

**JUNE 1, 2022**

Last week I mentioned two of our member stations, KFI and KNX, had received Golden Mike Awards and Chris Fleming, EVP of El Dorado Broadcasters pointed out that I missed adding KIXW-AM, Victor Valley, to the list of winners for Best Long Form Program or Documentary (Division B) for "20 years later - 9/11 special". Congratulations to all our winners!

I also want to mention that Chris has recently published his second book and it was recently featured in story in Inside Radio:

**El Dorado Broadcasters EVP Chris Fleming Releases Second Book.**

Inside Radio May 25, 2022

[https://www.insideradio.com/free/el-dorado-broadcasters-evp-chris-fleming-releases-second-book/article\\_a5e14df0-dc6a-11ec-ae45-9fdbb40f8213.html](https://www.insideradio.com/free/el-dorado-broadcasters-evp-chris-fleming-releases-second-book/article_a5e14df0-dc6a-11ec-ae45-9fdbb40f8213.html)

As we move into June and the fast approaching Primary Election we have a very timely update on the ballot initiatives that have qualified for the General Election in November. These nine ballot initiatives will now gear up their campaigns and we will be focusing our attention on presenting our **The 10 Per Cent Solution: Optimizing The Political Media Plan With Radio To Reach Swing Voters** to their campaign managers, consultants and media buyers over the next several weeks. We will keep you posted on our progress and you can read all the details about these ballot initiatives in this article from Politico that our political consultant Mike Mecy forwarded this morning:

**California Ballot Tracker: Interest groups prepare for expensive 2022 fights**

We're tracking spending on 9 ballot measures that could break records this fall.

POLITICO June 1, 2022

<https://www.politico.com/interactives/2022/california-ballot-measures-propositions-guide-2022/>

Now let's move on to our curated lists of resources and articles for the past week as well as an update on the PPM audience trends for May Week 3.

**"The meeting of preparation with opportunity generates the offspring we call luck."**

- Anthony Robbins

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**How Can Audio Ads Connect With Listeners? The Key Is Being Funny And Entertaining.**

Inside Radio (DDB's Adam & Eve Group) June 1, 2022

[https://www.insideradio.com/free/how-can-audio-ads-connect-with-listeners-the-key-is-being-funny-and-entertaining/article\\_7e634fea-e16e-11ec-ae50-676656c3d0f4.html](https://www.insideradio.com/free/how-can-audio-ads-connect-with-listeners-the-key-is-being-funny-and-entertaining/article_7e634fea-e16e-11ec-ae50-676656c3d0f4.html)

And here is additional coverage of this important research:

### **Hey... Pay Attention to This!**

Advertisers want to know if consumers are engaged  
RadioWorld June 1, 2022

[https://www.radioworld.com/news-and-business/programming-and-sales/hey-pay-attention-to-this?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=D4924C64-15AD-4CB0-8A52-D0CF8CBEA076&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/programming-and-sales/hey-pay-attention-to-this?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=D4924C64-15AD-4CB0-8A52-D0CF8CBEA076&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **5 Ways To Improve Your Closing Ratio**

Radio Ink (Loyd Ford) May 31, 2022

[https://radioink.com/2022/05/31/5-ways-to-improve-your-closing-ratio/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/05/31/5-ways-to-improve-your-closing-ratio/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **At-Home Radio Listening Increased During First Quarter.**

Inside Radio (Radio Research Consortium) May 31, 2022

[https://www.insideradio.com/free/at-home-radio-listening-increased-during-first-quarter/article\\_b612be6e-e0a4-11ec-87b2-c7df56924fa3.html](https://www.insideradio.com/free/at-home-radio-listening-increased-during-first-quarter/article_b612be6e-e0a4-11ec-87b2-c7df56924fa3.html)

### **Use Sales Psychology to Shift Buyers' Thinking**

SalesFuel May 28, 2022

<https://salesfuel.com/use-sales-psychology-to-shift-buyers-thinking/>

## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

### **In A World Of Inflation, Podcasters Have New Selling Point: CPMs Are Close To Steady.**

Inside Radio (AdvertiseCast) June 1, 2022

[https://www.insideradio.com/podcastnewsdaily/in-a-world-of-inflation-podcasters-have-new-selling-point-cpms-are-close-to-steady/article\\_9022543e-e1cc-11ec-a3ef-8fc74b34b031.html](https://www.insideradio.com/podcastnewsdaily/in-a-world-of-inflation-podcasters-have-new-selling-point-cpms-are-close-to-steady/article_9022543e-e1cc-11ec-a3ef-8fc74b34b031.html)

### **As eCommerce Grows In Importance, Marketers Want To Make Their Ads 'Shoppable.'**

Inside Radio (World Federation of Advertisers) June 1, 2022

[https://www.insideradio.com/free/as-ecommerce-grows-in-importance-marketers-want-to-make-their-ads-shoppable/article\\_3807a3e4-e16d-11ec-8455-07762542580b.html](https://www.insideradio.com/free/as-ecommerce-grows-in-importance-marketers-want-to-make-their-ads-shoppable/article_3807a3e4-e16d-11ec-8455-07762542580b.html)

### **New Listeners Are Giving A Lift To Podcasting's Mainstream Genres, Says Nielsen.**

Inside Radio May 31, 2022

[https://www.insideradio.com/free/new-listeners-are-giving-a-lift-to-podcasting-s-mainstream-genres-says-nielsen/article\\_1e972c2c-e0a5-11ec-8d49-672170c34afc.html](https://www.insideradio.com/free/new-listeners-are-giving-a-lift-to-podcasting-s-mainstream-genres-says-nielsen/article_1e972c2c-e0a5-11ec-8d49-672170c34afc.html)

### **Account List Management-It's A TOUGH Job!**

Radio Ink (Rick Fink) May 31, 2022

[https://radioink.com/2022/05/31/account-list-management-its-a-tough-job/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/05/31/account-list-management-its-a-tough-job/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **4 tips for editing your own writing**

Train your brain to give your own work a solid edit.

PR Daily May 31, 2022

[https://www.prdaily.com/4-tips-for-editing-your-own-writing/?utm\\_source=RDH&utm\\_medium=email&utm\\_campaign=RDH+\(2022-05-31\)&utm\\_content=article+title&utm\\_term=2&oly\\_enc\\_id=3247H0847412E0H](https://www.prdaily.com/4-tips-for-editing-your-own-writing/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2022-05-31)&utm_content=article+title&utm_term=2&oly_enc_id=3247H0847412E0H)

#### **A Big Surge in Radio Spots For Home Depot**

Radio + Television Business Report May 30, 2022

<https://www.rbr.com/mm-spot-ten-radio-053122/>

#### **Managing Your Online Reputation and Why it Matters in Sales**

SalesFuel May 28, 2022

<https://salesfuel.com/managing-your-online-reputation-and-why-it-matters-in-sales/>

#### **How to Be A Sales Role Model**

SalesFuel May 28, 2022

<https://salesfuel.com/how-to-be-a-sales-role-model/>

#### **Beer Companies Poured On The Podcast Ads In April.**

Inside Radio May 27, 2022

[https://www.insideradio.com/free/beer-companies-poured-on-the-podcast-ads-in-april/article\\_fee7df46-dd7c-11ec-860c-2b1ff1f0447d.html](https://www.insideradio.com/free/beer-companies-poured-on-the-podcast-ads-in-april/article_fee7df46-dd7c-11ec-860c-2b1ff1f0447d.html)

#### **Edison Data Makes The Case For Why Advertisers Should Buy Beyond The Top Ten.**

Inside Radio May 26, 2022

[https://www.insideradio.com/podcastnewsdaily/edison-data-makes-the-case-for-why-advertisers-should-buy-beyond-the-top-ten/article\\_bbed4802-dd13-11ec-a780-2706d60b8ab1.html](https://www.insideradio.com/podcastnewsdaily/edison-data-makes-the-case-for-why-advertisers-should-buy-beyond-the-top-ten/article_bbed4802-dd13-11ec-a780-2706d60b8ab1.html)

#### **Radio Connects with Auto Parts Consumers Who Can't Find or Afford a Used Vehicle.**

Inside Radio (The Media Audit) May 26, 2022

[https://www.insideradio.com/free/radio-connects-with-auto-parts-consumers-who-can-t-find-or-afford-a-used-vehicle/article\\_dbd56380-dcb8-11ec-950a-0f2ef16965b7.html](https://www.insideradio.com/free/radio-connects-with-auto-parts-consumers-who-can-t-find-or-afford-a-used-vehicle/article_dbd56380-dcb8-11ec-950a-0f2ef16965b7.html)

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

#### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **The Future of Local Radio with Mike Hulvey, Neuhoff Communications**

Buzzsprout (BIA Advisory Services - Podcast) May 31, 2022

<https://www.buzzsprout.com/1663015/10714462>

### **In-Dash Radio: 'You're Going To See Things Evolve Very Quickly.'**

Inside Radio May 31, 2022

[https://www.insideradio.com/free/in-dash-radio-you-re-going-to-see-things-evolve-very-quickly/article\\_5d94784e-e0a5-11ec-91eb-4bde455ac8d4.html](https://www.insideradio.com/free/in-dash-radio-you-re-going-to-see-things-evolve-very-quickly/article_5d94784e-e0a5-11ec-91eb-4bde455ac8d4.html)

### **Are brands returning to traditional advertising?**

AdNews May 30, 2022

<https://www.adnews.com.au/news/are-brands-returning-to-traditional-advertising>

### **'We Are Broadcasters' Campaign Spots Available**

NAB May 27, 2022

<https://www.wearebroadcasters.com/resources/spots.asp>

### **FTC Proposes Changes To Endorsement Guidelines Against Fake and Manipulated Reviews.**

Inside Radio May 26, 2022

[https://www.insideradio.com/podcastnewsdaily/ftc-proposes-changes-to-endorsement-guidelines-against-fake-and-manipulated-reviews/article\\_d81aea1a-dd14-11ec-9582-2fc7ea925802.html](https://www.insideradio.com/podcastnewsdaily/ftc-proposes-changes-to-endorsement-guidelines-against-fake-and-manipulated-reviews/article_d81aea1a-dd14-11ec-9582-2fc7ea925802.html)

## ***CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING***

### **Simple Things You Can Do to Make a Big Impact on Sales Performance**

The Center For Sales Strategy (Matt Sunshine) June 1, 2022

[https://blog.thecenterforsalesstrategy.com/simple-things-you-can-do-to-make-a-big-impact-on-sales-performance?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=215060603&\\_hsenc=p2ANqtz-9jhWjdP9XkciXACu0ur1Ek3qXsggZX0W7wcnnm49Sz9L3NbPtcTclh2880qoAFQGfBze-N7jnp1-l1BgP05B8\\_EG9-MA&utm\\_content=215060603&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/simple-things-you-can-do-to-make-a-big-impact-on-sales-performance?utm_campaign=subscriber&utm_medium=email&_hsmi=215060603&_hsenc=p2ANqtz-9jhWjdP9XkciXACu0ur1Ek3qXsggZX0W7wcnnm49Sz9L3NbPtcTclh2880qoAFQGfBze-N7jnp1-l1BgP05B8_EG9-MA&utm_content=215060603&utm_source=hs_email)

### **What makes podcast ads good?**

Podcast advertising dollars are increasing, but what do listeners want from their podcast ad experiences?

SmartBrief May 31, 2022

[https://corp.smartbrief.com/original/2022/05/what-makes-a-good-podcast-ads?utm\\_source=brief](https://corp.smartbrief.com/original/2022/05/what-makes-a-good-podcast-ads?utm_source=brief)

### **Connected TV Ad Spending To Soar**

SalesFuel May 31, 2022

<https://salesfuel.com/connected-tv-ad-spending-to-soar/>

### **The Dark Side Of Sports Betting Ads: Alleged Fraudster Used Radio To Reach His Victims.**

Inside Radio May 27, 2022

[https://www.insideradio.com/free/the-dark-side-of-sports-betting-ads-alleged-fraudster-used-radio-to-reach-his-victims/article\\_40f552ec-dd7d-11ec-bb85-332f27ba428c.html](https://www.insideradio.com/free/the-dark-side-of-sports-betting-ads-alleged-fraudster-used-radio-to-reach-his-victims/article_40f552ec-dd7d-11ec-bb85-332f27ba428c.html)

### **Advertising Generated \$7.1 Trillion – With A 'T' – In Sales Activity Last Year.**

Inside Radio (The Advertising Coalition) May 27, 2022

[https://www.insideradio.com/free/advertising-generated-7-1-trillion-with-a-t-in-sales-activity-last-year/article\\_6b1ebcc0-dd7d-11ec-9506-6f12790ba924.html](https://www.insideradio.com/free/advertising-generated-7-1-trillion-with-a-t-in-sales-activity-last-year/article_6b1ebcc0-dd7d-11ec-9506-6f12790ba924.html)

### **Nielsen Stumbles, Upstarts Gain in New Measurement Multiverse**

Hollywood Reporter May 26, 2022

<https://www.hollywoodreporter.com/business/business-news/nielsen-tv-gain-in-new-measurement-multiverse-1235153585/>

### **US senators aim to break up Google and Meta's ad divisions: adland reacts**

The Drum (Kendra Clark) May 20, 2022

[https://www.thedrum.com/news/2022/05/20/us-senators-aim-break-up-google-and-meta-s-ad-divisions-adland-reacts?utm\\_campaign=newsletter\\_daily\\_usa&utm\\_source=pardot&utm\\_medium=email](https://www.thedrum.com/news/2022/05/20/us-senators-aim-break-up-google-and-meta-s-ad-divisions-adland-reacts?utm_campaign=newsletter_daily_usa&utm_source=pardot&utm_medium=email)

### **Gartner: Marketing Budgets Climb To 9.5% Of Overall Company Revenue.**

Inside Radio May 26, 2022

[https://www.insideradio.com/free/gartner-marketing-budgets-climb-to-9-5-of-overall-company-revenue/article\\_3d1c7f3e-dcb9-11ec-be9e-c358de73b77d.html](https://www.insideradio.com/free/gartner-marketing-budgets-climb-to-9-5-of-overall-company-revenue/article_3d1c7f3e-dcb9-11ec-be9e-c358de73b77d.html)

### **TechSurvey 2022: Radio Personalities Drive Radio Listenership More Than Music**

Younger generations are finding new music elsewhere

RadioWorld May 12, 2022

[https://www.radioworld.com/news-and-business/programming-and-sales/techsurvey-2022-radio-personalities-drive-radio-listenership-more-than-music?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=09BC5E4C-6779-4A0B-9ADE-CEDDA5C5410C&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/programming-and-sales/techsurvey-2022-radio-personalities-drive-radio-listenership-more-than-music?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=09BC5E4C-6779-4A0B-9ADE-CEDDA5C5410C&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for May Week 3 (May 12-18, 2022).

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

#### **AQH:**

Jan Monthly - 580,600

Feb Monthly - 620,100

Mar Monthly - 608,100

Apr Monthly - 619,500

May Week 1 - 652,300

May Week 2 - 660,800

May Week 3 - 630,800

**Cume:**

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

Apr Monthly - 10,166,500

May Week 1 - 10,131,900  
May Week 2 - 10,274,200  
May Week 3 - 10,045,700

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

Jan Monthly - 99,400  
Feb Monthly - 113,800  
Mar Monthly - 124,500

Apr Monthly - 123,400

May Week 1 - 120,900  
May Week 2 - 124,800  
May Week 3 - 121,400

**Cume:**

Jan Monthly - 1,810,400  
Feb Monthly - 1,894,000  
Mar Monthly - 1,921,700

Apr Monthly - 1,873,700

May Week 1 - 1,937,500  
May Week 2 - 1,872,000  
May Week 3 - 1,915,200

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

**AQH:**

Jan Monthly - 119,000  
Feb Monthly - 124,000  
Mar Monthly - 124,800  
Apr Monthly - 128,300

May Week 1 - 128,700  
May Week 2 - 133,800  
May Week 3 - 122,300

**Cume:**

Jan Monthly - 2,351,900  
Feb Monthly - 2,393,800  
Mar Monthly - 2,389,100

Apr Monthly - 2,389,100

May Week 1 - 2,465,700  
May Week 2 - 2,466,200  
May Week 3 - 2,469,900

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