

**JUNE 22, 2022**

I am going to insert a new Political Advertising category to kick off this week's Resource Roundup and it may be a recurring category through the rest of this Midterm Election Year as we focus efforts on securing a greater share of political advertising dollars for Radio.

Last week Marketron hosted a webinar conducted by BIA Advisory Services. Mike Mecey, our political consultant in Sacramento, and I watched it and below you will see some of our takeaways and a recap article of the webinar featured in yesterday's Inside Radio. I have also attached a link to the full recording of the webinar and encourage you and your sellers to watch it.

One of the major issues for radio companies and sellers to deal with is customer service of political advertisers. The panel will explain why political advertisers are different from other advertisers. A major complaint I have heard over the past couple of election cycles in talking with political consultants and media buyers is the need for Radio to be more responsive and accessible on short notice, especially on weekends. Most of these political advertisers like Radio and think it is effective but are frustrated by this issue of customer service. If you want to cut to the chase on this critical issue you can advance the video recording to the :50 minute point and hear it first hand. Here are some other bullet points:

- In 2022, CTV will outperform digital, search engine + social media platforms.
- Broadcast TV will continue to dominate consultant ad preferences.
- In 2022, consultants with significant budgets will choose Broadcast TV + (fill in the blank).
- Why Broadcast TV? Political consultants are risk-averse by nature. A bad spending decision will follow a consultant's career.
- Compelling Radio positioning + messaging to reach voters:
  1. Nothing infuriates voters more than sitting in traffic and hearing about high gas prices on the Radio.
  2. With 2 sports wagering initiatives on the November ballot, campaigns should target Males 18-35 who listen to Sports Radio programming.
  3. Local News programming continues to be popular with Radio listeners who are engaged voters.
- PACs are ideal for Radio. Most are coming into an election race late with a significant budget and looking to subvert the dominant media. PACs are looking for quick advertising means to reach larger blocks of voters or target specific voting audiences.

## **Political Advertising News, Information and Resources**

### **With \$8.6 Billion Up For Grabs, Here's How Political Ad Buyers Divvy Up Their Budgets.**

Inside Radio (BIA Advisory Services) June 21, 2022

[https://www.insideradio.com/free/with-8-6-billion-up-for-grabs-here-s-how-political-ad-buyers-divvy-up/article\\_2f843968-f11b-11ec-a492-af4b4766d533.html](https://www.insideradio.com/free/with-8-6-billion-up-for-grabs-here-s-how-political-ad-buyers-divvy-up/article_2f843968-f11b-11ec-a492-af4b4766d533.html)

### **Win the Ad Race: Insights from Political Advertising Experts**

(Full recording of the one-hour session)

Marketron (BIA Advisory Services) June 16, 2022

<https://aspire.marketron.com/win-the-ad-race-webinar-recording/>

### **A Simple Guide to Dynamic Pricing and Political Advertising for Media Companies**

(Note: There is good information in this deck but be aware that there is also a pitch at the end of it for Marketron's REV software for dynamic pricing).

**ATTACHMENT:** [Dynamic Pricing Political Ads](#)

Now let's move on to this week's curated lists of resources and articles important to staying competitive and growing revenue

**The person who knows HOW will always have a job. The person who knows WHY will always be his boss.**

-- Alanis Morissette

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

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

### **Cleaning Up Your Sales Pipeline**

The Center For Sales Strategy (Elissa Naufal) June 21, 2022

[https://blog.thecenterforsalesstrategy.com/cleaning-up-your-sales-pipeline?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=217165216&\\_hsenc=p2ANqtz-9BGjaYwoOu1xPUJhwmStx2LjmKzHLbpsFWvw6HY3wV6nk77H9kOf7JjXdcKldqs6aNBnrFuyAuEADdYujezSiskCgrhQ&utm\\_content=217165216&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/cleaning-up-your-sales-pipeline?utm_campaign=subscriber&utm_medium=email&_hsmi=217165216&_hsenc=p2ANqtz-9BGjaYwoOu1xPUJhwmStx2LjmKzHLbpsFWvw6HY3wV6nk77H9kOf7JjXdcKldqs6aNBnrFuyAuEADdYujezSiskCgrhQ&utm_content=217165216&utm_source=hs_email)

### **10 Easy Ways to Fill Your Sales Pipeline Daily**

The Center For Sales Strategy (Matt Sunshine) June 22, 2022

<https://mail.google.com/mail/u/0/?tab=rm&ogbl#inbox?compose=NgtQbmrRIHVCFGHVWSHGnzDtZBGQLHPfmWjlBjDMqcRhzfHmPpZKhCScKkkgkvKtFLnsxBdswDpkQSkhFQGqzvlSjtslbNxnXmQjMJHsTpXnzvXPTggnfhDpScHDZjhzlrrFPXljhRmsFdjXZFnMWfhhBggXLpTgnvMcvkRtqSmwCCzjGkpHfCMnGlsqZTINZQWkvJNHxJNBdpxvhWSgdKvIqJIVFnZQMhVgqdJwhgBnwXHPRV>

### **8 Ways To Overcome A Sales Slump**

Radio Ink (Loyd Ford) June 20, 2022

<https://radioink.com/2022/06/20/8-ways-to-overcome-a-sales-slump/>

### **Radio Works to Drive Business and Brand Growth**

A case for radio as a key component of a brand's media mix

ANA (RAB) JUNE 14, 2022

[https://www.ana.net/magazines/show/id/forward-2022-06-rab-radio-works-all-business?st3=220617newsstndnon&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=220617-newsstandnow-non&\\_zs=FANij1&\\_zl=VwMQ8](https://www.ana.net/magazines/show/id/forward-2022-06-rab-radio-works-all-business?st3=220617newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=220617-newsstandnow-non&_zs=FANij1&_zl=VwMQ8)

### **Inflation, High Costs, Tight Inventory Drive Auto Dealer Sentiment.**

Inside Radio (Cox Automotive) June 21, 2022

[https://www.insideradio.com/free/inflation-high-costs-tight-inventory-drive-auto-dealer-sentiment/article\\_dfa71c72-f119-11ec-aa7f-331f36548760.html](https://www.insideradio.com/free/inflation-high-costs-tight-inventory-drive-auto-dealer-sentiment/article_dfa71c72-f119-11ec-aa7f-331f36548760.html)

**ATTACHMENT:** [Dealer Sentiment Index Q2 2022](#)

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

### **AM/FM Radio (And Not Just Sports Stations) The Better Bet For Reaching Sports Bettors.**

Inside Radio (Westwood One/MARU/Matchbox) June 22, 2022

[https://www.insideradio.com/free/am-fm-radio-and-not-just-sports-stations-the-better-bet-for-reaching-sports-bettors/article\\_f506951c-f203-11ec-aa42-1b67d4c9d101.html](https://www.insideradio.com/free/am-fm-radio-and-not-just-sports-stations-the-better-bet-for-reaching-sports-bettors/article_f506951c-f203-11ec-aa42-1b67d4c9d101.html)

And here is additional coverage of this research analysis:

### **Bouvard: Listeners Are Engaged With Betting Brands**

#### **Cumulus says AM/FM listeners show significantly more interest than TV viewers**

RadioWorld June 22, 2022

[https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-listeners-are-engaged-with-betting-brands?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=BE74BB-26AB-4BE9-A9B2-87AB33FC5D1D&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-listeners-are-engaged-with-betting-brands?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=BE74BB-26AB-4BE9-A9B2-87AB33FC5D1D&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **What Makes Your Clients Loyal...To You?**

Radio Ink (Rick Fink) June 20, 2022

<https://radioink.com/2022/06/20/what-makes-your-clients-loyal-to-you/>

### **Send Your Sales Brain to Summer Camp**

SalesFuel June 18, 2022

<https://salesfuel.com/send-your-sales-brain-to-summer-camp/>

### **How to Remotely Build A Robust Sales Professional Network**

SalesFuel June 18, 2022

<https://salesfuel.com/how-to-remotely-build-a-robust-sales-professional-network/>

### **Nurture Your Intellectual Curiosity**

SalesFuel June 18, 2022

<https://salesfuel.com/nurture-your-intellectual-curiosity/>

### **Advertisers Betting On Success**

Radio Ink (Media Monitors) June 17, 2022

<https://radioink.com/2022/06/17/advertisers-betting-on-success/>

### **Ratings Agency: Social Platforms Act As 'Useful Idiots' For Propagandists**

MediaPost (Tony Silber, Staff Writer) June 17, 2022

[https://www.mediapost.com/publications/article/374868/ratings-agency-social-platforms-act-as-useful-id.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126623&hashid=MvrWDWYNRcOEFJu\\_y2GihQ](https://www.mediapost.com/publications/article/374868/ratings-agency-social-platforms-act-as-useful-id.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126623&hashid=MvrWDWYNRcOEFJu_y2GihQ)

### **10 TIPS FOR BEATING GATEKEEPERS AT THEIR OWN GAME**

SalesGravy June 17, 2022

<https://salesgravy.com/10-tips-for-beating-gatekeepers-at-their-own-game/>

### **U.S. Retail Sales Expected To Grow 7.5% During Back-To-School Season.**

Inside Radio (Mastercard SpendingPulse) June 17, 2022

[https://www.insideradio.com/free/u-s-retail-sales-expected-to-grow-7-5-during-back-to-school-season/article\\_10f5fb7a-ee06-11ec-a6e0-c7109ac0bf7c.html](https://www.insideradio.com/free/u-s-retail-sales-expected-to-grow-7-5-during-back-to-school-season/article_10f5fb7a-ee06-11ec-a6e0-c7109ac0bf7c.html)

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

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

### **PwC's Annual Report Points To More Growth For Podcasters And Other Audio Industries.**

Inside Radio June 22, 2022

[https://www.insideradio.com/podcastnewsdaily/pwc-s-annual-report-points-to-more-growth-for-podcasters-and-other-audio-industries/article\\_80213d9a-f24b-11ec-8161-6f07474c8190.html](https://www.insideradio.com/podcastnewsdaily/pwc-s-annual-report-points-to-more-growth-for-podcasters-and-other-audio-industries/article_80213d9a-f24b-11ec-8161-6f07474c8190.html)

### **Creating Sales Goals as a Sales Manager [Expert Tips & 11 Examples]**

HubSpot (Lauren Gregory) June 17, 2022

<https://blog.hubspot.com/sales/sales-manager-goals-examples? hstc=201195441.2321e18c034ad9e8a88aab27318f82fe.1646173404459.1655761402409.1655841552530.38& hssc=201195441.1.1655841552530& hsfp=2901441566>

### **Ad Market Expands For 15th Month, Continues To Decelerate**

MediaPost June 16, 2022

[https://www.mediapost.com/publications/article/374875/ad-market-expands-for-15th-month-in-may-but-conti.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126620&hshid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/374875/ad-market-expands-for-15th-month-in-may-but-conti.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126620&hshid=XOWE7PwDT4-lekA7MLbhQg)

### **BIA Slices FY 2022 Local Ad Forecast By \$5.9 Billion**

Radio+Television Business Report (Adam Jacobson) June 16, 2022

<https://www.rbr.com/bia-advisory-services-has-decreased-its-2022-u-s-local-advertising-forecast-estimate/>

### **We Asked 9 Successful Sales Leaders About the Economy**

SalesHacker (Kendra Fortmeyer) June 16, 2022

[https://www.saleshacker.com/economic-downturn-roundup/?utm\\_campaign=newsletter&utm\\_medium=email&utm\\_source=active\\_campaign&SH\\_ID=211843](https://www.saleshacker.com/economic-downturn-roundup/?utm_campaign=newsletter&utm_medium=email&utm_source=active_campaign&SH_ID=211843) |

Sales Hacker

[https://www.saleshacker.com/economic-downturn-roundup/?utm\\_campaign=newsletter&utm\\_medium=email&utm\\_source=active\\_campaign&SH\\_ID=211843](https://www.saleshacker.com/economic-downturn-roundup/?utm_campaign=newsletter&utm_medium=email&utm_source=active_campaign&SH_ID=211843)

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

### **What's Radio Look Like In 2032? Salem's Dave Santrella Takes '10-Year Challenge.'**

Inside Radio (Borrell's Local Marketing Trends) June 22, 2022

[https://www.insideradio.com/free/what-s-radio-look-like-in-2032-salem-s-dave-santrella-takes-10-year-challenge/article\\_d9707660-f203-11ec-9269-977c558713c8.html](https://www.insideradio.com/free/what-s-radio-look-like-in-2032-salem-s-dave-santrella-takes-10-year-challenge/article_d9707660-f203-11ec-9269-977c558713c8.html)

### **New Study Suggests Podcast Listening Tilts Toward Larger Cities.**

Inside Radio (Fohr Media Research) June 22, 2022

[https://www.insideradio.com/podcastnewsdaily/new-study-suggests-podcast-listening-tilts-toward-larger-cities/article\\_14011cac-f24b-11ec-be7a-e7a9cdabefe8.html](https://www.insideradio.com/podcastnewsdaily/new-study-suggests-podcast-listening-tilts-toward-larger-cities/article_14011cac-f24b-11ec-be7a-e7a9cdabefe8.html)

### **Streaming services are likely to win bigger share of upfront ad spending**

eMarketer June 21, 2022

<https://www.emarketer.com/content/streaming-services-likely-win-bigger-share-of-upfront-ad-spending>

### **Making Radio More Human Than Human**

Jacobs Media Strategies (Fred Jacobs) June 21, 2022

<https://jacobsmedia.com/making-radio-more-human-than-human/>

### **The Simple Truth About Recruitment And Selection That Will Help You Start With Talent And End With Performance**

The Center For Sales Strategy (Beth Sunshine) June 20, 2022

[https://blog.thecenterforsalesstrategy.com/the-simple-truth-about-recruitment-and-selection?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=217039822&\\_hsenc=p2ANqtz-9g8PGk6YvBXso-8Eo4u0eBxfFCEOCrYTI-Fr0WwMCdLAjE-p0zzePYv7GwUatfikGhiJNUtW8a7q5eobxF6pAP-lxW8Q&utm\\_content=217039822&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-simple-truth-about-recruitment-and-selection?utm_campaign=subscriber&utm_medium=email&_hsmi=217039822&_hsenc=p2ANqtz-9g8PGk6YvBXso-8Eo4u0eBxfFCEOCrYTI-Fr0WwMCdLAjE-p0zzePYv7GwUatfikGhiJNUtW8a7q5eobxF6pAP-lxW8Q&utm_content=217039822&utm_source=hs_email)

### **Why 2022 Will Be A Record Year For Concert Revenue (And Why It Matters To Radio)**

Jacobs Media Strategies (Fred Jacobs) June 20, 2022

<https://jacobsmedia.com/will-2022-be-a-year-for-record-revenue-for-live-concerts-and-what-it-matters-to-radio/>

### **The Next Five Years: A Conversation With The MRC's George Ivie**

MediaPost June 20, 2022

[https://www.mediapost.com/publications/article/374934/the-next-five-years-a-conversation-with-the-mrcs.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126636&has\\_hid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/374934/the-next-five-years-a-conversation-with-the-mrcs.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126636&has_hid=XOWE7PwDT4-lekA7MLbhQg)

### **Expect TV ad prices to rise this year**

eMarketer June 20, 2022

<https://www.emarketer.com/content/expect-tv-ad-prices-rise-this-year>

### **Growing Revenue With The Right Spot Load**

Radio Ink (Marc Greenspan) June 20, 2022

<https://radioink.com/2022/06/20/growing-revenue-with-the-right-spot-load/>

### **Cannabis Ads May Find A Backdoor Onto Radio Via Limits By Congress On FCC Spending.**

Inside Radio June 17, 2022

[https://www.insideradio.com/free/cannabis-ads-may-find-a-backdoor-onto-radio-via-limits-by-congress-on-fcc-spending/article\\_ae9b6f66-ee08-11ec-a41a-8ba3efebb415.html](https://www.insideradio.com/free/cannabis-ads-may-find-a-backdoor-onto-radio-via-limits-by-congress-on-fcc-spending/article_ae9b6f66-ee08-11ec-a41a-8ba3efebb415.html)

### **Retail Sales Outlook: Second half of year to be 'more challenging'**

Chain Store Age June 15, 2022

[https://chainstoreage.com/sales-outlook-second-half-year-be-more-challenging?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Weekend+Update&utm\\_keyw\\_ord=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/sales-outlook-second-half-year-be-more-challenging?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyw_ord=&oly_enc_id=8319H4585489H7M)

### **As More Smart Speakers Turn Up In Homes, What's Motivating Their Purchase And Use Is Changing.**

Inside Radio (Edison Research) June 17, 2022

[https://www.insideradio.com/podcastnewsdaily/as-more-smart-speakers-turn-up-in-homes-what-s-motivating-their-purchase-and-use/article\\_d4a2d696-ee57-11ec-9fe0-ffc0eda6ff4.html](https://www.insideradio.com/podcastnewsdaily/as-more-smart-speakers-turn-up-in-homes-what-s-motivating-their-purchase-and-use/article_d4a2d696-ee57-11ec-9fe0-ffc0eda6ff4.html)

**Study: Information, Rather Than Social Or Emotional Needs, Drive Podcast Listening.**

Inside Radio June 17, 2022

[https://www.insideradio.com/free/study-information-rather-than-social-or-emotional-needs-drive-podcast-listening/article\\_c79e89d2-ee06-11ec-95a3-b3655fc2e067.html](https://www.insideradio.com/free/study-information-rather-than-social-or-emotional-needs-drive-podcast-listening/article_c79e89d2-ee06-11ec-95a3-b3655fc2e067.html)

**Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for June Week 2 (June 2 - June 8, 2022). We see AQH up across all three markets likely due to the return to normal TSL patterns following the Memorial Day Holiday.

**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  
Jun Week 2 - 618,000

**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  
Jun Week 2 - 10,071,400

**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  
Jun Week 2 - 120,600

**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  
Jun Week 2 - 1,957,800

**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  
Jun Week 2 - 123,900



**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  
Jun Week 2 - 2,457,300

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