

## **FEBRUARY 2, 2022**

As we enter February we draw closer to the start of what promises to be a very active political advertising year. While it is a little early to lock in your lowest unit rates (LUR) for the two upcoming protection periods, it's not too early to start planning for them.

In the Top 5 articles/resources in the management section today there is a news item noting that the Federal Communications Commission has approved a set of revisions to its political advertising rules. The changes will, among other updates, make it easier for some federal candidates to use their online presence to qualify for the lowest unit rate on broadcast radio and television ad buys. The FCC said the revisions "reflect modern campaign practices" and would also "increase transparency."

In the next few weeks I will send out the latest political advertising guidelines to help you with your planning and compliance. For now I will just remind you of the two LUR protection periods for this year. The protection period for the June 7 Primary starts 45-days prior, so that would be **April 23, 2022**. The 60-day LUR protection period for the November 8, 2022, General Election starts on **September 9, 2022**, through the November 8, 2022, election. So anything running from June 8, 2022, and September 8, 2022, is not subject to LUR. Remember, LUR applies only to verified "candidates' use".

And while we are on the topic of political advertising, today Tony Hereau, Vice President of Cross Platform Insights, Nielsen hosted a webinar for the American Association of Political Consultants during which he used Nielsen's powerful local media tools to look back at the Georgia Runoff Election from January 2021 to analyze political ad spend. Nielsen's Local Media Impact media planning platform can assess how TV, Radio, Digital, Social and Connected TV can optimize swing voter reach. Learn strategies that could give you an edge in the upcoming election cycle.

Tony provided me with an advance copy of his presentation deck and before we get to the curated lists of topics for the week I want to share it with all of you. We will be using this presentation to create a powerful hybrid presentation that includes the most impactful information from our recent Impressions/Digital deck to present in webinars with the political consultants, campaign managers and advertising buyers here in California starting later this month and running through early October:

**ATTACHMENT:** [Political Radio Ten Pct Solution DRAFT](#)

Now let's take a look at the curated lists of resources and articles for this week:

**The only thing worse than training your employees and having them leave is not training them and having them stay.**

— Henry Ford, Founder, Ford Motor Company

## **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

### **Top Five Selected Articles/Resources**

#### **The Importance of Selling Without Your Ego**

The Center For Sales Strategy (Amanda Meade) January 31, 2022

[https://blog.thecenterforsalesstrategy.com/the-importance-of-selling-without-your-ego?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=202437133&\\_hsenc=p2ANqtz--K3OdDwNLY5jk\\_0Z-8qLH3Dyf1o9kuARZNriwTTLREADswW-qbliUzpf4omqwTqo3uj3l3oIlBSRRb3ERL426mX0KfMg&utm\\_content=202437133&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-importance-of-selling-without-your-ego?utm_campaign=subscriber&utm_medium=email&_hsmi=202437133&_hsenc=p2ANqtz--K3OdDwNLY5jk_0Z-8qLH3Dyf1o9kuARZNriwTTLREADswW-qbliUzpf4omqwTqo3uj3l3oIlBSRRb3ERL426mX0KfMg&utm_content=202437133&utm_source=hs_email)

#### **The Clock is Ticking Towards the Super Bowl: 2022 Update on Super Bowl Advertising and Promotions**

Broadcast Law Blog (Mitchell Stabbe) January 27, 2022

[https://www.broadcastlawblog.com/2022/01/articles/the-clock-is-ticking-towards-the-super-bowl-2022-update-on-super-bowl-advertising-and-promotions/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=e606d87471-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-e606d87471-70422897](https://www.broadcastlawblog.com/2022/01/articles/the-clock-is-ticking-towards-the-super-bowl-2022-update-on-super-bowl-advertising-and-promotions/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=e606d87471-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-e606d87471-70422897)

#### **Radio Is Advertisers' Clear Voice to Reach African American Tech and Auto Buyers.**

Inside Radio (The Media Audit) January 28, 2022

[http://www.insideradio.com/free/radio-is-advertisers-clear-voice-to-reach-african-american-tech-and-auto-buyers/article\\_7ade6dcc-800d-11ec-a51b-1b2b7ca7c2a6.html](http://www.insideradio.com/free/radio-is-advertisers-clear-voice-to-reach-african-american-tech-and-auto-buyers/article_7ade6dcc-800d-11ec-a51b-1b2b7ca7c2a6.html)

#### **FTC: Social Media Scams Tripled In 2021**

MediaPost January 28, 2022

[https://www.mediapost.com/publications/article/370722/ftc-social-media-scams-tripled-in-2021.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=125119&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/370722/ftc-social-media-scams-tripled-in-2021.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125119&hashid=XOWE7PwDT4-lekA7MLbhQg)

#### **Out-Of-Home's Share Of Radio Listening Up To 73%, Nearing 80% In Midday And PM Drive.**

Inside Radio (Katz/Nielsen RADAR) February 2, 2022

[http://www.insideradio.com/free/out-of-homes-share-of-radio-listening-up-to-73-nearing-80-in-midday-and/article\\_42251e28-83fe-11ec-95c5-4f7d3a326929.html](http://www.insideradio.com/free/out-of-homes-share-of-radio-listening-up-to-73-nearing-80-in-midday-and/article_42251e28-83fe-11ec-95c5-4f7d3a326929.html)

### **Curated Articles/Resources for Reference, Background and Tracking**

### **Survey: Two-Thirds Don't Actively Watch TV Ads.**

Inside Radio (sharethrough) February 2, 2022

[http://www.insideradio.com/free/survey-two-thirds-dont-actively-watch-tv-ads/article\\_0bac8228-83fe-11ec-9cfe-e739081d5a61.html](http://www.insideradio.com/free/survey-two-thirds-dont-actively-watch-tv-ads/article_0bac8228-83fe-11ec-9cfe-e739081d5a61.html)

### **7 Personality Traits of Salespeople That Count in Conversions**

The Center For Sales Strategy (Amanda Meade) February 1, 2022

[https://blog.thecenterforsalesstrategy.com/7-personality-traits-of-salespeople-that-count-in-conversions?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=202576152&\\_hsenc=p2ANqtz-8JFDVcssfmcZUMrOpcRg1ax4dOXduBS0cSwU\\_xHVxePw4k0fSHeYcCgnNDbaNiRF5PqENIdkA7EezOASUY5zu1A368zQ&utm\\_content=202576152&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/7-personality-traits-of-salespeople-that-count-in-conversions?utm_campaign=subscriber&utm_medium=email&_hsmi=202576152&_hsenc=p2ANqtz-8JFDVcssfmcZUMrOpcRg1ax4dOXduBS0cSwU_xHVxePw4k0fSHeYcCgnNDbaNiRF5PqENIdkA7EezOASUY5zu1A368zQ&utm_content=202576152&utm_source=hs_email)

### **Valentine's Day spending to be second highest on record**

Chain Store Age January 31, 2022

[https://chainstoreage.com/valentines-day-spending-be-second-highest-record?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/valentines-day-spending-be-second-highest-record?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Indeed, There Is Scant Advertiser Use of Spot Radio**

Radio + Television Business Report January 31, 2022

<https://www.rbr.com/indeed-there-is-scant-use-of-spot-radio/>

### **World Radio Day Focuses on Trust for 2022**

**On Feb. 13, stations worldwide will mark the equalizing nature, trustworthiness of radio**

RadioWorld January 28, 2022

[https://www.radioworld.com/news-and-business/headlines/world-radio-day-focuses-on-trust-for-2022?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=2214AF53-4801-46D8-807E-6B0AE5198C96&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/headlines/world-radio-day-focuses-on-trust-for-2022?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=2214AF53-4801-46D8-807E-6B0AE5198C96&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **Consumer sentiment plunges on Omicron, inflation**

Chain Store Age January 28, 2022

[https://chainstoreage.com/consumer-sentiment-plunges-omicron-inflation?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/consumer-sentiment-plunges-omicron-inflation?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Sell Yourself...Not Just Your Station**

Radio Ink (Marc Greenspan) January 31, 2022

[https://radioink.com/2022/01/31/sell-yourself-not-just-your-station/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/01/31/sell-yourself-not-just-your-station/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Discover the Fundamentals of Prospecting**

SalesFuel January 29, 2022

<https://salesfuel.com/discover-the-fundamentals-of-prospecting/>

### **Master These 4 Sales Skills for 2022 and Beyond**

SalesFuel January 29, 2022

<https://salesfuel.com/master-these-4-sales-skills-for-2022-and-beyond/>

### Signs It's Time Walk Away from A Deal

SalesFuel January 29, 2022

<https://salesfuel.com/signs-its-time-walk-away-from-a-deal/>

### How Buyers Qualify Sellers: The Importance of Credibility in Sales — AA-ISP Virtual Keynote

SalesFuel January 29, 2022

(Note: This is a 30-minute video that requires free registration to view)

<https://salesfuel.com/how-buyers-qualify-sellers-the-importance-of-credibility-in-sales-aa-isp-virtual-keynote/>

### How To Get The Most Out Of Your Digital Ads In 2022

Forbes January 28, 2022

<https://www.forbes.com/sites/jiawertz/2022/01/28/how-to-get-the-most-out-of-your-digital-ads-in-2022/?sh=6caaf11f7a9b>

## **RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING**

### [Top Five Selected Articles/Resources](#)

#### **SiriusXM To Target Listeners**

Podcast Business Journal January 31, 2022

[https://podcastbusinessjournal.com/siriusxm-to-target-listeners/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/siriusxm-to-target-listeners/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **Dentsu Forecasts 'Strong Recovery' For Radio In Next 3 Years.**

Inside Radio January 27, 2022

[http://www.insideradio.com/free/dentsu-forecasts-strong-recovery-for-radio-in-next-3-years/article\\_06ea90fe-7f44-11ec-b3dd-131f4c1aeb27.html](http://www.insideradio.com/free/dentsu-forecasts-strong-recovery-for-radio-in-next-3-years/article_06ea90fe-7f44-11ec-b3dd-131f4c1aeb27.html)

#### **Winning Local Media Series Kickoff Webinar**

BIA Advisory Services/SalesFuel January 25, 2022

Webinar Slide Deck:

**ATTACHMENT:** [BIA-Salesfuel-Webinar-25-Jan-2022-Series-Kickoff](#)

Video Playback:

<https://www.youtube.com/watch?v=fw9wD8cTvsQ>

#### **Here's How Local Ad Spending Will Play Out In 5 Key Categories This Year.**

Inside Radio (BIA/SalesFuel) January 28, 2022

[http://www.insideradio.com/free/here-s-how-local-ad-spending-will-play-out-in-5-key-categories-this-year/article\\_b3bd95f4-800e-11ec-b5c1-b3427898f058.html](http://www.insideradio.com/free/here-s-how-local-ad-spending-will-play-out-in-5-key-categories-this-year/article_b3bd95f4-800e-11ec-b5c1-b3427898f058.html)

### **Twitter Posts Will Now Help Stations Decide Which Candidates Get Campaign Ad Benefits.**

Inside Radio (FCC) January 27, 2022

[http://www.insideradio.com/free/twitter-posts-will-now-help-stations-decide-which-candidates-get-campaign-ad-benefits/article\\_c7400d6c-7f43-11ec-a222-e386077aa345.html](http://www.insideradio.com/free/twitter-posts-will-now-help-stations-decide-which-candidates-get-campaign-ad-benefits/article_c7400d6c-7f43-11ec-a222-e386077aa345.html)

### **[Curated Articles/Resources for Reference, Background and Tracking](#)**

#### **A Big Day for Radio on The Hill**

Radio Ink February 2, 2022

<https://radioink.com/2022/02/02/a-big-day-for-radio-on-the-hill/>

#### **'Confusion, Skepticism And Indifference' Seen In Consumers' Understanding Of The Metaverse.**

Inside Radio (Ipsos) February 2, 2022

[http://www.insideradio.com/free/confusion-skepticism-and-indifference-seen-in-consumers-understanding-of-the-metaverse/article\\_d1c2cffe-83fd-11ec-b6ba-c7dc666a1cdf.html](http://www.insideradio.com/free/confusion-skepticism-and-indifference-seen-in-consumers-understanding-of-the-metaverse/article_d1c2cffe-83fd-11ec-b6ba-c7dc666a1cdf.html)

#### **Podcast Ad Rates Jumped 6% In January Despite Typical Post-Holiday Marketing Slowdown.**

Inside Radio (AdvertiseCast) February 2, 2022

[http://www.insideradio.com/podcastnewsdaily/podcast-ad-rates-jumped-6-in-january-despite-typical-post-holiday-marketing-slowdown/article\\_262e22d6-844f-11ec-b8c4-57b869e2f6a2.html](http://www.insideradio.com/podcastnewsdaily/podcast-ad-rates-jumped-6-in-january-despite-typical-post-holiday-marketing-slowdown/article_262e22d6-844f-11ec-b8c4-57b869e2f6a2.html)

#### **Where Sales Activation Meets Branding: Wordsworth+Booth Takes New Fusion Approach.**

Inside Radio February 1, 2022

[http://www.insideradio.com/free/where-sales-activation-meets-branding-wordsworth-booth-takes-new-fusion-approach/article\\_abc803a0-8330-11ec-96aa-9bf5940b5ec7.html](http://www.insideradio.com/free/where-sales-activation-meets-branding-wordsworth-booth-takes-new-fusion-approach/article_abc803a0-8330-11ec-96aa-9bf5940b5ec7.html)

#### **Podcast Ad Performance Improved In Fourth Quarter, Says Latest Podsights Analysis.**

inside Radio February 1, 2022

[http://www.insideradio.com/podcastnewsdaily/podcast-ad-performance-improved-in-fourth-quarter-says-latest-podsights-analysis/article\\_bec26c56-838b-11ec-8a5b-73aa2f85a6b4.html](http://www.insideradio.com/podcastnewsdaily/podcast-ad-performance-improved-in-fourth-quarter-says-latest-podsights-analysis/article_bec26c56-838b-11ec-8a5b-73aa2f85a6b4.html)

#### **No Word On The GMR Deal**

Radio Ink February 1, 2022

<https://radioink.com/2022/02/01/today-is-your-deadline-day/>

#### **Wake Up, Nielsen. TV Is Moving On With Or Without You**

TVNewsCheck January 31, 2022

<https://tvnewscheck.com/business/article/wake-up-nielsen-tv-is-moving-on-with-or-without-you/>

#### **Holly Saurer Named Chief Of FCC Media Bureau; Loyann Egal Takes Over Enforcement Bureau.**

Inside Radio January 31, 2022

[http://www.insideradio.com/free/holly-saurer-named-chief-of-fcc-media-bureau-loyann-egal-takes-over-enforcement-bureau/article\\_ed88165e-82c2-11ec-af17-fbe9b13a3fc5.html](http://www.insideradio.com/free/holly-saurer-named-chief-of-fcc-media-bureau-loyann-egal-takes-over-enforcement-bureau/article_ed88165e-82c2-11ec-af17-fbe9b13a3fc5.html)

## **Nielsen Says It May Fall Short Of Sample Target Projections Due To Supply Chain Issues In Obtaining Portable People Meters**

All Access January 28, 2022

[https://www.allaccess.com/net-news/archive/story/215078/nielsen-says-it-may-fall-short-of-sample-target-pr?ref=mail\\_net\\_news](https://www.allaccess.com/net-news/archive/story/215078/nielsen-says-it-may-fall-short-of-sample-target-pr?ref=mail_net_news)

## **Nielsen's Audience Undercount Cost TV Networks \$350 Million, Trade Group Says.**

Inside Radio January 27, 2022

[http://www.insideradio.com/free/nielsen-s-audience-undercount-cost-tv-networks-350-million-trade-group-says/article\\_53e19f4a-7fbe-11ec-9bb6-73cca34d27e0.html](http://www.insideradio.com/free/nielsen-s-audience-undercount-cost-tv-networks-350-million-trade-group-says/article_53e19f4a-7fbe-11ec-9bb6-73cca34d27e0.html)

## **Advertisers to FTC: Banning Targeted Ads Threatens Trillions in GDP**

Broadcasting + Cable January 27, 2022

<https://www.nexttv.com/news/advertisers-to-ftc-banning-targeted-ads-threatens-trillions-in-gdp>

## **"In-Car User Experience" Is Focus of NABA, WorldDAB**

### **New UX guidelines are created with the North American radio market in mind**

RadioWorld January 28, 2022

[https://www.radioworld.com/news-and-business/headlines/in-car-user-experience-is-focus-of-naba-worlddab?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=D77D4F71-DEBC-40B1-8F6E-F112DF40345C&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/headlines/in-car-user-experience-is-focus-of-naba-worlddab?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=D77D4F71-DEBC-40B1-8F6E-F112DF40345C&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

## **U.S. Podcast Ad Spend Spiked 21%, To \$590M, In 2021**

MediaPost January 28, 2022

<https://www.mediapost.com/publications/article/370701/us-podcast-ad-spend-spiked-21-to-590m-in-202.html>

## **Developing New Local Radio Sellers**

Radio Ink (Loyd Ford) January 31, 2022

[https://radioink.com/2022/01/31/developing-new-local-radio-sellers/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4B11h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/01/31/developing-new-local-radio-sellers/?vgo_ee=g4MdlIvetgiR1mkR7kij4B11h38V58Ke8bVrp%2FmcsM%3D)

## **Don't Leave Any Demo Behind In Alt Measurement Movement**

MediaPost January 27, 2022

[https://www.mediapost.com/publications/article/370671/dont-leave-any-demo-behind-in-alt-measurement-mov.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=125095&has\\_hid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/370671/dont-leave-any-demo-behind-in-alt-measurement-mov.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125095&has_hid=13ziehw8S-6SGyiO6J0RFg)

## **MediaRadar Says Podcast Ad Spending Grew 21% In 2021.**

Inside Radio January 27, 2022

[http://www.insideradio.com/podcastnewsdaily/mediaradar-says-podcast-ad-spending-grew-21-in-2021/article\\_a9d06dda-7f98-11ec-be26-6fb515362da3.html](http://www.insideradio.com/podcastnewsdaily/mediaradar-says-podcast-ad-spending-grew-21-in-2021/article_a9d06dda-7f98-11ec-be26-6fb515362da3.html)

## **Giving Feedback That Works: Plant the Seeds of Confidence**

Wharton University January 24, 2022

<https://knowledge.wharton.upenn.edu/article/giving-feedback-works-plant-seeds-confidence/>

Here are the audience trends for our PPM markets for January Week 2 (January 13-19, 2022). Looks like the Cume numbers are beginning to recover from the Holiday induced slump:

**Los Angeles (Metro 12+ Population 11,469,700)**

**AQH:**

July Monthly - 644,400  
Aug Monthly - 647,100  
Sept Monthly - 641,500  
Oct Monthly - 660,800  
Nov Monthly - 678,200  
Dec Monthly - 662,200  
Hol Monthly - 613,500

Jan Week 1 - 562,400

Jan Week 2 - 552,200

**Cume:**

July Monthly - 10,244,800  
Aug Monthly - 10,304,000  
Sept Monthly - 10,021,300  
Oct Monthly - 10,156,100  
Nov Monthly - 10,281,100  
Dec Monthly - 10,414,000  
Hol Monthly - 10,147,400

Jan Week 1 - 9,697,700

Jan Week 2 - 9,835,600

**Riverside/San Bernardino (Metro 12+ Population 2,145,300)**

**AQH:**

July Monthly - 104,500  
Aug Monthly - 108,900  
Sept Monthly - 114,600  
Oct Monthly - 116,900  
Nov Monthly - 119,700  
Dec Monthly - 114,800  
Hol Monthly - 95,700

Jan Week 1 - 96,100

Jan Week 2 - 93,000

**Cume:**

July Monthly - 1,929,800  
Aug Monthly - 1,881,700  
Sept Monthly - 1,897,900  
Oct Monthly - 1,928,200  
Nov Monthly - 1,936,300  
Dec Monthly - 1,904,700  
Hol Monthly - 1,810,400

Jan Week 1 - 1,792,200  
Jan Week 2 - 1,800,500

**San Diego (Metro 12+ Population 2,873,100)****AQH:**

July Monthly - 119,700  
Aug Monthly - 129,100  
Sept Monthly - 137,300  
Oct Monthly - 136,000  
Nov Monthly - 141,400  
Dec Monthly - 131,500  
Hol Monthly - 118,500

Jan Week 1 - 115,500  
Jan Week 2 - 116,900

**Cume:**

July Monthly - 2,363,700  
Aug Monthly - 2,399,900  
Sept Monthly - 2,448,400  
Oct Monthly - 2,516,600  
Nov Monthly - 2,481,400  
Dec Monthly - 2,518,600  
Hol Monthly - 2,420,100

Jan Week 1 - 2,334,400  
Jan Week 2 - 2,358,500



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