

**JUNE 29, 2022**

We have a shipload of great information and resources for you in this week's edition along with the latest audience trends in our PPM measured markets. There is always a lot to know if you want to succeed in this competitive and ever changing business. You may not be able to know everything, but you can always know more than you did yesterday...and the more you know the likelier you are to win.

**Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.**

-- William Pollard

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

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

#### **Ad Agencies Are Big Radio Users With Their Eyes On Streaming Video And Social.**

Inside Radio (Borrell) June 27, 2022

[https://www.insideradio.com/free/ad-agencies-are-big-radio-users-with-their-eyes-on-streaming-video-and-social/article\\_710de8da-f5e3-11ec-a963-136e35e8d1e5.html](https://www.insideradio.com/free/ad-agencies-are-big-radio-users-with-their-eyes-on-streaming-video-and-social/article_710de8da-f5e3-11ec-a963-136e35e8d1e5.html)

#### **Building Deeper Relationships With Your Clients**

Radio Ink (Loyd Ford) June 27, 2022

<https://radioink.com/2022/06/27/building-deeper-relationships-with-your-clients/>

#### **What Local Direct Advertisers Are Buying – And What They're Increasing.**

Inside Radio (Borrell Associates) June 27, 2022

[https://www.insideradio.com/free/what-local-direct-advertisers-are-buying-and-what-they-re-increasing/article\\_a64976ae-f5e3-11ec-80cc-f72fc128ea0f.html](https://www.insideradio.com/free/what-local-direct-advertisers-are-buying-and-what-they-re-increasing/article_a64976ae-f5e3-11ec-80cc-f72fc128ea0f.html)

#### **The Results Are In: AM/FM Radio Dominates Ad-Supported Audio Among Voters.**

Inside Radio (Westwood One/Edison Research) June 28, 2022

[https://www.insideradio.com/free/the-results-are-in-am-fm-radio-dominates-ad-supported-audio-among-voters/article\\_25ebd532-f6ac-11ec-8dca-b34ff64020c0.html](https://www.insideradio.com/free/the-results-are-in-am-fm-radio-dominates-ad-supported-audio-among-voters/article_25ebd532-f6ac-11ec-8dca-b34ff64020c0.html)

#### **3 Reasons Your Clients Should Use Traditional Ads**

SalesFuel June 24, 2022

<https://salesfuel.com/3-reasons-why-your-clients-should-use-traditional-ads/>

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

### **Gen Zs Spend Twice As Much Time With Podcasts, But AM/FM Remains The Audio Winner.**

Inside Radio (Edison Research) June 29, 2022

[https://www.insideradio.com/free/gen-zs-spend-twice-as-much-time-with-podcasts-but-am-fm-remains-the-audio/article\\_b15e5116-f789-11ec-8585-83fc75222352.html](https://www.insideradio.com/free/gen-zs-spend-twice-as-much-time-with-podcasts-but-am-fm-remains-the-audio/article_b15e5116-f789-11ec-8585-83fc75222352.html)

### **2021's Big Spenders: Sports Betting, Travel And Pre-Crash Crypto.**

Inside Radio (Ad Age) June 29, 2022

[https://www.insideradio.com/free/2021s-big-spenders-sports-betting-travel-and-pre-crash-crypto/article\\_46c953a0-f789-11ec-b5ea-2b3b5ba4882d.html](https://www.insideradio.com/free/2021s-big-spenders-sports-betting-travel-and-pre-crash-crypto/article_46c953a0-f789-11ec-b5ea-2b3b5ba4882d.html)

### **How One Small Market Broadcaster Is Clawing Back Ad Dollars From Digital.**

Inside Radio June 29, 2022

[https://www.insideradio.com/free/how-one-small-market-broadcaster-is-clawing-back-ad-dollars-from-digital/article\\_fa595466-f788-11ec-b3da-0b20a18c7546.html](https://www.insideradio.com/free/how-one-small-market-broadcaster-is-clawing-back-ad-dollars-from-digital/article_fa595466-f788-11ec-b3da-0b20a18c7546.html)

### **Back-to-School Sales to Increase 7.5%**

SalesFuel June 28, 2022

<https://salesfuel.com/back-to-school-sales-to-increase-7-5/>

### **Kantar/AdAge: Comcast and P&G Top Radio Spenders Of 2021.**

Inside Radio June 28, 2022

[https://www.insideradio.com/free/kantar-adage-comcast-and-p-g-top-radio-spenders-of-2021/article\\_b72689c0-f6ac-11ec-8526-87c4ee6ddcef.html](https://www.insideradio.com/free/kantar-adage-comcast-and-p-g-top-radio-spenders-of-2021/article_b72689c0-f6ac-11ec-8526-87c4ee6ddcef.html)

### **Lower Consumer Confidence Dampens Enthusiasm For Big Purchases**

MediaPost June 28, 2022

[https://www.mediapost.com/publications/article/375212/lower-consumer-confidence-dampens-enthusiasm-for-b.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126742&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/375212/lower-consumer-confidence-dampens-enthusiasm-for-b.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126742&hashid=o5sexdpQRQeeqa1Ux78qbw)

### **Cox Automotive Lowers Full-Year New-Vehicle Sales Forecast as Persistent Supply Problems Continue to Hold Back Auto Industry**

Cox Automotive June 28, 2022

<https://www.coxautoinc.com/news/cox-automotive-lowers-full-year-new-vehicle-sales-forecast-as-persistent-supply-problems-continue-to-hold-back-auto-industry/>

### **Dealership marketing: Navigating automotive advertising in a post-pandemic world**

Dealers embrace new strategies and tactics to meet changing customer preferences.

Automotive News June 27, 2022

<https://www.autonews.com/sponsored/dealers-embrace-new-strategies-and-tactics-meet-changing-customer-preferences>

### **FTC Proposes New Rules On What Auto Dealers Can Say In Their Advertising.**

Inside Radio June 27, 2022

[https://www.insideradio.com/free/ftc-proposes-new-rules-on-what-auto-dealers-can-say-in-their-advertising/article\\_51ced0e2-f5e3-11ec-92b5-672ea1303bfb.html](https://www.insideradio.com/free/ftc-proposes-new-rules-on-what-auto-dealers-can-say-in-their-advertising/article_51ced0e2-f5e3-11ec-92b5-672ea1303bfb.html)

### **Auto Update: Bigger Dealerships, Fewer Deals.**

Inside Radio June 27, 2022

[https://www.insideradio.com/free/auto-update-bigger-dealerships-fewer-deals/article\\_9270ae1e-f5e2-11ec-a324-03c37b244850.html](https://www.insideradio.com/free/auto-update-bigger-dealerships-fewer-deals/article_9270ae1e-f5e2-11ec-a324-03c37b244850.html)

### **How To Use Soft Skills in Sales To Soothe Angry Clients**

SalesFuel June 26, 2022

<https://salesfuel.com/40478-2/>

### **How to Overcome Negativity and Maintain a Positive Mindset In Sales**

SalesFuel June 26, 2022

<https://salesfuel.com/how-to-overcome-negativity-and-maintain-a-positive-mindset-in-sales/>

### **L.A. Mayoral Primary Shows Big Bucks Being Spent In Local Races.**

Inside Radio (AdImpact) June 24, 2022

[https://www.insideradio.com/free/l-a-mayoral-primary-shows-big-bucks-being-spent-in-local-races/article\\_0d24575a-f38b-11ec-b5e7-c7717a967f00.html](https://www.insideradio.com/free/l-a-mayoral-primary-shows-big-bucks-being-spent-in-local-races/article_0d24575a-f38b-11ec-b5e7-c7717a967f00.html)

### **Is SoCal Hispanic Radio Getting its Fair Share?**

Radio Ink June 24, 2022

[https://radioink.com/2022/06/24/is-socal-hispanic-radio-getting-its-fair-share/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/24/is-socal-hispanic-radio-getting-its-fair-share/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Roe V. Wade Decision To Change The Way Marketers Advertise**

MediaPost June 24, 2022

[https://www.mediapost.com/publications/article/375128/roe-v-wade-decision-to-change-the-way-marketers-a.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126723&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/375128/roe-v-wade-decision-to-change-the-way-marketers-a.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126723&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **How to write shorter**

#### **Short is good.**

PR Daily June 23, 2022

[https://www.prdaily.com/how-to-write-shorter/?utm\\_source=RDH&utm\\_medium=email&utm\\_campaign=RDH+\(2022-06-27\)&utm\\_content=article+title&utm\\_term=11&oly\\_enc\\_id=3247H0847412E0H](https://www.prdaily.com/how-to-write-shorter/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2022-06-27)&utm_content=article+title&utm_term=11&oly_enc_id=3247H0847412E0H)

### **How psychology can help you change someone's mind**

FastCompany June 23, 2022

<https://www.fastcompany.com/90761714/how-psychology-can-help-you-change-someones-mind>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Ad Age: Double-Digit Spend Growth Expected To Continue Through 2022.**

Inside Radio June 28, 2022

[https://www.insideradio.com/free/ad-age-double-digit-spend-growth-expected-to-continue-through-2022/article\\_965de72e-f6ac-11ec-8415-f7aff392e114.html](https://www.insideradio.com/free/ad-age-double-digit-spend-growth-expected-to-continue-through-2022/article_965de72e-f6ac-11ec-8415-f7aff392e114.html)

**CTV 'Upfront' Soars 35% To \$6.41 Billion**

MediaPost June 28, 2022

[https://www.mediapost.com/publications/article/375214/ctv-upfront-deals-to-grow-35-to-641-billion.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126748&hasid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/375214/ctv-upfront-deals-to-grow-35-to-641-billion.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126748&hasid=Xbl3-p0DS1exdHSa15Xu_g)

**Borrell's Spring Local Advertiser Survey: Digital Nearing Broadcast Buys**

Radio+Television Business Report (Adam Jacobson) June 27, 2022

[https://www.rbr.com/borrell-meunch-webinar-local-ad-survey-sp22/?vgo\\_ee=fhxCXsvWiD3004NwgRxKDBwUnRnlmwuCIJkd9A7F3A%3D](https://www.rbr.com/borrell-meunch-webinar-local-ad-survey-sp22/?vgo_ee=fhxCXsvWiD3004NwgRxKDBwUnRnlmwuCIJkd9A7F3A%3D)

**NAB, EBU Emphasize Carmaker Relationships**

WorldDAB conference highlights work being done to keep radio up front

RadioWorld June 27, 2022

[https://www.radioworld.com/global/nab-ebu-emphasize-carmaker-relationships?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=AE95D403-4EF5-4D96-B9A1-A0D0808207BA&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/global/nab-ebu-emphasize-carmaker-relationships?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=AE95D403-4EF5-4D96-B9A1-A0D0808207BA&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

**Digital audio takes up an increasing share of US digital media time**

eMarketer June 21, 2022

[https://content-na1.emarketer.com/digital-audio-takes-up-increasing-share-of-us-digital-media-time?ecid=nl1001&utm\\_campaign=edaily+6.22.2022+core&utm\\_medium=email&utm\\_source=triggermail&utm\\_term=emarketer+daily+core%2femea+\(mon-fri\)&li=0](https://content-na1.emarketer.com/digital-audio-takes-up-increasing-share-of-us-digital-media-time?ecid=nl1001&utm_campaign=edaily+6.22.2022+core&utm_medium=email&utm_source=triggermail&utm_term=emarketer+daily+core%2femea+(mon-fri)&li=0)

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

**Radio Broadcasters Don't Know Doodly-Squat About Gen Zs**

Jacobs Media Strategies (Fred Jacobs) June 29, 2022

<https://jacobsmedia.com/radio-broadcasters-dont-know-doodly-squat-about-gen-zs/>

**Veritonic Gets \$7.5 Million In New Funding To Expand Its Audio Advertising Analytics Platform.**

Inside Radio June 28, 2022

[https://www.insideradio.com/free/veritonic-gets-7-5-million-in-new-funding-to-expand-its-audio-advertising-analytics-platform/article\\_6e93f486-f6ac-11ec-98c3-972174104813.html](https://www.insideradio.com/free/veritonic-gets-7-5-million-in-new-funding-to-expand-its-audio-advertising-analytics-platform/article_6e93f486-f6ac-11ec-98c3-972174104813.html)

## July Regulatory Dates for Broadcasters: Quarterly Issues/Programs Lists and Other Public File Obligations, Lowest Unit Charge Periods, License Renewal, Copyright Filings and More

Broadcast Law Blog (David Oxenford) June 28, 2022

[https://www.broadcastlawblog.com/2022/06/articles/july-regulatory-dates-for-broadcasters-quarterly-issues-programs-lists-and-other-public-file-obligations-lowest-unit-charge-periods-license-renewal-copyright-filings-and-more/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=dda81003c6-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-dda81003c6-70422897](https://www.broadcastlawblog.com/2022/06/articles/july-regulatory-dates-for-broadcasters-quarterly-issues-programs-lists-and-other-public-file-obligations-lowest-unit-charge-periods-license-renewal-copyright-filings-and-more/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=dda81003c6-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-dda81003c6-70422897)

## Lowes And Home Depot Increase Spot Placements As Summer Begins.

Inside Radio (Media Monitors) June 28, 2022

[https://www.insideradio.com/free/lowes-and-home-depot-increase-spot-placements-as-summer-begins/article\\_04add046-f6ac-11ec-80ab-9bc14c3ae9ea.html](https://www.insideradio.com/free/lowes-and-home-depot-increase-spot-placements-as-summer-begins/article_04add046-f6ac-11ec-80ab-9bc14c3ae9ea.html)

## A downturn in media spend? It depends, automotive advertising is slowing, while CPG accelerates

DIGIDAY June 28, 2022

<https://digiday.com/marketing/a-downturn-in-media-spend-it-depends-automotive-advertising-is-slowing-while-cpg-accelerates/>

## NAB Weighs In On Legislation To Allow Cannabis Radio Advertising

All Access (Roy Trakin) June 27, 2022

<https://www.allaccess.com/net-news/archive/story/219365/nab-weighs-in-on-legislation-to-allow-cannabis-rad>

## Broadcasters See ‘Major Step Forward’ In Congress Toward Allowing Cannabis Ads On Radio.

Inside Radio June 27, 2022

[https://www.insideradio.com/free/broadcasters-see-major-step-forward-in-congress-toward-allowing-cannabis-ads-on-radio/article\\_cceb48a0-f5e3-11ec-9437-d34e472f6c65.html](https://www.insideradio.com/free/broadcasters-see-major-step-forward-in-congress-toward-allowing-cannabis-ads-on-radio/article_cceb48a0-f5e3-11ec-9437-d34e472f6c65.html)

## Should You Take Cannabis Ads?

Radio Ink June 27, 2022

[https://radioink.com/2022/06/27/should-you-take-cannabis-ads/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/27/should-you-take-cannabis-ads/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## Creatures Of Radio Habit

Jacobs Media Strategies (Fred Jacobs) June 27, 2022

<https://jacobsmedia.com/creatures-of-radio-habit/>

## 4 Key Benefits of Restructuring Your Team

The Center For Sales Strategy (Matt Sunshine) June 27, 2022

[https://blog.thecenterforsalesstrategy.com/4-key-benefits-of-restructuring-your-team?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=217767644&\\_hsenc=p2ANqtz--RhMcr5q4mO7ofHGpWNxNZ99N5jFGmv-nDRx2Hoz8QZ86QKIuT-htclDrpaa44Oj8eJgpJscmVUPwF\\_3O4itvfegU52w&utm\\_content=217767644&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/4-key-benefits-of-restructuring-your-team?utm_campaign=subscriber&utm_medium=email&_hsmi=217767644&_hsenc=p2ANqtz--RhMcr5q4mO7ofHGpWNxNZ99N5jFGmv-nDRx2Hoz8QZ86QKIuT-htclDrpaa44Oj8eJgpJscmVUPwF_3O4itvfegU52w&utm_content=217767644&utm_source=hs_email)

## It’s A Battle Worth Fighting

(An argument for radio not to promote Amazon Prime Days July 12-13.

Radio Ink (Rick Fink) June 27, 2022

[https://radioink.com/2022/06/27/its-a-battle-worth-fighting/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/27/its-a-battle-worth-fighting/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Are Your Meetings Contributing to Agile Performance?**

SalesFuel June 26, 2022

<https://salesfuel.com/are-your-meetings-contributing-to-agile-performance/>

### **Rubio Says No To Radio Tax**

Radio Ink June 24, 2022

<https://radioink.com/2022/06/24/rubio-says-no-to-radio-tax/>

### **Performance Tax Spots and Resources**

NAB (undated)

<https://www.nab.org/performancetaxresources/>

### **Ten House Members Voice Their ZoneCasting Approval**

Radio+Television Business Report (Adam Jacobson) June 24, 2022

<https://www.rbr.com/ten-house-members-voice-their-zonecasting-approval/>

### **Why you need to embrace nostalgia marketing now Only '90s kids will get why this technique is so valuable.**

PR Daily June 23, 2022

[https://www.prdaily.com/nostalgia-marketing-why-it-works/?utm\\_source=RDH&utm\\_medium=email&utm\\_campaign=RDH+\(2022-06-27\)&utm\\_content=article+title&utm\\_term=10&oly\\_enc\\_id=3247H0847412E0H](https://www.prdaily.com/nostalgia-marketing-why-it-works/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2022-06-27)&utm_content=article+title&utm_term=10&oly_enc_id=3247H0847412E0H)

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

Here are the audience trends for our PPM markets for June Week 3 (June 9 - June 15, 2022). Overall a very steady week and it is worth noting that LA has a three week growth trend in both AQH (PUMM) and Cume.

### **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

Jun Week 3 - 626,900

#### **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  
Jun Week 3 - 10,200,900

**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  
Jun Week 3 - 112,900

**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  
Jun Week 3 - 1,879,000

**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  
Jun Week 3 - 120,600

**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  
Jun Week 3 - 2,420,600

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