

**JULY 6, 2022**

As usual we have curated some great resources and articles for you covering sales guidance and training, forward looking economic forecasts and regulatory issues. We also have the results of the Nielsen audience measurement for June Week 4 and the Full Month of June in our PPM measured markets. But let's first kick off the learning with some updated information on the political advertising developments.

**“Learn as if you were not reaching your goal and as though you were scared of missing it”**

— Confucius

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

It is official, we now know that there will be 7 Statewide Propositions on the November ballot. Tom Ross, President/CEO of Swing Strategies, has provided this handy one-page summary of these qualified propositions:

**ATTACHMENT:** [The Seven 2022 Propositions](#)

Be sure to save the date of August 3, 2022, at 1PM for an exclusive SCBA webinar with Tom Ross who will provide SCBA members with a political landscape overview of the statewide and Southern California regional propositions and what the likely spending will be from each side of them. You will receive an invitation from me to register for this webinar within the next week or so.

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

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

#### **Selling Something? When in Doubt, Ask a Question.**

The Center For Sales Strategy (Greg Giersch) July 6, 2022

[https://blog.thecenterforsalesstrategy.com/blog/when-in-doubt-ask-a-question?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=218751717&\\_hsenc=p2ANqtz-NMxVZcGKSbqi2WdKREzA8ROSyLDKxQ7oLYHgZ8PR9stlxzprsAapJ\\_mKOf0UOxUdQidmm82F1QBNXNsOMgh2UC8iM6A&utm\\_content=218751717&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/blog/when-in-doubt-ask-a-question?utm_campaign=subscriber&utm_medium=email&_hsmi=218751717&_hsenc=p2ANqtz-NMxVZcGKSbqi2WdKREzA8ROSyLDKxQ7oLYHgZ8PR9stlxzprsAapJ_mKOf0UOxUdQidmm82F1QBNXNsOMgh2UC8iM6A&utm_content=218751717&utm_source=hs_email)

**ATTACHMENT:** [The Art of Asking Questions – B2B](#)

### **Best Ad Strategy During Economic Downturn? Maintain Your Share Of Messages.**

Inside Radio (Ad Age) July 6, 2022

[https://www.insideradio.com/free/best-ad-strategy-during-economic-downturn-maintain-your-share-of-messages/article\\_ad680a0e-fcf0-11ec-92fe-678f4c2d02b2.html](https://www.insideradio.com/free/best-ad-strategy-during-economic-downturn-maintain-your-share-of-messages/article_ad680a0e-fcf0-11ec-92fe-678f4c2d02b2.html)

### **AM/FM Radio Has Stable Share Of Ad-Supported Audio Time**

MediaPost (Cumulus Media/Westwood One/Edison Research) July 5, 2022

[https://www.mediapost.com/publications/article/375378/amfm-radio-has-stable-share-of-ad-supported-audio.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126804&hshid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/375378/amfm-radio-has-stable-share-of-ad-supported-audio.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126804&hshid=o5sexdpQRQeeqa1Ux78qbw)

### **Sales Initiatives to Slay the "Summer Sales Slump**

SalesFuel July 2, 2022

<https://salesfuel.com/40580-2/>

### **Radio's Reach is Still Massive**

Radio Ink (Nielsen Audio Today Report) June 30, 2022

<https://radioink.com/2022/06/30/radios-reach-is-still-massive/>

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

### **Live Events Are Selling Tickets. Magellan Says That's Helping Podcasters Sell Ads.**

Inside Radio July 6, 2022

[https://www.insideradio.com/podcastnewsdaily/live-events-are-selling-tickets-magellan-says-that-s-helping-podcasters-sell-ads/article\\_55f5e9ca-fd46-11ec-abb5-177e85570e42.html](https://www.insideradio.com/podcastnewsdaily/live-events-are-selling-tickets-magellan-says-that-s-helping-podcasters-sell-ads/article_55f5e9ca-fd46-11ec-abb5-177e85570e42.html)

### **GULD: SPEND MORE TIME EDUCATING, LESS TIME SELLING**

Spots n Dots July 6, 2022

**ATTACHMENT:** [Spend More Time Educating Less Time Selling](#)

### **Indeed, Spot Radio Advertiser Commitment Abounds**

Radio+Television Business Report July 5, 2022

<https://www.rbr.com/indeed-spot-radio-advertiser-commitment-abounds/>

### **AdvertiseCast Sees 'Remarkably Steady' Podcast CPMs At Midyear.**

Inside Radio July 5, 2022

[https://www.insideradio.com/podcastnewsdaily/advertise-cast-sees-remarkably-steady-podcast-cpms-at-midyear/article\\_e048ce3a-fc83-11ec-9d2e-2f77d93b9a48.html](https://www.insideradio.com/podcastnewsdaily/advertise-cast-sees-remarkably-steady-podcast-cpms-at-midyear/article_e048ce3a-fc83-11ec-9d2e-2f77d93b9a48.html)

### **Advertisers Are Really Buying This**

Radio Ink (Loyd Ford) July 5, 2022

<https://radioink.com/2022/07/05/advertisers-are-really-buying-this/>

### **Effective Presentation Skills**

Radio Ink (Marc Greenspan) July 5, 2022

<https://radioink.com/2022/07/05/effective-presentation-skills/>

### **The Funny Thing About Humor in Sales**

SalesFuel July 2, 2022

<https://salesfuel.com/the-funny-thing-about-humor-in-sales/>

### **Awareness Is Key To Successful Time Management in Sales**

SalesFuel July 2, 2022

<https://salesfuel.com/awareness-is-key-to-successful-time-management-in-sales/>

### **Chip Shortage Keeps Driving up Auto Prices, Cutting Sales**

U.S. new vehicle sales tumbled more than 21% in the second quarter compared with a year ago as the global semiconductor shortage continued to cause production problems for the industry.

U.S. News July 1, 2022

<https://www.usnews.com/news/business/articles/2022-07-01/chip-shortage-keeps-driving-up-auto-prices-cutting-sales>

### **CPG Ad Category Increases Year-Over-Year Ad Spend By 6% In May.**

Inside Radio July 1, 2022

[https://www.insideradio.com/free/cpg-ad-category-increases-year-over-year-ad-spend-by-6-in-may/article\\_a5f0d5f8-f90d-11ec-a064-afd3e45af85.html](https://www.insideradio.com/free/cpg-ad-category-increases-year-over-year-ad-spend-by-6-in-may/article_a5f0d5f8-f90d-11ec-a064-afd3e45af85.html)

### **Media Audit: Radio Is Poised For A Cannabis Advertising Bonanza.**

Inside Radio July 1, 2022

[https://www.insideradio.com/free/media-audit-radio-is-poised-for-a-cannabis-advertising-bonanza/article\\_df9f312c-f90e-11ec-8788-7b5a6103f9a4.html](https://www.insideradio.com/free/media-audit-radio-is-poised-for-a-cannabis-advertising-bonanza/article_df9f312c-f90e-11ec-8788-7b5a6103f9a4.html)

### **More Listening, More Often: Podcast's Growth Isn't Just About New Fans, Says Nielsen.**

Inside Radio (Nielsen Audio Today 2022) July 1, 2022

[https://www.insideradio.com/free/more-listening-more-often-podcast-s-growth-isn-t-just-about-new-fans-says-nielsen/article\\_8288dcea-f90e-11ec-b602-6f5201d62b05.html](https://www.insideradio.com/free/more-listening-more-often-podcast-s-growth-isn-t-just-about-new-fans-says-nielsen/article_8288dcea-f90e-11ec-b602-6f5201d62b05.html)

### **RAB: Radio Is Reaching Consumers With Active Lifestyles.**

Inside Radio July 1, 2022

[https://www.insideradio.com/free/rab-radio-is-reaching-consumers-with-active-lifestyles/article\\_44109fac-f90e-11ec-aec9-a3113088759b.html](https://www.insideradio.com/free/rab-radio-is-reaching-consumers-with-active-lifestyles/article_44109fac-f90e-11ec-aec9-a3113088759b.html)

### **Radio Spot Script Help**

Radio Ink June 30, 2022

[https://radioink.com/2022/06/30/radio-spot-script-help/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/30/radio-spot-script-help/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

**ATTACHMENT:** [Hooks First Lines & Scene Setters](#)

### **Bouvard: Conventional Wisdom Wrong on In-Car Listening**

**“AM/FM radio dominates in-car ad-supported listening with nearly a 90% share”**

RadioWorld (Edison Research) June 29, 2022

[https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-conventional-wisdom-wrong-on-in-car-listening?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=335365AF-4380-44E0-BBB4-43131CD735F8&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-conventional-wisdom-wrong-on-in-car-listening?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=335365AF-4380-44E0-BBB4-43131CD735F8&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **FCC Commissioner Wants Apple and Google to Remove TikTok From App Stores Over Data Security Concerns**

TikTok is expected to generate \$5.96 billion in 2022 in U.S. ad revenue

ADWEEK June 29, 2022

[https://www.adweek.com/social-marketing/fcc-commissioner-wants-apple-and-google-to-remove-tiktok-from-app-stores-over-data-security-concerns/?utm\\_source=postup&utm\\_medium=email&utm\\_campaign=Adweek\\_Daily\\_220630054648&recip\\_id=1385784&lyt\\_id=1385784](https://www.adweek.com/social-marketing/fcc-commissioner-wants-apple-and-google-to-remove-tiktok-from-app-stores-over-data-security-concerns/?utm_source=postup&utm_medium=email&utm_campaign=Adweek_Daily_220630054648&recip_id=1385784&lyt_id=1385784)

### **A Mere 20% Of Americans Trust TikTok With Their Data**

MediaPost July 6, 2022

[https://www.mediapost.com/publications/article/375382/a-mere-20-of-americans-trust-tiktok-with-their-da.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=126812&hashid=XbI3-pODS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/375382/a-mere-20-of-americans-trust-tiktok-with-their-da.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=126812&hashid=XbI3-pODS1exdHSa15Xu_g)

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

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

#### **NAB Says Audio Market Is More Challenging Today For Radio Than It Was Two Years Ago.**

Inside Radio July 6, 2022

[https://www.insideradio.com/free/nab-says-audio-market-is-more-challenging-today-for-radio-than-it-was-two-years/article\\_eb90ee04-fcf0-11ec-a048-bf5645059e86.html](https://www.insideradio.com/free/nab-says-audio-market-is-more-challenging-today-for-radio-than-it-was-two-years/article_eb90ee04-fcf0-11ec-a048-bf5645059e86.html)

#### **Second Half Outlook: September Surge Expected In Multiple Categories.**

Inside Radio July 5, 2022

[https://www.insideradio.com/free/second-half-outlook-september-surge-expected-in-multiple-categories/article\\_ea17e938-fc2d-11ec-9702-bbb25fa2508c.html](https://www.insideradio.com/free/second-half-outlook-september-surge-expected-in-multiple-categories/article_ea17e938-fc2d-11ec-9702-bbb25fa2508c.html)

#### **Insights from BIA’s Updated Outlook for 2022 Local Advertising (16 min. podcast)**

BIA Advisory Services June 29, 2022

<https://www.buzzsprout.com/1663015/10878102>

## **New FTC Endorsement Guidelines Likely To Usher In Stricter Enforcement Lawyers Say.**

Inside Radio June 30, 2022

[https://www.insideradio.com/free/new-ftc-endorsement-guidelines-likely-to-usher-in-stricter-enforcement-lawyers-say/article\\_15498cc6-f83f-11ec-b3b8-2f4c9c9c5575.html](https://www.insideradio.com/free/new-ftc-endorsement-guidelines-likely-to-usher-in-stricter-enforcement-lawyers-say/article_15498cc6-f83f-11ec-b3b8-2f4c9c9c5575.html)

## **eMarketer Forecast: US Time Spent with Connected Devices A Return to Pre-Pandemic Growth**

emarketer July 5, 2022

**ATTACHMENT:** [eMarketer US Time Spent with Connected Devices](#)

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

## **NAB's LeGeyt Sees Radio Evolving Into 'Screen-Driven' Experience.'**

Inside Radio (Borrell) July 6, 2022

[https://www.insideradio.com/free/nab-s-legeyt-sees-radio-evolving-into-screen-driven-experience/article\\_90feb7a-fcf0-11ec-bb62-7f91c509029d.html](https://www.insideradio.com/free/nab-s-legeyt-sees-radio-evolving-into-screen-driven-experience/article_90feb7a-fcf0-11ec-bb62-7f91c509029d.html)

## **Tomato Tomahto, Potato Potahto, Audio Radio?**

Jacobs Media Strategies (Fred Jacobs) July 6, 2022

<https://jacobsmedia.com/tomato-tomahto-potato-potahto-audio-radio/>

## **TV'S SECOND-HALF 2022 REVENUE – BLUE SKIES AHEAD**

Spots n Dots July 5, 2022

**ATTACHMENT:** [Spots & Dots Half 2022 TV Ad Outlook](#)

## **Copyright Royalty Board Awards 15.1% Streaming Royalties In Songwriter, Publisher Boon**

All Access July 5, 2022

<https://www.allaccess.com/net-news/archive/story/219574/copyright-royalty-board-awards-15-1-streaming-roya>

## **Once Again, An Upfront Like No Other**

Forbes July 2, 2022

<https://www.forbes.com/sites/bradadgate/2022/07/02/once-again-an-upfront-like-no-other/?sh=10a7d94933cf>

## **Report Finds Advertisers Insufficiently Trained, Should Have A 'Chief Media Officer'**

MediaPost July 5, 2022

[https://www.mediapost.com/publications/article/375361/report-finds-advertisers-insufficiently-trained-s.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126797&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/375361/report-finds-advertisers-insufficiently-trained-s.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126797&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **3 Ways to Determine if You Should Invest in Poor Performers**

The Center For Sales Strategy (Trey Morris) July 5, 2022

[https://blog.thecentersalesstrategy.com/3-ways-to-determine-if-you-should-invest-in-poor-performers?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=218620688&hsenc=p2ANqtz-8wy1RkcsIKwFZwWN7DP57VmM\\_rwv0IP655Pam\\_nsVvzMfqEjVQ2fFQmiJMsVsfJbw62l6hlySFdmMABeMWmqR3JhwT1A&utm\\_content=218620688&utm\\_source=hs\\_email](https://blog.thecentersalesstrategy.com/3-ways-to-determine-if-you-should-invest-in-poor-performers?utm_campaign=subscriber&utm_medium=email&hsmi=218620688&hsenc=p2ANqtz-8wy1RkcsIKwFZwWN7DP57VmM_rwv0IP655Pam_nsVvzMfqEjVQ2fFQmiJMsVsfJbw62l6hlySFdmMABeMWmqR3JhwT1A&utm_content=218620688&utm_source=hs_email)

### **What Are You Doing To Retain Star Employees?**

SalesFuel July 2, 2022

<https://salesfuel.com/what-are-you-doing-to-retain-star-employees/>

### **COULD BIG TECH'S IRON GRIP ON DIGITAL ADVERTISING SOON COME TO AN END?**

International Banker July 1, 2022

<https://internationalbanker.com/technology/could-big-techs-iron-grip-on-digital-advertising-soon-come-to-an-end/>

### **Supreme Court Decision Likely To Limit Reach Of FCC And Other Federal Agencies.**

Inside Radio July 1, 2022

[https://www.insideradio.com/free/supreme-court-decision-likely-to-limit-reach-of-fcc-and-other-federal-agencies/article\\_a28141cc-f90e-11ec-9792-2727e77bf4d3.html](https://www.insideradio.com/free/supreme-court-decision-likely-to-limit-reach-of-fcc-and-other-federal-agencies/article_a28141cc-f90e-11ec-9792-2727e77bf4d3.html)

### **Radio's Definition Of Insanity**

Jacobs Media Strategies (Paul Jacobs) June 30, 2022

<https://jacobsmedia.com/radios-definition-of-insanity/>

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

**Here are the audience trends for our PPM markets for June Week 4 (June 16 - June 22, 2022). This week includes Father's Day Sunday and the Juneteenth Holiday Monday. The release of these results will be June 12 for LA and Riverside/San Bernardino and June 13 for San Diego. The Spring eBooks will be released on June 27 for Bakersfield and August 2 for Oxnard/Ventura and Santa Barbara.**

### **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 Monthly - 615,300

Jun Week 1 - 597,800  
Jun Week 2 - 618,000

Jun Week 3 - 626,900

Jun Week 4 - 618,300

**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 Monthly - 10,124,100

Jun Week 1 - 10,108,800

Jun Week 2 - 10,071,400

Jun Week 3 - 10,200,900

Jun Week 4 - 10,115,400

**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 Monthly - 116,600

Jun Week 1 - 115,300

Jun Week 2 - 120,600

Jun Week 3 - 112,900

Jun Week 4 - 117,600

**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 Monthly - 1,923,000

Jun Week 1 - 1,962,700  
Jun Week 2 - 1,957,800  
Jun Week 3 - 1,879,000  
Jun Week 4 - 1,892,400

**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 Monthly - 119,100

Jun Week 1 - 119,000  
Jun Week 2 - 123,900  
Jun Week 3 - 120,600  
Jun Week 4 - 112,900

**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 Monthly - 2,435,200

Jun Week 1 - 2,475,400  
Jun Week 2 - 2,457,300  
Jun Week 3 - 2,420,600  
Jun Week 4 - 2,387,700

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