

Holland Cooke Newsletter • September '07

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SEE Y'ALL IN CHARLOTTE...AND COLLIE-FORNIA?

OK, bad Arnold Schwarzenegger impression. But did ah drawl-the-y'all right? Or can you tell I'm from New England? If you're attending the NAB Radio Show, welcome! Come to my session "Podcasting: Download Content, Upload Dollars," Wednesday 9/26 at 215PM. This will NOT be theoretical, visionary, looking-around-the-corner stuff. We will outline tactics building audience and making money for stations NOW.

And if you're attending the annual Podcast & New Media Expo in California, come to my session "Master Radio Techniques and Avoid Radio Traps," Saturday, 9/29 at 1030AM. What can podcasters learn from broadcasters? And what does radio do that podcasters should AVOID?

Although podcasting is unlike radio in many ways, there are also attributes the two media share. So understanding effective radio fundamentals can make you a better podcaster. I will discuss scripting, prep, and performance techniques; and outline specific money-making value elements you can build-into your podcasts. I will also focus on how podcasters can become broadcasters.

Attendees will receive over 50 pages of handouts, hot stuff, I promise. For more information, click the Podcast & New Media Expo banner at www.HollandCooke.com

"Could it happen **HERE**?"

What smart Talk hosts and local news people, all across the USA, were asking when that bridge collapsed in Minneapolis.

Sure, this was ultimately a picture story, and TV sure was there. But many first heard about the Twin Cities tragedy on radio; and as the story unfolded, smart radio stations were quoted over lunch and dinner, because they conveyed the-very-latest... and created **the expectation** that they would. And they localized the story by debriefing engineers familiar with local bridges.

If you take a network newscast on-hour, don't view it as "a feed," or a bathroom break. It may be breather for you...but to listeners, it can be the most valuable asset on your station when a compelling developing story breaks. Networks routinely add, or beef-up, updates on-the-half-hour; and smart affiliates plug "THE VERY LATEST, LIVE FROM [location], COMING UP" at about 15 and 45, so mention is evenly-distributed-throughout-the-hour, and at the beginning of Quarter Hour sweeps.

See page 3 for more tips for covering breaking news, from a subscriber who knows his stuff...

IS YOUR FORMAT HOT? OR NOT?

New Arbitron data on USA radio listening...page 4.

YouTube Debates: What it means to radio.

How to make something otherwise-less-interesting more-interesting. This experiment/gimmick brought the show a bigger audience than it otherwise would've pulled.

Use YouTube, for all the reasons listed on page 2 of my May newsletter (if you missed that issue, see back page).

There are more of "them" than there are of "us;" "them" being listeners, "us" being inside-the-box. Deft Talk radio hosts set-the-table, then let callers/Emailers/video contributors star. Do this well, and you – and your listeners – will never cease to be amused/impressed/touched-by what callers/Emailers/video contributors contribute.

Often, they're more interesting than we are. Too many hosts/reporters talk-over-listeners' heads. YouTubers' questions to presidential hopefuls included questions-hosts/reporters-might-not-have-asked, i.e., "Who was your favorite teacher?"

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8 IDEAS IN 7 MINUTES

1. Updating your station's imaging? Consider NOT using an announcer.

Most announcers only sound different-than-each-other-to-other-announcers. To Homer & Marge Diarykeeper, we all sound alike. The growling baritone is today's version of George Carlin's pukey DJ voice that people howled at in the 60s.

Instead, consider using a voice ACTOR. Actors interpret copy differently. Thus Albert Brooks on the Blockbuster TV spot now airing, Gene Hackman for Lowe's, Robert Redford on United Airlines (which Hackman used to do), and others.

Right now, I'm working-up make-overs for a couple stations, and using actors...NOT Hackman or Redford, I assure you. If you're wary of sounding sound-alike, I can recommend affordable options.

2. If you MUST use an announcer, consider using a woman, to sound different.

3. Will your Halloween be spook-tacular? Or will you be The Invisible Man?

FACT: The only holiday Americans spend more on than Halloween is Christmas. Convene a Programming/Sales/Promotion/Webmaster meeting THIS month to plan how you'll join-in-the-fun. I can offer specific tactics.

4. Emailing your listener database? FUSS over the Subject line.

You DO regularly communicate with an opt-in list...right?

But ANY Email you send is worthless if it doesn't get read. And you yourself demonstrate why, every time you open up your In box. True or false: You delete some (LOTS) of messages unread, simply based on the Subject line?

Tips, from Entrepreneur.com E-Mail Marketing Coach and Constant Contact CEO Gail F. Goodman:

Keep it short and sweet. Keep Subject lines under 50 characters, including spaces. A recent study showed that subject lines with 49 or fewer characters had open rates 12.5 percent higher than those with 50 or more characters.

Be specific. "The Green Thumb Newsletter: September 2007" doesn't convey a benefit. Better: "The Green Thumb: When to Bring Outdoor Plants Inside for the Winter."

Write it last. When you're done with the body of your E-mail, read it over and pick the nugget that'll entice your readers to learn more by opening your message.

Take some time. Write several -- at least three or four -- before choosing which to use. Run them by a friend or colleague and see which they think is most compelling.

Test it. Got two strong Subject lines? Split your list in half. After a few such tests, you'll get a sense of what works for your list. And the better you know your audience, the more effectively you can communicate with them.

5. Promotion tip: Dominate TV in January.

It's a buyer's market then, and your message won't compete with other stations.' They'll all be running during the Spring book, because they forgot that radio listening is habit. Derive a benefit message, and set that habit BEFORE the book.

If winter weather is wicked where you are, make that your message. I have research demonstrating that ANY station can be its market's weather station; and I can recommend dirt-cheap, darn-effective creative that's clicked for several snowbelt stations I consult. For details, call me at 401-330-6868, or Email weatherpromo@hollandcooke.com

6. INGENIOUS source of local direct retail Sales leads!

For 7 years, I consulted Bill Wertz and his partner Steve Trivers, when they owned stations in Michigan. They sold their company last year. Since then, Bill has shared several whack-on-the-side-of-the-head ideas that are suddenly-obvious, now that he's outside-the-box. I LOVE THIS ONE:

Make friends with owners of sign stores. You drive right by 'em every day. Many are franchises, i.e., Sign-a-Rama. You'll find 'em in strip centers. **Who buys signs? People-seeking-to-attract-attention!**

"But WAIT! There's MORE..."

Not only does Sign-Man know which new **retailers** are soon-to-open, he's making signs for **limited-duration, non-retail prospects**, i.e., events...which could benefit from a radio schedule...buyers who've never heard the word "Arbitron," and would be impressed by your coverage map.

Heck, if I owned a radio station, I'd OPEN a sign shop; advertise it aplenty in unsold avails, and offer walk-ins a multi-platform marketing package. The very first sign I'd hang in the window would be "DISCOUNT COPY SHOP," to monetize the copy machine, and also meet folks who need flyers printed.

7. PDs: Do a quick September re-set.

And the days dwindle down, to a precious few, before the Fall book. And since the Spring survey, listening habits have been atypical. "Good News/Bad News:" Which do you want first?

- "The Bad News:" Lots of your regular listeners wandered away for a while, some literally, as they vacationed elsewhere. Even those who vacationed nearby sampled stations they might not usually come. Someone who's spending a week relaxing at home won't need traffic reports, and might have taken "a news vacation."

And admit it: an Oldies FM makes a more festive soundtrack for back yard barbecues than Talk radio.

Now that people are back into their routines, make sure YOU are too, delivering service elements consistently, SAYING-that-you-do, baiting callers with engaging topics, and saying your call letters a lot.

Hit <http://members.aol.com/cookeh/HollandCooke-FallBook.pdf> for a Fall Tune-Up checklist.

- "The Good News:" You've been sampled by folks who might not have heard you previously.

Example: With so much summer fun outdoors, thus weather-dependent, it's not unusual for folks to channel-surf for the forecast. If you've been handy that way these past several months, you could become the weather button to new come. Now, as seasons begin to change, tell listeners WHEN you do the weather; then – immediately after the forecast – do something else that'll keep 'em those-five-minutes-more that can earn you an Arbitron Quarter Hour.

8. PDs: For less-painful, more-productive aircheck meetings, follow the format.

Almost seems quaint, eh? The notion of COACHING? It used to be SOP for PD's and talent to review airchecks together. Fast forward to post-consolidation: PDs have more-stations-to-tend-to than time permits; and many of today's PDs/OMs come from music FM, without Talk radio cred.

This important process needn't be a lost art. Here's how ANY manager can engage talent, in comfortable fashion; a proven "format" for aircheck review.

First-things-first: Who should attend? NOBODY!

- LEAST-effective way to conduct an aircheck meeting, more-than-two-people-in-the-room, listening to the-most-recent-show-available, staring at the playback device, with the PD hitting Pause from time to time.
- MUCH better: Talent listens alone, ideally **in-car** (where so many high-TSL listeners use radio), to a show at least a month old (so the talent hears his/her work more-objectively than listening-to-this-morning's-show-this-afternoon).

When I was a station programmer, I'd ask the talent to grab a cassette, at random, out a box of **non-recent** shows; then listen alone and take notes...after-which I'd listen alone and take notes...then we'd meet and compare notes.

THANK ME LATER for this agenda for the sit-down. Conduct the meeting as follows, these 4 dance steps, in-this-order:

Step 1: Ask the talent what he/she thinks worked...what really clicked. He/she may allude to a bit or two. If not, move on to Step 2. If so, wait until he/she is done discussing what-clicked-and-why, then...

Step 2: You mention SOMETHING ELSE that YOU think worked, something the talent didn't bring up. Then...

Step 3: Ask, in the non-confrontational way you can, since this isn't a recent show, "With the benefit of hindsight, if you had this show to do-over, what would you do differently?"

- You may get a whole list. It's human nature. Often, we're our own toughest critics.
- If he/she says "nothing," and you DON'T agree, probe. "You wouldn't do ANYTHING different???"
- If he/she mentions a thing or two, ask – not-seeming-like-you're-fishing-for-anything-in-particular – "Anything else?"
- Whatever self-criticism he/she offers, DON'T INTERRUPT. Then...

Step 4: Gently offer something-YOU-recommend-doing-differently, and how and why, "if there were 'a Rewind button...'"

Do this routinely, and you will LOVE the results.

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E-MAILBAG: GREAT TIPS FOR BREAKING NEWS COVERAGE

Holland:

In my other life when not being on the radio (or trying to), I've spent 30 years as a television news consultant. I still do a little bit of work for a handful of TV clients including one in Minneapolis.

I have done in-station workshops on how to cover and present breaking news. Many radio "news wheel" principles are employed for television coverage of breaking news events, yet, in radio, we often forget our formatic roots.

If you don't mind....thought I would share some of the points discussed with some news/talk PD's in e-mail messages going back and forth during and right after the Minneapolis bridge collapse.

1. Re-set the major elements of the story every ten minutes. "If you're just hearing WXXX, here is what we know at (time)" Do, as you would say, "snack sized bits" of information to bring the new cume up to speed. Get it done in thirty seconds.

2. Use the radio station web site as your "television." Present the same "snack sized" bullet point information on the web. Use the "Breaking News" label on air and on the web. That's the language of the second that resonates with the audience.

3. Maps! Get a map on the web site showing where the breaking news is taking place. The audience wants that orientation. I can't tell you how this resonates with the audience in television research. A map on the web site speaks to convenience: do the work for your audience - don't waste their time - give them everything they need to one in a one stop destination - your web site.

4. Use television. Establish a relationship with a television if one does not exist. Television stations love the added venue. Radio becomes the portable "branch office" of the television station. For the radio talent, refer to and describe the video you are watching. Also, make sure to get the TV station's hardware branding right: "Chopper 5 is over the accident now." "Pinpoint Doppler 4 showed the tornado..." If you are anchoring radio coverage, do the "play-by-play" of what you see on the screen. You become the eyes and ears for every listener.

5. Sell "the network!" "You're hearing continuing coverage of (story) from the WXXX and Channel 9 Eyewitness News network." You take credit for having them on your frequency. Name it and claim it. Own everything. Make it your "network." When using TV reporters on your air introduce them as "WXXX and Channel 9 Eyewitness News reporter."

6. Does the TV partner have a helicopter? Turn around the chopper audio. Suddenly, YOU have a chopper! The day after...talk to the chopper pilot/reporter on your air. Extend that "ownership" of your "free" chopper.

7. People. Remember the classic announcer opening of ABC "Wide World of Sports": "the human drama of athletic competition!" You can still see that skier tumbling end over end, right? Do the human drama of news coverage. Simply put: people tell their stories the best. In the early stages of a breaking news situation, yes, you want the officials on your air. But, in all breaking news events, people have the most compelling stories to tell. Showcase those stories. The sound will give you tremendous content for POP's.

John Harper

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IS YOUR FORMAT HOT? OR NOT?

"Radio Today 2007 Edition" is Arbitron's in-depth look at radio listening nationally and by individual formats, combining Arbitron audience data and Scarborough consumer data, to develop a comprehensive profile of radio listening across America.

You may read and download the report in its entirety, FREE, at www.HollandCooke.com.

From the report:

Formats up were Adult Hits, All Sports, Classic Hits, Contemporary Christian, Contemporary Inspirational, Country, Mexican Regional, Modern AC, Spanish News/Talk, Spanish Religious, Talk/Personality, and Urban AC.

Five formats scored ratings in 2006 that had not appeared in 2005: Children's Radio, Educational, Ethnic, New Country and Spanish Adult Hits.

Those unchanged: Adult Contemporary, Album Oriented Rock, Classical, Easy Listening, Jazz, New AC/Smooth Jazz, News/Talk/Information, Nostalgia, Pop CHR, Religious, Rhythmic Oldies, Southern Gospel, Spanish Contemporary, Spanish Oldies, Tejano, Urban Oldies, and Variety.

Formats down: Active Rock, Adult Album Alternative, Adult Standards, All News, Alternative, Classic Country, Classic Rock, '80s Hits, Gospel, Hot AC, Oldies, Rhythmic CHR, Soft AC, Spanish Tropical, Spanish Variety and Urban Contemporary.

Cume Is Steady as Overall Time Spent Listening Declines.

- "Overall, radio is a resilient part of our lives. Over the past 10 years, an overwhelming percentage (over 93%) of all people 12+ listen to the radio each week; that figure has changed only by tenths of a percent per year since the start of this decade."
- "However, the number of hours spent with radio remained below 19 hours 30 minutes for all five quarters from Summer 2005 through Summer 2006 -- the first time that has happened. The 19-hour watermark of both Winter 2005 and Summer 2006 is 3 hours 15 minutes below that of Spring 1997 -- a 15% decline in nine years. Away-from-home TSL is down the most with Men and Women 18-34, while at-home TSL declined the most among Teen boys and girls."

INTERNET AD SPENDING WILL LEAD ALL MEDIA IN 4 YEARS

In 2011, Internet advertising revenue will hit \$61.98 billion, surpass newspaper ad spending, and lead all USA ad media, according to the 21st Communications Industry Forecast, from private equity firm Veronis Suhler Stevenson.

Already, according to the study, listeners/viewers/readers are migrating from "old" media to "new" digital media. In 2006:

- Americans spent an average of 1,631 hours with **consumer-supported media** (i.e., Internet, video games, etc.), **up 19.8%** over 2001.
- Meanwhile, after two years of slowing growth, their time with **advertiser-supported media** (i.e., broadcasting, print) **fell 6.3%** since then, to 1,899 hours per capita.

And get this: The fastest-growing slice-of-the-new-media-pie? Blogging/podcasting/RSS advertising, projected to surge to \$1.138 billion by 2011, a whopping 70.9% compound annual growth rate from 2006...which explains your consultant's presence at that podcasting convention described on page one.

3 BEST CALL-IN TOPICS I HEARD LAST MONTH

"SHOULD THERE BE A STATUTE OF LIMITATIONS ON RAPE?" Reacting to a regional story, WBEN/Buffalo's Sandy Beach fielded caller-after-passionate-caller, including several women who shared gripping personal stories. It was riveting radio.

2 GREAT evergreens you can save for a slow news day, heard on CFRB/Toronto:

- Leslie Roberts asked, **"DOES A BEER AT LUNCH MEAN YOU HAVE A DRINKING PROBLEM?"**
- Husband-wife co-hosts Carol & Paul Mott asked if it's creepy or cool: **"PLANNING YOUR OWN FUNERAL PARTY???"**

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SOUND BITES

"The terms of the settlement are confidential and will not be disclosed. "

CBS statement, announcing settlement in the Imus contract matter.

"The fact that he had been fired would not stop me from having Don work for me again."

Former Imus boss, now Sirius CEO seeking to merge with XM, Mel Karmazin, interviewed on Fox News Channel

"Some argue that a merged company would have incentives to raise prices, but that argument also falls flat, given that our largest and most potent competitor is terrestrial radio, and that's for free."

Karmazin, speaking at The National Press Club; announcing that a merged Sirius/XM would offer subscribers a la carte pricing.

"Two hotly-competitive companies will promise anything to become a monopoly."

NAB Executive Vice President Dennis Wharton, responding: "Nothing is stopping either XM or Sirius from individually offering consumers a more affordable choice in limited program packages."

"If you like what you're hearing, check out Starbucks XM Café 45, available exclusively on XM Satellite Radio."

Laid-back announcer-guy on the audio system, between eclectic tunes, at Starbucks.

"[It is] extremely embarrassing for me and my company and we will file to change those call letters immediately."

KM Communications VP Kevin Bae, whose company is building a LPTV station on Maui HI, requested -- and was granted by the FCC -- the call letters KUNT.

Not-only-am-I-not-making-THAT-up, the same company was granted KWTF for a station in Arizona. W.T.F. was the FCC thinking, you wonder? NOTHING! While The Commission has human beings assigned to policing stations' indecent content, it has automated the call letter assignment process. Licensees request assignments on the FCC Web site.

"Limbaugh desperately needs a Democratic president. Another Clinton would be perfect."

Washington Post columnist E. J. Dionne Jr., who wrote:

"Talk-show hosts are much better on offense than defense. Limbaugh was unusually hesitant about Pat Buchanan's challenge to the first President Bush during the 1992 Republican primaries because their fight split Limbaugh's base. With Bush dispatched that fall, Clinton brought conservatives together in rage, and Limbaugh stoked it."

"I'll be on the road behind you here in a little bit."

President Bush, appearing with Karl Rove, to announce that his most senior counselor would be leaving the White House.

"Mr. Rove left early because he could."

Page one column "A legacy of failure at the end of the Rove," by John Ibbotson, in The Globe & Mail, Canada's national paper. He wrote, "At the end of Mr. Rove's life in politics, the base of the Republican Party is demoralized and disenchanting."

"I thought it was pretty neat."

"I thought it was different."

"I thought it was just plain stupid."

"YouTube...Isn't that something you sit on in a pool?"

Online poll options client WSJS/Greensboro-Winston-Salem offered after the first YouTube debate. We also asked "Who won?"

“I think I could have said it better.”

Presidential hopeful Rudolph Giuliani, backpeddling on The Mike Gallagher Show, after upsetting some firefighters and police officers when he told reporters that he was at Ground Zero “as often, if not more, than most of the workers...I was there working with them. I was exposed to exactly the same things they were exposed to. So in that sense, I’m one of them.”

“A lot of those people would be sitting in a shack somewhere in a small town if it wasn't for the fact that radio supported their music when it was coming up.”

Cox Radio head Robert Neil, before a Congressional committee, testifying against imposition of music performance royalties.

“Go ahead. It’s OK to look.”

GREAT line from radio ad copy for Match.com airing nationally. Is copy you create for local advertisers as tempting?

“If you’re terrified of the dentist, or just too busy for multiple visits...”

From radio ad copy for DentalRelaxation.com airing in Boston.

If you attended my session **“Revenue...Right Under Your Nose”** at the Radio Advertising Bureau convention in Dallas in February or at the NAB convention in Las Vegas in April, or if you’re a regular reader of this newsletter, you’ve heard my spiel about how sedation dentistry is one of two lucrative dental sub-categories I’m hearing on lots of stations.

This particular line has value, because listeners-who-are-terrified-but-don’t-want-to-admit-it can welcome the message. And who – other than retirees – isn’t busy?

“THE WORST FIVE DAYS IN THE PAST FIVE YEARS, AS WALL STREET’S SUMMER SELL-OFF CONTINUES. THE DOW BREAKS 13,000...THE WRONG WAY.”

Lead story in opening tease, The CBS Evening News with Katie Couric, 8/15/07. Write THAT tight, and listeners will quote you.

“SOUTHWEST AIRLINES’ PROFITS ARE DOWN BECAUSE OF HIGHER FUEL COSTS.”

“BP IS EXPANDING THE SIZE OF ITS NEW SOLAR POWER MANUFACTURING PLANT IN THE US...EVEN BEFORE IT’S BUILT.”

“SOME DIGITAL CAMERAS COMING OUT NOW HAVE LARGE TOUCH SCREENS LIKE IPHONE.”

“MOODYS.COM SAYS THE BOTTOM OF THE HOME BUILDING MARKET IS NOWHERE IN SIGHT.”

Copy from WCBS/New York morning drive business reports by The Wall Street Journal Radio Network’s Joe Connolly.

Note: Those aren’t story slugs. Each is the entire story, and pretty-much what-the-listener-would-likely-retain (and quote later) from longer copy. Copy so mainstream will maintain listeners who don’t self-identify as “into business.” Similarly, smart sportscasters also write for the non-fan. Remember, 5-more-minutes of **actual listening** can get you **diary credit** for 15.

“The battery in your cell phone, iPod, or iPhone could explode, or ooze.”

Dave Graveline, host of weekend Consumer Electronics show “Into Tomorrow;” who was quoted by news media around the world during last month’s heat wave, when his press release noted that “When temperatures soar, kids and critters aren’t the only things not to leave in a parked car. The temperature in a locked car can fry microcircuits that power Blackberry and Treo.”

He quoted a caller to his show who said she burned her ear when she went to use a phone she left in the car. Other callers had reported DVDs and music CDs melting. “Even dashboard-mount GPS units should be stashed in the glove compartment.”

And ex-cop Graveline offered two more warnings:

- “You’re inviting a smashed window if you leave anything valuable in plain sight in a parking lot. With all the recent news coverage of iPhone’s launch and other upscale devices, why tempt a rip-off?”
- And “because your wireless phone is a personal safety device, you should always have it with you.”

Can you write like that, and like Couric’s and Connolly’s copy above? With listeners SO-mentally-busy, and with the diary-based memory test Arbitron is conducting in all-but-two markets, our goal is to be relevant-enough to make listeners think “Hmmm.”

In last month's 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 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 newsletter:

WHAT'S NEW – AND WHAT'S NEXT – AT ARBITRON, MY NOTES FROM THE ANNUAL CONSULTANT FLY-IN

In an E-X-P-A-N-D-E-D December issue:

2006 YEAR-IN-REVIEW/2007 FORECAST (already coming true)

In a November-to-remember newsletter:

PODCASTING: WHAT YOU NEED TO KNOW, MY NOTES FROM THE 2ND ANNUAL PORTABLE MEDIA EXPO

In my October issue:

WHAT YOU MISSED IF YOU MISSED THE NAB RADIO SHOW IN DALLAS

In the September '06 newsletter:

"IT'S A SOLID GOLD WEEKEND!" HOW SMART NEWS/TALK/SPORTS STATIONS BUILD AUDIENCE AND MAKE MONEY

But WAIT! There's MORE! You also get these FREE bonus items:

1. **ALL** of the above! So – including the NEXT 12 issues – you'll get **24 issues for the price of 12!**
2. **AND** my special report: **Traffic and Weather: Assume Nothing**, based on original research;
3. **AND** my special report: **Why Women Don't Listen to Talk Radio More**, based on original research;
4. **AND** my booklet **Needless To Say: 37 Things You're Better-Off NOT-hearing on your Stations**;
5. **AND** my special report: **Yes You CAN Reduce Commercial Tune-Out, Without Reducing Commercial Inventory**.

----- **E-Z ORDER FORM** -----

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4. **ONLINE**, for instant download, from www.HollandCooke.com