

JUNE 15, 2022

Let's face it, it was a brutal week for economic news. Record inflation, record gas prices, record low consumer confidence and then today the Fed raises interest rates by 75-basis points. I know what you're thinking....it's five o'clock somewhere!

But don't let it get you down, there is also some good news to be found that paints a more optimistic picture for our industry in the short and long term. There are businesses and ad agencies out there that need our help. So we've scoured the many news sources in our industry and allied industries and have curated the most important resources, sales training tools, media economic forecasts and latest audience research findings to help you stay on top of your game and hone your already awesome skills even sharper...

"The productivity of people requires continuous learning, as the Japanese have taught us. It requires adoption in the West of the specific Japanese Zen concept where one learns to do better what one already does well."

-- Peter Drucker

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

A Strong Finish To 2022 Begins Now – And May Come Down To A Few Advertiser Categories.

Inside Radio (Borrell Associates) June 13, 2022

https://www.insideradio.com/free/a-strong-finish-to-2022-begins-now-and-may-come-down-to-a-few-advertiser/article_591975c0-ead8-11ec-92f7-c3220cc8a693.html

Are You Productive Or Just Busy?

The Center For Sales Strategy June 13, 2022

https://blog.thecenterforsalesstrategy.com/are-you-productive-or-just-busy?utm_campaign=subscriber&utm_medium=email&hsmi=216263119&hsenc=p2ANqtz-92YNsFBbfC5Z-fjI5C4ITAWhn891R176GhSX8B2DYcb6UM1JzNnk8rlwmGMVOVlhZ5jPOfrbSaWT0cfS4xEleGAglijg&utm_content=216263119&utm_source=hs_email

Summer Selling

Radio Ink (Loyd Ford) June 13, 2022

https://radioink.com/2022/06/13/summer-selling/?vgo_ee=g4MdlIvetgiR1mkR7kij4B11h38V58Ke8bVrp%2FmcsM%3D

Adaptive Selling Sets the Stage for Success

SalesFuel June 11, 2022

<https://salesfuel.com/adaptive-selling-sets-the-stage-for-success/>

The Road Memorial Day Weekend – With The Radio On.

Inside Radio (Katz Sound Answers Blog) June 10, 2022

https://www.insideradio.com/free/americans-hit-the-road-memorial-day-weekend-with-the-radio-on/article_42c9056e-e88b-11ec-8d05-0faec01b912f.html**CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING****Study: Time Spent With Audio On Mobile Devices To Increase.**

Inside Radio (eMarketer) June 15, 2022

https://www.insideradio.com/free/study-time-spent-with-audio-on-mobile-devices-to-increase/article_15367d78-ec7a-11ec-b58e-d3e377c0174e.html**Why Pharmaceutical Companies Are Increasing Their Radio Ad Spend.**

Inside Radio (Miller Kaplan/Audio Active) June 14, 2022

https://www.insideradio.com/free/why-pharmaceutical-companies-are-increasing-their-radio-ad-spend/article_43e10476-ebb3-11ec-bd5c-7f5a41f83754.html**Mastercard: Back-to-school sales to rise 7.5% with department stores a ‘winner’**

Chain Store Age June 14, 2022

https://chainstoreage.com/mastercard-back-school-sales-rise-75-department-stores-winner?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=**Katz Study: Gubernatorial Candidates Benefitted From ‘Early And Often’ Radio Ad Strategy.**

Inside Radio June 13, 2022

https://www.insideradio.com/free/katz-study-gubernatorial-candidates-benefitted-from-early-and-often-radio-ad-strategy/article_2b996628-ead8-11ec-8399-af1174f6458d.html**Sonic Branding Is Becoming More Prevalent As Brands Focus On Their Sonic Identity.**

Inside Radio (Best Audio Brands) June 13, 2022

https://www.insideradio.com/free/sonic-branding-is-becoming-more-prevalent-as-brands-focus-on-their-sonic-identity/article_bedef980-ead7-11ec-800d-73f4f812955c.html**A Book and a \$1 Bill**

Radio Ink (Rick Fink) June 13, 2022

https://radioink.com/2022/06/13/a-book-and-a-1-bill/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D**GroupM Unveils CTV 'Viewability' Initiative, Finds As Much As 10% Of Ads Delivered With TV 'Off'**

Media Post June 13, 2022

<https://www.mediapost.com/publications/article/374724/groupm-unveils-ctv-viewability-initiative-finds.html>**Down-Selling Can Save A Valuable Sale**

SalesFuel June 11, 2022

<https://salesfuel.com/down-selling-can-save-a-valuable-sale/>

Good Things Happen When You Dress for Success

SalesFuel June 11, 2022

<https://salesfuel.com/good-things-happen-when-you-dress-for-success/>

Radio Delivers an Effective Mix of Major League Sports Fans by Ethnicity and Gender.

Inside Radio (The Media Audit) June 10, 2022

https://www.insideradio.com/free/radio-delivers-an-effective-mix-of-major-league-sports-fans-by-ethnicity-and-gender/article_be302426-e88b-11ec-8762-8f4b490c06c6.html

The Face of the American Shopper Is Changing

Data from the 2020 census shows the U.S. population is more multicultural than ever, something CPG brands can't ignore

ANA June 9, 2022

https://www.ana.net/magazines/show/id/forward-2022-06-bluechip-multicultural-shop?st3=220614newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=220614-newsstandnow-non&zs=FANij1&zl=UfrP8

Radio Can Help Jewelry Retailers Outshine Their Competition

RAB Radio Matters Blog June 7, 2022

<https://radiomatters.org/index.php/2022/06/07/radio-can-help-jewelry-retailers-outshine-their-competition/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Magna: 11% U.S. Growth On Tap For 2022, With Audio Up 5.7%.

Inside Radio June 15, 2022

https://www.insideradio.com/free/magna-11-u-s-growth-on-tap-for-2022-with-audio-up-5-7/article_392145ec7a-11ec-9416-b3c4e4ae5920.html

6 Ways to Improve Pipeline Efficiency

The Center For Sales Strategy (Dean Moothart) June 15, 2022

https://blog.thecenterforsalesstrategy.com/6-ways-to-improve-pipeline-efficiency?utm_campaign=subscriber&utm_medium=email&hsmi=216606454&hsenc=p2ANqtz--ksUqMJzgJ8Z3rHtVcMDrHelre4P7UiU8uMegQnk20wDV-8DU8T2Xp20nU9LSnfWwi1UrrS--3qvkADsXf89edZFcaUQ&utm_content=216606454&utm_source=hs_email

Despite Economic Headwinds Agencies Forecast A Strong Ad Market For Second Half In The Year

Forbes June 14, 2022

<https://www.forbes.com/sites/bradadgate/2022/06/14/despite-economic-headwinds-agencies-forecast-a-strong-ad-market-for-second-half-in-the-year/?sh=2b1ab7e029cf>

Five Things You Need To Know From Borrell's Latest Ad Forecast.

Inside Radio June 13, 2022

https://www.insideradio.com/free/five-things-you-need-to-know-from-borrell-s-latest-ad-forecast/article_e8401dfe-ead7-11ec-8224-8fdaf9ac279f.html

Online Advertising Braces For Rocky Road

MediaPost June 13, 2022

<https://www.mediapost.com/publications/article/374743/online-advertising-braces-for-rocky-road.html>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Nielsen One Alpha Will Show Ad Campaign Business 'Outcomes' Data

MediaPost June 15, 2022

https://www.mediapost.com/publications/article/374777/nielsen-one-alpha-will-show-ad-campaign-business.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126593&hashid=XOWE7PwDT4-lekA7MLbhQg

GroupM Tempers 2022 Ad Forecast; Sees Podcasting As A Bright Spot In Audio.

Inside Radio June 14, 2022

https://www.insideradio.com/podcastnewsdaily/groupm-tempers-2022-ad-forecast-sees-podcasting-as-a-bright-spot-in-audio/article_5cd2f80e-ebfe-11ec-822a-03e2bbd56a78.html

Magna Also Revises 2022 Downward, 'Planets' Realign Again

MediaPost June 14, 2022

https://www.mediapost.com/publications/article/374763/magna-also-revises-2022-downward-planets-realign.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126580&hashid=XOWE7PwDT4-lekA7MLbhQg

Google To Reportedly Let Ad Rivals Place YouTube Ads In EU Antitrust Probe

MediaPost June 13, 2022

https://www.mediapost.com/publications/article/374742/google-to-reportedly-let-ad-rivals-place-youtube-a.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126573&hashid=3ryQP86FTTiyUS5w5BYR2g

Tech is bracing itself as Lina Khan's FTC agenda takes off

Protocol June 13, 2022

<https://www.protocol.com/policy/khan-ftc-anniversary-privacy-kids>

CEO Confidence Falls To Decade Low, But Few Predict Recession

Chief Executive June 13, 2022

<https://chiefexecutive.net/ceo-confidence-falls-to-decade-low-but-few-predict-recession/>

Are You Helping or Micromanaging?

SalesFuel June 11, 2022

<https://salesfuel.com/are-you-helping-or-micromanaging/>

As TV Upfront Begins, Modest Pricing Gains Expected: NBCU, Disney, Fox Moving

MediaPost June 10, 2022

<https://www.mediapost.com/publications/article/374687/as-tv-upfront-begins-modest-pricing-gains-expecte.html>

Consumer sentiment plunges to record low amid surging inflation

CNN Business June 10, 2022

<https://www.cnn.com/2022/06/10/business/consumer-sentiment-preliminary-june-inflation/index.html>

Music Industry's Willing To Talk, But Says Royalty Deal That Discounts Streaming Rates Is A No-Go.

Inside Radio June 10, 2022

https://www.insideradio.com/free/music-industry-s-willing-to-talk-but-says-royalty-deal-that-discounts-streaming-rates-is/article_5ffb1c08-e8ef-11ec-ba57-23415a99eec9.html

Ad Industry Blasts Federal Opt-In Privacy Proposal

MediaPost June 9, 2022

https://www.mediapost.com/publications/article/374659/ad-industry-blasts-federal-opt-in-privacy-proposal.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126559&hashid=CKfKjD-IQuCPkoXp87oXHg

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for June Week 1 (May 26 - June 1, 2022). This week includes the Memorial Day Holiday weekend. Cume numbers are stable or up across markets and there is some modest dip in AQH likely due to Holiday listening patterns having some disruption on TSL.

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 Monthly - 641,100

Jun Week 1 - 597,800

Cume:

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

Apr Monthly - 10,166,500
May Monthly - 10,139,200

Jun Week 1 - 10,108,800

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 Monthly - 124,200

Jun Week 1 - 115,300

Cume:

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

Apr Monthly - 1,873,700
May Monthly - 1,917,700

Jun Week 1 - 1,962,700

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 Monthly - 126,800

Jun Week 1 - 119,000

Cume:

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

Apr Monthly - 2,389,100
May Monthly - 2,462,400

Jun Week 1 - 2,475,400

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