

MAY 4, 2022

We are now into the LUR protection period for the June Primary and I have had a couple of requests for a link to a recording of Greg Skall's webinar on the updates on the FCC political advertising rules. I was able to acquire the link from Joe Berry at CBA and here it is for your use should you need it:

[2022 California Full Political Webinar](#)

Passcode: jg?ut0X!

I also have some recent updates from our political consultant in Sacramento, Mike Mecey at Magnetic Communications. He is suggesting that we keep our eyes on local ballot campaigns in 2022. Political insiders predict a record-breaking number of ballot measures to appear on the June and November ballots. These campaigns will be backed by deep-pocket donors seeking to advance policy issues impacting local governments such as housing, homelessness, environment and public safety.

Last month, several housing advocates, joined by local officials, kicked-off campaigns around the state seeking to qualify measures for the November ballot. And on the Central Coast, oil interests have spent millions on the costliest known ballot measures in Ventura County's history. Working Families for Jobs and Energy Independence has been successful placing two referendums to block new restrictions on drilling projects on the June ballot. Opposition is fierce, led by national interests such Patagonia and Food & Water Watch. I know that the No on Measures A & B side has already placed Radio, Television and Direct Mail ads in some of our markets.

It also looks like the ballot measure to legalize online sports betting is getting very close to qualifying for the November ballot. Known as Californians for Solutions to Homelessness and Mental Health Support, has submitted 1.6 million petition signatures to qualify their ballot measure for the 2022 November ballot. The measure, backed by gaming giants DraftKings and FanDuel, needs 1,096,853 valid signatures to qualify for the November ballot. As you are aware, the collective Indian Casinos in the state are strongly opposed to this proposition so the advertising battle looks to be big later in the year. We have conducted webinars with many of the key people on both sides of this proposition and I will do a separate followup with you with more details soon. Meanwhile, here is a link to a Politico article that offers more details:

The 'Holy Grail' of gambling could break American sports betting wide open

Voters in the nation's most populous state will get a chance in November to unleash a massive new industry in California — and provide a jolt to other holdout states.

Politico March 30, 2022

<https://www.politico.com/news/2022/03/30/sports-betting-gambling-casinos-card-rooms-00020319?nname=california-playbook&nid=00000150-384f-da43-aff2-bf7fd35a0000&nrid=0000016d-b6ce-d310-a36d-f7cff2ac0000&nid=641189>

Moving on, you will find the latest audience measurement trends for our PPM markets for April Week 3 following the curated collections of articles and resources. So let's get on with some learning...

“As long as I’m learning something, I figure I’m OK – it’s a decent day.”

– Hunter S. Thompson

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

10 Things Known To Create More Sales

Radio Ink (Lloyd Ford) May 2, 2022

https://radioink.com/2022/05/02/10-things-known-to-create-more-sales/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

When Prospects Don't Get Back to You

SalesFuel April 30, 2022

<https://salesfuel.com/when-prospects-dont-get-back-to-you/>

Why Marketers Are Returning to Traditional Advertising

Harvard Business Review April 29, 2022

<https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>

Opinion: Death to the car dealership — the Tesla sales model is poised to take over America

MarketWatch April 27, 2022

<https://www.marketwatch.com/story/death-to-the-car-dealership-the-tesla-sales-model-is-poised-to-take-over-america-11651066261>

Drive Time Continues To Grow In PPM Markets.

Inside Radio (Radio Research Consortium) April 30, 2022

https://www.insideradio.com/free/drive-time-continues-to-grow-in-ppm-markets/article_8cc05da6-c78a-11ec-b76a-33ff8aa1e599.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Are Radio Sellers Prepared For The Demise Of The Car Dealership?

Jacobs Media Strategies (Fred Jacobs) May 4, 2022

<https://jacobsmedia.com/are-radio-sellers-prepared-for-the-demise-of-the-car-dealership/>

4 Sales Team Challenges That Prevent Growth

The Center For Sales Strategy (Susan McCullin) May 4, 2022

https://blog.thecenterforsalesstrategy.com/4-sales-team-challenges-that-prevent-growth?utm_campaign=subscriber&utm_medium=email&hsmi=212012352&hsenc=p2ANqtz-9axU_pl4gErJOjls2GJUAH4OyHAYjQ3RI8P7Nx2YBmbHINYLMiOqk-LweL9L5cMM47syaNzJMm9xLWwibcqZhluuC87g&utm_content=212012352&utm_source=hs_email

Westwood One Analysis Shows AM/FM's Upscale Reach Has Passed Pre-Pandemic Levels.

Inside Radio May 3, 2022

https://www.insideradio.com/free/westwood-one-analysis-shows-am-fms-upscale-reach-has-passed-pre-pandemic-levels/article_d62b4e3e-caae-11ec-b60a-cfd7f71a10fa.html

Local Auto Dealers Boosted Ad Spending Nine Percent In 2021.

Inside Radio (National Association of Automobile Dealers) May 2, 2022

https://www.insideradio.com/free/local-auto-dealers-boosted-ad-spending-nine-percent-in-2021/article_034c9216-c9d2-11ec-9bc0-8b25515d0c60.html

Rising podcast listenership draws advertising dollars

eMarketer May 2, 2022

<https://www.emarketer.com/content/rising-podcast-listenership-draws-advertising-dollars>

Checkmark

Radio Ink (Rick Fink) May 2, 2022

https://radioink.com/2022/05/02/checkmark/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

Podcast CPMs Are Growing Again, With The Average Growing Three Percent During April.

Inside Radio (ADVERTISECAST) May 2, 2022

https://www.insideradio.com/podcastnewsdaily/podcast-cpms-are-growing-again-with-the-average-growing-three-percent-during-april/article_50289616-ca3b-11ec-b3de-ff4f569d6fa2.html

New Car Sales Are Down, But Car Dealers Never Had It So Good

Forbes April 30, 2022

<https://www.forbes.com/sites/jimhenry/2022/04/30/new-car-sales-are-down-but-car-dealers-never-had-it-so-good/?sh=6eca3ef31f2c>

3 Email Phrases That You Should Phase Out

SalesFuel April 30, 2022

<https://salesfuel.com/3-email-phrases-that-you-should-phase-out/>

How to Not Make the Radio Ad You Think of When You Think Radio Ad

4 approaches to actually doing something fun

Muse April 28, 2022

<https://musebycl.io/musings/how-not-make-radio-ad-you-think-when-you-think-radio-ad>

NAB Show: How To Accelerate Auto Sales Leads.

Inside Radio (RAB) April 29, 2022

https://www.insideradio.com/free/nab-show-how-to-accelerate-auto-sales-leads/article_cc484c18-c78a-11ec-b662-0310446f1a40.html

Consumer confidence fell slightly in April; inflation concerns down

Chain Store Age April 28, 2022

https://chainstoreage.com/consumer-confidence-fell-slightly-april-inflation-concerns-down?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Tuesday's Ohio Senate Race Offers Clues To How Political Ad Dollars Will Flow In 2022.

Inside Radio (AdImpact) May 4, 2022

https://www.insideradio.com/free/tuesday-s-ohio-senate-race-offers-clues-to-how-political-ad-dollars-will-flow-in/article_11ceff28-cb75-11ec-b3e2-a3f894c094a1.html

A Move Back -- Or Forward? Trad Ad Spend Forecast To Increase

MediaPost May 4, 2022

https://www.mediapost.com/publications/article/373568/a-move-back-or-forward-trad-ad-spend-forecast.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126154&hashid=XOWE7PwDT4-lekA7MLbhQg

Global Uncertainty Abounds, But Ad Agency Execs Say Media Budgets Are Holding.

Inside Radio May 3, 2022

https://www.insideradio.com/free/global-uncertainty-abounds-but-ad-agency-execs-say-media-budgets-are-holding/article_4ace3882-caaf-11ec-839c-93d5ca34beff.html

Radio Looks To Modernize Its Place In The Digital Dashboard.

Inside Radio May 3, 2022

https://www.insideradio.com/free/radio-looks-to-modernize-its-place-in-the-digital-dashboard/article_130d769c-caaf-11ec-91bd-b3352aa14e3f.html

Fatal Sales Leadership Practices That Will Ruin You

The Center For Sales Strategy (Susan McCullin) May 2, 2022

https://blog.thecenterforsalesstrategy.com/fatal-sales-leadership-practices-that-will-ruin-you?utm_campaign=subscriber&utm_medium=email&hsmi=211754208&hsenc=p2ANqtz-8loLiCCOXoo6Sik5pp7bH_HWYf_bWx5A3c8oPEiMymZOvpXN1ZHdeuQK6E1DyU7-fV-1PqWxwAlHvQdjwzNGkTEm7m3Q&utm_content=211754208&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Upfronts 2022: Fall Schedule Reveal Might Be Next To Go + Early Pilot Buzz

DEADLINE May 2, 2022

<https://deadline.com/2022/05/upfronts-2022-fall-schedule-reveal-early-pilot-buzz-1235013168/>

Quu Teams with Xperi On Connected Car Initiative

Radio + Television Business Report May 3, 2022

<https://www.rbr.com/quu-teams-with-xperi-on-connected-car-initiative/>

Podcast Ad Frequency Hits Another New Record And It May Be Impacting Conversion Rate.

Inside Radio (Podcasts) May 3, 2022

https://www.insideradio.com/podcastnewsdaily/podcast-ad-frequency-hits-another-new-record-and-it-may-be-impacting-conversion-rate/article_cb61bf24-cafe-11ec-b485-ebe96b6b598d.html

Ad Execs: CTV Biggest Beneficiary From Cookie/Mobile ID Fallout

Media Post May 3, 2022

https://www.mediapost.com/publications/article/373534/ad-execs-ctv-biggest-beneficiary-from-cookiemobi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126140&hashid=XOWE7PwT4-lekA7MLbhQg

Voice Activated Smart Radios Will Allow Drivers To Place Bets On Sporting Events

Forbes May 2, 2022

<https://www.forbes.com/sites/bradadgate/2022/05/02/voice-activated-smart-radios-will-allow-drivers-to-make-wagers/?sh=40ffac051956>

Senators Seek to Loosen Google's Grip on Digital Ad Market

Bloomberg May 2, 2022

<https://www.bloomberg.com/news/articles/2022-05-02/senators-seek-to-loosen-google-s-grip-on-digital-ad-market>

Digital Is Not (And Never Was) An Easy Button

MediaPost May 2, 2022

https://www.mediapost.com/publications/article/373506/digital-is-not-and-never-was-an-easy-button.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126131&hashid=nPO6kNh8ToCb2_NBH4Mycg

3 Steps to Successfully Start a Sales Meeting

SalesFuel April 30, 2022

<https://salesfuel.com/3-steps-to-successfully-start-a-sales-meeting/>

35% Of CTV Ad Buyers Plan To Increase Upfront Commitments

MediaPost April 29, 2022

https://www.mediapost.com/publications/article/373464/35-of-ctv-ad-buyers-plan-to-increase-upfront-comm.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126128&hashid=0GmwUb-VQzGI9svJRwTnrA

Consortium Works On Keeping Broadcast Radio Fully Supported In Connected Car.

Inside Radio April 29, 2022

https://www.insideradio.com/free/consortium-works-on-keeping-broadcast-radio-fully-supported-in-connected-car/article_2896f12c-c78b-11ec-ad1a-d3a6305694ae.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for April Week 3 (April 14 - April 20, 2022). This week includes the Passover and Easter Holidays.

Los Angeles (Metro 12+ Population 11,369,600)

AQH:

Nov Monthly - 678,200
Dec Monthly - 662,200
Hol Monthly - 613,500

Jan Monthly - 580,600
Feb Monthly - 620,100
Mar Monthly - 608,100

Apr Week 1 - 602,000
Apr Week 2 - 622,500
Apr Week 3 - 622,100

Cume:

Nov Monthly - 10,281,100
Dec Monthly - 10,414,000
Hol Monthly - 10,147,400

Jan Monthly - 9,902,300
Feb Monthly - 10,026,000
Mar Monthly - 10,149,100

Apr Week 1 - 10,085,300
Apr Week 2 - 10,138,900
Apr Week 3 - 10,105,300

Riverside/San Bernardino (Metro 12+ Population 2,172,100)

AQH:

Nov Monthly - 119,700

Dec Monthly - 114,800

Hol Monthly - 95,700

Jan Monthly - 99,400

Feb Monthly - 113,800

Mar Monthly - 124,500

Apr Week 1 - 122,200

Apr Week 2 - 123,400

Apr Week 3 - 125,500

Cume:

Nov Monthly - 1,936,300

Dec Monthly - 1,904,700

Hol Monthly - 1,810,400

Jan Monthly - 1,810,400

Feb Monthly - 1,894,000

Mar Monthly - 1,921,700

Apr Week 1 - 1,832,700

Apr Week 2 - 1,895,500

Apr Week 3 - 1,901,700

San Diego (Metro 12+ Population 2,881,200)

AQH:

Nov Monthly - 141,400

Dec Monthly - 131,500

Hol Monthly - 118,500

Jan Monthly - 119,000

Feb Monthly - 124,000



Mar Monthly

- 124,800

Apr Week 1 - 118,600

Apr Week 2 - 130,600

Apr Week 3 - 128,700

Cume:

Nov Monthly - 2,481,400

Dec Monthly - 2,518,600

Hol Monthly - 2,420,100

Jan Monthly - 2,351,900

Feb Monthly - 2,393,800

Mar Monthly - 2,389,100

Apr Week 1 - 2,325,900

Apr Week 2 - 2,422,000

Apr Week 3 - 2,415,700

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