my notes from Arbitron's Consultant Fly-In. And if you're thinking Nerds-R-Us, think again:*

## SEAN HANNITY SHARES RATINGS SUCCESS SECRET

He – personally -- has invested aggressively in professional PPM data analysis.

**You can emulate this technique in-house, using your diary data.**

## WHY YOUR TV SPOTS AREN'T WORKING, HOW YOU CAN AMP-UP DIRECT MAIL RESULTS, BASED ON CAMPAIGN POST MORTEMES FROM PPM MARKETS.

Each December, yours truly, and an auditorium full of other consultants, group programming executives, and research professionals spend two days at Arbitron HQ in Columbia, Maryland. We get a series of briefings on state-of-the-art audience measurement; the-science-of-which is evolving so rapidly that Arbitron had us in TWICE this year.

In August, they convened a special Fly-In to update us on the transition from diary-based measurement to the Portable People Meter now being toted-around New York, Philadelphia, and Houston. You can download my notes from the August conference at <http://members.aol.com/cookeh/ppm.pdf> And if you hit [www.YouTube.com/hollandcooke](http://www.YouTube.com/hollandcooke), you'll see what happened when Arbitron VP Gary Marince was careless enough to hand ME the microphone.

In addition to a busy formal agenda, a dozen or so of us were invited to dinner with Arbitron President Steve Morris, for several hours of extraordinary access and useful dialogue about how radio's ratings company can help its customers. This month's newsletter is my attempt to distill news-you-can-use from these two intensive days; and I can promise you some specific, practical "take-home pay."

## GENERAL MANAGERS: QUICK! ORDER LUNCH!

- Why would someone **use** an AM/FM radio to begin with?
- Why should they choose **our station** for that purpose?
- How can we tell people who **don't** use us to give us a try?
- How can we get people who do use us to use us even-just-a-little **longer** each time they do?
- To come back later **same-day**?
- Same-time **tomorrow**?
- To **remember** having listened? And remember our call letters?

Those questions are Arbitron DNA, a blueprint for my work at client stations, and radio's map through the new-tech minefield. That first question challenges AM/FM broadcasters' entitlement mindset. Changing THAT is a useful New Year's resolution.

Want to give your staff a New Year's whack-on-the-side-of-the-head, and get 'em energized and bought-in? WANT IDEAS? Wrangle 'em into the conference room, bring in a big order from Panera, hold all calls. Have that conversation. TAKE NOTES.

Why this discussion is urgent:

- Between 2001 and 2007, Apple sold 100 million iPods...not-including the million iPhones they sold the first 74 days it was available. And Apple is just one gizmo brand. Sure, radio still has more receivers out there. But people only seem to be acquiring them with-something-else-wrapped-around-them, i.e., a car or an alarm clock.
- New cars have iPod jacks. Seen Amazon's Kindle? It's iPod for books/newspapers/magazines. Now Arbitron tells us that Howard Stern is #1 on satellite radio. I heard and WATCHED, live, any-baseball-game-I-wanted last year...on my laptop.
- New Millennium Walkman-type devices (what we used to call "cell phones") don't include AM/FM receivers.

No matter how much a music station invests in testing, its playlist isn't as bullet-proof as the listener's own iPod playlist. No matter how few commercials the music station runs, and how much they brag about it, iPod runs fewer...zero. And in 2008, these issues could, very suddenly, become moot, if Performance Rights Fees clobber music radio's business model.

So if you want to talk, about Talk, let's talk. 401-330-6868

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***“Things are heading in the right direction, and we remain confident in the results the PPM is producing.”***

Arbitron President/Sales & Marketing Pierre Bouvard, speaking at last month's Consultant Fly-In conference

**Two headlines:** Here's my really-short-version, my surmise, of where-things-stand in the diary-to-PPM transition.

- Just prior to the Fly-In, Arbitron re-scheduled PPM implementation in some markets. Pierre called it “The Pause.” Trade press reported shortfalls in PPM sampling goal attainment. Mis-reported in some cases, per data Arbitron shared.

In New York, Arbitron never stopped placing diaries, even after the date by-which PPM data was to have become “currency.” So Arbitron simply continued using diary data. Director/PPM Research Beth Webb told us that “the sample is now above target in both Philadelphia and Houston.” And that “Philadelphia in-tab rates which declined in summer are again trending up;” and that Arbitron had expected some decline during vacation season.

And I'll tell you what I told Steve Morris over dinner: In 2007, two immensely respected journalists left established trade publications to launch new online pubs.' So there are now two more competitors in an arena already crowded and hungry for headlines. Data we reviewed gives me good comfort that, by the time you read that something is broken, Arbitron is already fixing it. **There are bumps-in-the-road implementing any technology of this magnitude.** Remain calm.

- **Diary science is an ongoing process.** The most common misconception I hear at the station level is that the focus on PPM has halted work improving diary measurement. Not true, as we heard from Arbitron VP/Domestic Research, Dr. Ed Cohen. His witty gift for turning-Greek-to-English assures us that diary methodology isn't like Latin, frozen-in-time. I will detail some of what he shared, elsewhere in this issue, so you can share my sense of this.

Bottom line: The marketplace demands electronic measurement. Arbitron has spent nine figures developing it, and is on-the-case with the parallel processes of improving PPM and diary methodology. And I'm not just saying that because they fed me.

***“On an ongoing basis, these folks are talking to the panelists, the people who carry the meters.”***

Arbitron VP/Vice President, Programming Services & Development Gary Marince

As you will read in my notes from the August Fly-In, Arbitron interacts on a very one-on-one level with PPM sample panelists. Director/Panel Compliance Nancy Weismann told us that her staffers get “the equivalent of 9 college credits” in training.

## **(SAMPLE) SIZE DOES MATTER**

Ratings 101: A bigger sample means better numbers. I'll spare you lingo like “statistical efficiency ratios,” and simply quote Beth Webb, who explained that, “with PPM, you have far more person-days” than diary measurement yields.

- Diaries measure each person for one week. PPM measures in-tab panelists every day, for as long two years. So not only does PPM have more people in-tab at-any-given-moment, its longer-than-a-week timeframe mitigates atypical listening (i.e., vacations, sick days, other circumstances which alter a diarykeeper's listening habit).
- Actual Philadelphia numbers we saw:
  - ✓ Diaries: Average Daily Persons 12+ in-tab: 379.
  - ✓ PPM: Average Daily Persons 6+ in-tab: 1539.
- In addition to more statistical reliability, “You can identify trends much more often [and quicker] in PPM than in diary,” she told us, demonstrating with Houston numbers reflecting the impact of a new morning show, and Philly numbers for a Patriots/Colts game. “With PPM, you can ‘drill-down’ to single days and weeks, which diary sample size doesn't support,” to look at “specific promotions, specific guests on shows,” etc.

How Talk Radio's second-biggest-star does just that? Read on...

***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.***

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## SEAN HANNITY SHARES RATINGS SUCCESS SECRET

If you suffer this newsletter on a monthly basis, you might already have figured-out the following. For you first-timers...

- Having voted for Bill Clinton twice (and George McGovern!), I'm one of those unholy "Liberals" Sean dreams of Hannitizing.
- That won't happen, and THAT doesn't matter, because, professionally, I'm politically agnostic. I have two Sean Hannity playbooks. I've placed his show on some client stations, and I compete with him elsewhere. I'm all-about improving Arbitron results and revenue. I wish Talk Radio could afford more local programming, but it can't. So, generally, I'd rather have Sean's show on a client station than on the competition. In one market, he's our only non-local weekday show!
- I sure do appreciate how supportive Sean has been. He dotes on affiliates, and has quickly-turned promo copy I've sent.
- I like him a lot personally. Who wouldn't? This guy is SO affable you want to take him to a baseball game. With my luck, it'd be a Yankees/Red Sox game, and he'd try to convert me to Yankeeism during the seventh inning stretch.
- Sometimes, I wish that Sean was as-affable on-air as he is off-air. Too often, Radio and TV shows like his lapse into angry, shouting, I'm-right-you're-wrong caricature. "YES OR NO??? YES OR NO??? IT'S A SIMPLE QUESTION!!!"
- And I wish he'd finish one sentence before he starts another one. Once, I heard him interrupt himself – thus the listener's train-of-thought – FOUR TIMES in one breath. Ernest Hemingway loved short sentences. As you see, I myself struggle.
- I am wary that Sean can fall-into another familiar trap: predictability. Arbitron's diary methodology is a memory test. By Thursday, we need the previous Monday's show to have sounded discernibly-different-than Tuesday's. In last month's newsletter, I gently made this point relative to the way Sean plays Hillary Clinton.

***"I am a ratings fanatic. That is how I live my life."***

Sean Hannity, speaking at Arbitron's Consultant Fly-In

No on-air performer I know is more Arbitron-attentive than Sean Hannity. Sean himself owns-up to this when he speaks at conventions, and you may have heard his WABC PD Phil Boyce tell similar stories. "I watch every trend in every market [where the show is heard] in the country, as it comes in on a daily basis," Hannity told us. And he confessed that, each weekday, during the 430PM ET break in his radio show, he goes online to review his overnight Nielsen ratings.

Another face-and-voice familiar to convention-goers and consultants is 17-year Arbitron-executive-turned-consultant Bob Michaels ([www.MediaSense.info](http://www.MediaSense.info)), who can make ratings data sit-up-and-bark. When Bob hung out his shingle a couple years ago, Sean Hannity was among his first clients. Not Sean's station or syndicator. Sean PERSONALLY wrote the check. When you meet its outspoken host, you understand that The Sean Hannity Show speaks-from-the-heart alrighty. And from lots of research too, as he and Bob showed us at the Fly-In.

With the granularity of data available from PPM, Hannity explained, "you can take this information and make improvements to your show." He reviews PPM data side-by-side with logs of guests and topics. "I can see on a minute-by-minute basis when they tuned in, what they liked and what they didn't like. This is a service, these are our customers, and we should give them as much of what they want as we can. If we do, we will be rewarded with higher ratings, longevity, and long-term success."

When Sean and I spoke at Arbitron, he disclosed that, for instance, "Runaway Bride" type stories play better on his TV show than on his radio show. If – as a concerned consultant has fretted – the radio show can sound like a one-note song, at least its host KNOWS that that particular note resonates. Or, in the words of a great traffic reporter who worked for me at WTOP/Washington, "pick your lane and stay with it."

### HOW YOU CAN USE INFO YOU ALREADY HAVE TO EMULATE THIS TECHNIQUE:

Even if you're not in a PPM market, and if you don't have the dough to hire Bob Michaels or Holland Cooke, do what HC did at WTOP in the 1980s: keep your own diary, then post-mortem whatever ratings granularity you DO have.

In the 80s, diary analysis would yield week-by-week numbers; and we found it instructive to note how big news stories, severe weather, and big games moved-the-needle. This told us "who we were" to listeners. Now, PD Advantage offers diary market stations lots more detail. So do what Sean does: Keep notes before-the-fact, then connect-the-dots when you get numbers.

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## SEDUCING PPM: 7 HABITS OF HIGHLY SUCCESSFUL RATINGS

“Recall DOES matter,” explained Mercury Research President Mark Ramsey, in a session you can see-and-hear in its entirety, @ <http://www.mercradio.com/free.htm> You’ll come-away with a clear distinction between **tactical** and **strategic** marketing.

- **Tactical** marketing, like direct mail, is **temporary**; and **measurable**, thus accountable. For that reason, and because budgets are so tight, Ramsey predicts that stations will increasingly favor tactical marketing.
- **Strategic** marketing, i.e., TV spots, “tells listeners **who-we-are-what-we-do**.” Though bean-counters can’t connect-the-ROI-dots as easily, Mark used Philadelphia and Houston PPM data to demonstrate the value of both kinds of marketing.

In-a-nutshell:

- Listeners tune-**into** your station “because of what the station is doing right now.” And how would they know, unless strategic marketing had already set an expectation?
- Listeners can also tune-**out-of** your station because-of-what-you’re-doing at-the-moment. Unless they simply hit Seek or Scan, they’re choosing another station because of the expectation that other station has set. Thus the value of marketing messages conveyed long-term, the way smart stations use TV.

### *“When your Direct Mail drops, The Game is on.”*

Mercury Research President Mark Ramsey, comparing Houston and Philadelphia stations; mail dates and PPM data

This alone was worth the trip: Direct Mail makes a bigger ratings impact during the week the listener gets the mail than on the day or during the week the mail asks them to listen, according to data Ramsey presented.

- He compared WBEB/Philadelphia and KBRE/Houston mail dates and PPM numbers, “different market, different format, different mail piece [by a different vendor], the same result.”
- The impact of the mail piece occurs when the piece lands in the mailbox, not when the piece directs recipients to listen. “**Recency** of the mailing trumps the message.”
- Accordingly:
  1. “Send mail that pops,” **carefully crafted copy that will get more-than-a-glance** as the recipient sifts through his/her mail over the wastebasket. Small-font instructions “may be perceived as blah-blah-blah.”
  2. “Understand that ‘The Game is on’ as soon as the listener opens the mail, not days later.” Tell them to listen NOW, with clear instructions about why. “When the message is out of my hands, the message is out of my mind.”

### *“There’s no correlation between TV spending and PPM ratings this month, next month, or the month after that.”*

“The impact of direct mail is ephemeral, temporary. Do not expect direct mail to have a long-lasting impact.” It’s a tactic, not a strategy. TV, on the other hand, can be more effective conveying your station’s **ongoing** value to listeners.

#### WHY YOUR TV CAMPAIGN DIDN’T WORK:

- Maybe you expected long-term results too quickly.
- Maybe the message was wrong.
- Maybe the buy was wrong.
- Maybe the spend was too low.
- Maybe the creative was wrong..
- Maybe it DID work, because your ratings didn’t fall.

And Ramsey used PPM data to recommend-against a familiar tactic: using Thursdays – the beginning of the diary week – to begin promotions. “Monday is the new Thursday,” he surmised, suggesting that “things-you-start-on-Thursday “hit a massive speed bump” in listeners’ life routines over the weekend.

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## AC THROUGH THE EYES OF PPM

Take-aways from a Philadelphia/Houston PPM data analysis presented by my associates Mike McVay and Daniel Anstandig:

- Morning TV continues to erode morning listening to radio. "Be more [like The] 'Today Show,'" Mike urged.
- The 9AM hour – when at-work listeners tune-in -- is "the real morning drive" to some AC stations.
- With PPM, "your AC station will have more men than you ever thought possible." So "make your station 'ALL-inclusive.'"
- Spikes in listening to special events offer measurable sponsorship opportunities...BUT...
- "Be careful about blowing up your brand for specialty programming on weekends."
- "Listening appointments" are real important. Diarykeepers round-up. TSL-per-occasion-of-listening is lower in PPM.
- Despite conventional wisdom, Adult Contemporary "TSL is horizontal, not vertical." (And this is VERY true for News/Talk.)
- "Execute details flawlessly." A 4-minute Houston stopset lost very little listening, because the DJ teased-ahead well.
- Call letter/dial position imaging remains important. "Coca-Cola gets Scantron data, but still needs supermarket end caps."

To click-through their actual PowerPoint slides, hit [www.McVayMedia.com](http://www.McVayMedia.com)

## TECHNIQUE: DON'T DROP THE BALL ON THE ONE YARD LINE

On Monday, September 10, Country music star Kenny Chesney visited two Houston FMs.

- One plays 8 commercials per hour; the other plays 15. Advantage: the-station-with-fewer-spots, right?
- And advantage also to the-station-that-got-Kenny-in-studio-first, right?
- In both cases, WRONG.

This would warm any consultant's heart! And it should sober lackadaisical on-air talent: Playing aircheck clips, and comparing minute-by-minute PPM listening data, Albright & O'Malley's Jaye Albright demonstrated the EXTREME value of DJ technique.

Even without hearing the airchecks, you will see why technique is LOTS more than nuance, when you read a summary of Jaye's presentation "Chesney Goes To Houston, Listener Go To Kenny," at [www.AlbrightAndOMalley.com](http://www.AlbrightAndOMalley.com)

## DEAR DIARY...

As I noted on page 2, Arbitron continues to work on improving the diary methodology that will continue in most markets for the foreseeable future. Here are some of the efforts that were detailed by VP/Domestic Research Dr. Ed Cohen:

- A "Second Chance Diary" is coming in Spring '08 to all continuous measurement markets. "Consent" is when a household agrees to keep a diary. "Return" is how many come back. Arbitron is stepping-up its follow-up to narrow the gap. Offline tests have yielded higher return among tough-to-sample young males.
- Arbitron is also testing Second-Chance-to-Consent. "Consent rate is as high as it's ever been," Dr. Ed explained. Testing polite persistence in August and September '07 goosed the rate even more. "Full field tests" are coming in '08.
- 28.2% of renters don't have landlines. 55.3% of adults living with roommates don't have landlines. This poses an understandable dilemma, given that Arbitron selects sample via telephone, and law (which Arbitron is lobbying to amend) prohibits using automatic dialing equipment to call wireless phone numbers. Hand-dialing these wireless numbers costs 12-15 times the cost of placement calls to landline numbers. So tests are underway in 6 markets, where Arbitron is first mailing to addresses-with-no-landline-service. Their response "builds a business relationship," as defined by law. "We're fishing for cell phone only people, building our own frame," Cohen explained.
- And Dr. Ed disclosed that Arbitron is also brainstorming "innovative steps we can take in 08" into social networking i.e., MySpace, Facebook. "If the chance comes to participate in a survey, they've heard something positive about Arbitron."

As I said, I'm giving you select factoids which are representative of dozens of efforts in-progress. Two more:

- Arbitron VP/Technology Ron Kolesar told us about "enhanced encoders" at-the-station-end, and "testing severe conditions" on-the-listener's-end (i.e., PPM-in-a-briefcase), and improving PPM's ability to hear-what-you're-hearing-via-headphones and Bluetooth.
- Asked about **PPM credit for podcasts**, Sr. VP/PPM Global Marketing Jay Guyther clarified that if encoded material "from an on-air broadcast, not edited, not-added-to" and contains its original broadcast timestamp, it will be credited as-if-listened-to at-the-time-originally-aired, if played back within 7 days. "Right now, we're seeing about 1% of credit being timeshifted" in this fashion, he noted.

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***“Non-commercial radio is now in the book for all to see.”***

John Sutton, ex-NPR researcher, now consulting Public Radio

To commercial broadcasters, Public Radio has been like termites. We never heard the chewing. But when PPM began measuring ALL listening, we feared the house would fall over. It hasn't. Sutton, presenting with Paragon Media Strategies' Mike Henry, reported "no major 12+ or 25-54 ranker impact so far."

Among New York/Philadelphia/Houston results they ticked-off:

- Public Radio has strength in morning drive; and there's not much cross-cuming between "Morning Edition" and commercial All-News stations in the morning.
- Listeners-who-are-college-graduates are real important to Public Radio.
  - ✓ In New York, Morning Edition ranks #10 P12+, #15 P25-54, and #1 among college graduates.
  - ✓ In Philadelphia, #9 P12+, #4 25-54, #2 among grads.
  - ✓ In Houston, the NPR News and Classical music morning show is #11 P12+, #9 25-54, #1 with grads.
  - ✓ 80% of NPR News/Classical KUHF/Houston's audience finished college; 75% of NPR News/Talk WHYY/Philly's.
- Like a healthy commercial station, Public Radio's P1 composition % is roughly mid-30s Cume and about 70 AQH.
- Not surprisingly, fundraisers are disruptive; and "recovery time" is short.
- Though Public Radio's PPM Cume and AQH numbers are different from their diary numbers, many of the listening patterns appear to be the same (see charts @ [http://www.paragonmediastrategies.com/pdfs/arbitronppmpresentation\\_121307.pdf](http://www.paragonmediastrategies.com/pdfs/arbitronppmpresentation_121307.pdf)).

"Public radio's still lookin' like a niche medium more than ever," Sutton surmises.

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***“The real challenge for music radio comes in 2009, when every new car comes with an iPod jack.”***

Sean Hannity, predicting that 2008 will be "the biggest year in News/Talk history."

***“HD Radio is a great Christmas gift. You know they don't have it.”***

Funniest – certainly the most-self-deprecating – line of the entire Fly-In conference, since it was quipped by Ibiquity's Don Kelly

***“Nothing has changed about your audience; only the way we measure it.”***

The bottom line, what to tell advertisers for-whom your station is producing results, about PPM.

**NEXT MONTH: My notes from the massive, mind-boggling Consumer Electronics Show in Las Vegas.**

It's the biggest convention, of any kind, in the world! CES is all about innovation. It's an industry whose goal is to obsolete whatever was shiny-and-new the year before. Meanwhile, radio often seems...stuck, in business-as-usual mode. While new devices now compete for our time with listeners, never forget: NO other gizmo has more copies in use than AM and FM radios. But that's a history lesson. And, for smart radio people, a great big head start, as I outlined in last month's newsletter.

**In February, look for me at the Radio Advertising Bureau convention in Atlanta.** Inexplicably, I seem to be the only programmer there each year. What's THAT about? **And I'll see you at Al Peterson's Talk Media Conference in Scottsdale.** Bad News: YOU'RE LATE, if what-your-station-does-online consists of "web pages." Good news: I'll be moderating the session GUARANTEED to vault what-you-do-online to-the-next-level. Notes to follow...here.

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*“And tell us if you’re a first-time caller...”*

As you’ll see on the following page, I do actually sell this newsletter. But I had promised SO many people my notes from Arbitron’s Consultant Fly-In that I’m giving away this month’s issue. So feel free to ignore the fine print atop page 1. Copy anyone you want. Offer the darn thing for download on your blog. Chase down complete strangers on the street, and start a conversation about audience measurement. I will caution you, however, that this topic is less-than-surefire at singles bars.

But if you’re reading HC’s meaty monthly for the first time, HELLO! Read/see/hear more at [www.HollandCooke.com](http://www.HollandCooke.com), where you will find more content than all other radio consultants’ web sites combined. So even if you don’t take-me-up-on the near-irresistible subscription offer just-a-page-away, you will find the following on my web site. No sign-up, no password, no spam:

**More of THIS!** My notes from Arbitron’s special PPM conference in August...including video of HC’s lounge act.

**FREE, in their entirety: TWO Seth Godin books:** “Unleashing The Ideavirus,” and “99 Cows.” (NOT a rip-off.) And sample some other highly recommended reading.

**FREE podcast about endorsement spots:** Listen to case studies and success techniques for live radio commercials, as told by three accomplished pitchmen. Tip: Share this with Sales. You’ll hear several leads.

**5 Ways to Make Your Ratings Go UP! (4-of-which are FREE)** My very first YouTube video. While you still have diary measurement, play it like a Stradivarius.

**How to avoid lawyers?** Keep your Contest File kosher! Read the 7-item checklist, things you need on file for each contest.

**If you missed RAB2007:** A video excerpt from my standing-room-only session “Revenue...Right Under Your Nose!” Tip: Share this with Sales. You’ll see a template for Internet NTR.

**If you missed Talkers magazine’s New Media Seminar:** TWO videos, which I think you’ll agree capture the essence of this distinguished gathering.

**If you missed The Conclave:** TWO videos, one-of-which demonstrates the purpose of venetian blinds.

**Sales: It’s local, direct, and – unfortunately – RECESSION-PROOF!** A category and copy point you should have on-air.

**When commercials come on the radio, which of the following happens?**

[a.] Listeners are off-like-a-prom-dress.

[b.] Listeners keep listening.

The answer WILL surprise you, if -- like many people in radio, or at ad agencies -- you believe that spots = quick tune-out. Download research that arms your Sales team with powerful ammo.

**YOU WILL GET CHILLS** when you read the stunning clarity with-which the grim consequences of consolidation were predicted...and the most important person in radio turned a deaf ear.

**“Podcasting: Upload Content, Download Dollars:”** See-and-hear my presentation at the NAB Radio Show in Charlotte.

**Sell just 7 cups of coffee a day, and you’ve sold a \$10,000 package!** Download the actual package, ROI calc and all.

**SHOCKING VIDEO!** Gasp when you see what’s left moments after tossing an iPhone in a blender and hitting “Smoothie.”

**Wistful video:** HC’s long-overdue pilgrimage to American music holy land.

**Several other issues of this newsletter.** Poke-around. You’ll find free downloads on various pages @ HollandCooke.com

**Ink-by-the-barrel!** Your consultant, mouthing-off about whatever-topic-DESPERATE-reporters-were-on-deadline-with, when The Wall Street Journal, R&R, AllAccess, and other once-respected publications called.

**TIME WARP: Vintage HC airchecks:**

- WBIG/Washington, circa 2001, re-enacting my misspent youth...
- WPRO/Providence, “The Station That Reaches The Beaches,” circa 1977.  
(And no, that is NOT a picture of Tony Orlando.)

In last month's newsletter:

**2007 YEAR-IN-REVIEW, 2008 FORECAST (BRACE YOURSELF)**

In the November issue:

**NOTES FROM FOUR CONVENTIONS: NAB RADIO SHOW, R&R, PODCAST/NEW MEDIA EXPO, AND AN INFOMERCIAL CONVENTION!**

In an October newsletter you WON'T want to miss:

- ON-AIR: HOW – TACTICALLY – TO **EXTRACT MORE AQH FROM YOUR EXISTING CUME**
- ONLINE: HOW – STRATEGICALLY – TO **MAKE MONEY WITH A RADIO STATION WEB SITE**

In the September-to-remember newsletter:

- FOR EVERYONE: **WRITING EMAIL SUBJECT LINES THAT GET YOUR MESSAGE READ...NOT DELETED**
- FOR PROGRAM DIRECTORS: **TIPS FOR PAINLESS AIRCHECK MEETINGS (REALLY!)**
- FOR NEWS: A **BREAK-THE-GLASS PLAN FOR CRISIS COVERAGE** THAT GETS YOU ON-THE-CASE PRONTO

In the August issue:

**IMPORTANT FUNDAMENTAL FOR EVERYONE WHO WRITES ANY KIND OF ON-AIR COPY**

In the July newsletter:

- **LOOKING FOR WORK? LOOKING FOR HELP? ARE YOU USING "THE NEW AUDITION TAPE?"**
- **WHAT YOU MISSED IF YOU MISSED TALKERS MAGAZINE'S NEW MEDIA SEMINAR**

In an-especially-meaty, and typically-hyphen-laden, June issue:

- **MANAGERS: FORGET TIME MANAGEMENT! TIME CAN'T BE MANAGED. TASKS CAN. 4 TIPS THAT'LL CHANGE YOUR WEEK.**
- **TALK HOSTS: TWO WORDS YOU PROBABLY SAY OFTEN, BUT SHOULDN'T SAY AT ALL...AND WHY**
- **DOES YOUR STATION BROADCAST IN HD? IMPORTANT PROMO TIP**

In the May newsletter:

- **WHAT YOU MISSED IF YOU MISSED THE NAB2007 CONVENTION IN FABULOUS LAS VEGAS**
- **IMUS HEAVE-HO: WHAT IT MEANS TO YOU, 6 CONSEQUENCES**

In an April issue – with an April Fool headline that had Sirius and XM suits gagging:

**WHAT YOU MISSED IF YOU MISSED R&R'S TALK RADIO SEMINAR, IN SUNNY MARINA DEL REY**

In the March newsletter:

**WHAT YOU MISSED IF YOU MISSED THE RADIO ADVERTISING BUREAU CONVENTION IN BIG D**

In the February issue:

**WHAT YOU MISSED IF YOU MISSED THE MASSIVE, MIND-BOGGLING CONSUMER ELECTRONICS SHOW IN FABULOUS LAS VEGAS**

In the January '07 newsletter:

**MY NOTES FROM ARBITRON'S CONSULTANT FLY-IN**

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