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# Holland Cooke Monthly Newsletter

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## GOOD NEWS! THERE'S BAD NEWS.

Several recent items ripped-from-the-headlines:

- "Auto sales plunge 37%."
- "GM offers buyouts to all hourly workers."
- "Retailer [Macy's] plans 7000 job cuts."
- "Postal Service asks Congress for permission to consider reducing delivery from six days a week to five."
- "Home values fell \$1.4 trillion in quarter."
- "Record 1 in 9 housing units empty."
- "More families move in together."
- "Divorce rate falls as couple stay together in homes they can't sell."

All-of-the-above SURE-the-heck-are lots-more-attention-arresting to Homer and Marge Diarykeeper than "The Democrats Bad Republicans Good Show" that Talk radio has allowed itself to be typecast as. These items aren't just news. Some suggest call-in topics. I've been in News/Talk radio 25 years, and I cannot remember a time when we've had more material to work with.

*"All of us are walking around with a little thing inside our stomachs that says, 'I don't feel very good in all of this.' That's more or less the new normal."*

"Built To Last" and "Good To Great" author Jim Collins, interviewed in Fortune magazine.

Last month, The Wall Street Journal's Joe Connolly told WCBS listeners:

- "Sales on web sites are now double sales in department stores."
- "Total spending for food has declined at the fastest rate on record, because people are buying store brands, shopping at places like Costco, and not going to restaurants as often."
- "Robert Reich says this week's bankers hearing was really 'a perp walk,' and that does serve a useful function."
- "The head of Hyundai told US car makers to stand on their own two feet and stop leaning on the government."
- "Netflix now has more than 10 million subscribers and more people are watching streaming video."
- "The sales tax on buying a new car will be deductible."
- "Home sales are starting to rise again in some places – because prices have come down so much - including on foreclosures."

My colleague Mike McVay tells his music FMs to put such "survival information" between-the-songs. **Where's the buck in bad news? Conducting the conversation.** In unusual times, business-as-usual guarantees that you'll blur-into-the-background.

**Because you can't always attend, I must.** In March, I'm attending back-to-back conventions. I fly from R&R's Talk Radio Seminar in California to the Radio Advertising Bureau conference in Orlando. If you'll be at either or both, look for me. But – as meaty as both agendas look – I fear that expense budget cuts will whack attendance. So look for my notes from both in next month's newsletter, at [www.HollandCooke.com](http://www.HollandCooke.com), and in Talkers magazine.

Speaking-of-which: Hit [www.talkers.com](http://www.talkers.com) for the 411 on "Challenge 2009," Talkers' 12<sup>th</sup> annual New Media Seminar, June 5 and 6 in New York. It's become Talk Radio's biggest annual convention. My session will be "Life After Radio: Your Personal Plan B."

