

**JULY 13, 2022**

Political advertising, Sales guidance and training resources, Management information on forward looking economic guidance, regulatory issues and sales management and results of July Week 1 in the Nielsen measured PPM markets....all topics covered in this week's Roundup to help you learn and stay on top of your game...

**"All of the top achievers I know are life-long learners. Looking for new skills, insights, and ideas. If they're not learning, they're not growing and not moving toward excellence."**

-- Denis Waitley

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

One of the prominent political advertising buyers who we have presented our 10% Solution research to in support of a greater share for Radio is Sheri Sadler/Sadler Strategic Media. Sheri is handling media placement for Rick Caruso's campaign for LA mayor and also the Yes on 27 - Californians for Homelessness and Mental Health Support for the November General election.

As you know, the latter is the contest for the California Gaming Issue/Proposition 27. I received a report this week that Sheri placed the first radio buys in this contest and the initial flight runs from July 11 through August 21. This first Radio buy totaled \$1,228,829 and was placed in the Bakersfield, Fresno, Los Angeles, Monterey, Sacramento, San Diego, San Francisco and Santa Barbara markets.

This is good news and a good start, but the bad news is that while AKPD in Chicago (<https://akpdmedia.com/>) is handling the media placement for the pro-tribal casino interests for No on Prop 27 and Winner Mandabach (<https://wmcampaigns.com/>) and Target Media (<https://targetla.com/>) buy for the Yes on Prop 26 (In-Person Tribal Sports Wagering) and have bought heavily on Broadcast and Cable TV, neither has yet to purchase Radio on behalf of pro-tribal casino interests.

Mike Mecey and I are targeting these media buying companies and the multiple consultants and campaign managers to conduct presentations to them. We have presented to some of the consultants but are still working to secure appointments with the buying agencies. We will continue to be persistent but all of you at the station levels and your rep firms should also step up your efforts with your contacts at these shops.

The link below to an article in today's Inside Radio has more of a national focus but it also reinforces some important considerations in our efforts to increase the spending on Radio from political advertisers. Many of these points were touched on in the BIA Advisory Services webinar hosted by Marketron a couple of weeks ago. I previously sent you links to the video recording of this webinar as well as other recaps. This article is worth reading, especially the last three paragraphs

### **Here's Where The Big Money Is Going In This Year's Mid-Term Elections.**

Inside Radio (Ad Age Datacenter/Kantar/CMAG/BIA) July 13, 2022

[https://www.insideradio.com/free/here-s-where-the-big-money-is-going-in-this-year-s-mid-term-elections/article\\_1a2f0fd6-0271-11ed-ba08-4fd3dd96cdf8.html](https://www.insideradio.com/free/here-s-where-the-big-money-is-going-in-this-year-s-mid-term-elections/article_1a2f0fd6-0271-11ed-ba08-4fd3dd96cdf8.html)

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Nielsen Report Findings Suggest AM/FM Should Be 'The Centerpiece' Of Audio Campaigns.**

Inside Radio (Nielsen Audio Today 2022) July 12, 2022

[https://www.insideradio.com/free/nielsen-report-findings-suggest-am-fm-should-be-the-centerpiece-of-audio-campaigns/article\\_595f1576-01ad-11ed-b2c2-cb2828a38987.html](https://www.insideradio.com/free/nielsen-report-findings-suggest-am-fm-should-be-the-centerpiece-of-audio-campaigns/article_595f1576-01ad-11ed-b2c2-cb2828a38987.html)

**Overcoming The Most Frequent Objections**

Radio Ink (Loyd Ford) July 11, 2022

<https://radioink.com/2022/07/11/overcoming-the-most-frequent-objections/>

**The Art Of Radio Sales: It's All About The "Why"**

Jacobs Media Strategies (Fred Jacobs) July 7, 2022

<https://jacobsmedia.com/the-art-of-radio-sales-its-all-about-the-why/>

**NIELSEN REVEALS HOW RADIO DRIVES SUCCESS FOR CPG ADVERTISERS**

Nielsen July 7, 2022

**ATTACHMENT: [Radio Drives Success with CPG Advertisers](#)**

**Survey Shows 90% Of Americans Listened To Radio During The July Fourth Weekend.**

Inside Radio (Katz/Nielsen) July 11, 2022

[https://www.insideradio.com/free/survey-shows-90-of-americans-listened-to-radio-during-the-july-fourth-weekend/article\\_25c614a6-00dd-11ed-8f75-932d09198166.html](https://www.insideradio.com/free/survey-shows-90-of-americans-listened-to-radio-during-the-july-fourth-weekend/article_25c614a6-00dd-11ed-8f75-932d09198166.html)

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

**Foley Automotive Report: July 12, 2022**

National Law Review July 12, 2022

<https://www.natlawreview.com/article/foley-automotive-report-july-12-2022>

**How Radio Can Continue To Help Listeners Fight Inflation This Summer.**

Inside Radio (DMR/Interactive) 12, 2022

[https://www.insideradio.com/free/how-radio-can-continue-to-help-listeners-fight-inflation-this-summer/article\\_92ed690a-01ad-11ed-ba88-1f1e21184067.html](https://www.insideradio.com/free/how-radio-can-continue-to-help-listeners-fight-inflation-this-summer/article_92ed690a-01ad-11ed-ba88-1f1e21184067.html)

**Many Took Podcasts Along For The Ride During July Fourth Holiday Road Trips, Survey Shows.**

Inside Radio (Katz Media) July 11, 2022

[https://www.insideradio.com/podcastnewsdaily/many-took-podcasts-along-for-the-ride-during-july-fourth-holiday-road-trips-survey-shows/article\\_f2755c20-013a-11ed-8a42-631361f4eda9.html](https://www.insideradio.com/podcastnewsdaily/many-took-podcasts-along-for-the-ride-during-july-fourth-holiday-road-trips-survey-shows/article_f2755c20-013a-11ed-8a42-631361f4eda9.html)

### **Mid-Year Report: P&G Reigns Supreme As Radio's Top Parent Company Advertiser.**

Inside Radio (Media Monitors) July 11, 2022

[https://www.insideradio.com/free/mid-year-report-p-g-reigns-supreme-as-radio-s-top-parent-company-advertiser/article\\_f1cc3936-00dd-11ed-a5a9-c308ad4a4dd6.html](https://www.insideradio.com/free/mid-year-report-p-g-reigns-supreme-as-radio-s-top-parent-company-advertiser/article_f1cc3936-00dd-11ed-a5a9-c308ad4a4dd6.html)

### **Practice These "Rules" For Building Confidence in Sales**

SalesFuel July 9, 2022

<https://salesfuel.com/practice-these-rules-for-building-confidence-in-sales/>

### **Discover the Best Vocal Characteristics for Sales**

SalesFuel July 9, 2022

<https://salesfuel.com/discover-the-best-vocal-characteristics-for-sales/>

### **Radio Is Where Realtors Can Strongly Connect with Home Buyers and Sellers.**

Inside Radio (The Media Audit) July 8, 2022

[https://www.insideradio.com/free/radio-is-where-realtors-can-strongly-connect-with-home-buyers-and-sellers/article\\_491b22fe-fe7e-11ec-907b-b7b6d1a9c3e5.html](https://www.insideradio.com/free/radio-is-where-realtors-can-strongly-connect-with-home-buyers-and-sellers/article_491b22fe-fe7e-11ec-907b-b7b6d1a9c3e5.html)

### **50% of marketers impede ROI by underinvesting in media, Nielsen finds**

Marketing Dive July 6, 2022

<https://www.marketingdive.com/news/marketers-media-underinvest-roi-nielsen/626615/>

### **Mid-Year Report: Here Are Radio's Top Advertisers In 2022, So Far.**

Inside Radio July 8, 2022

[https://www.insideradio.com/free/mid-year-report-here-are-radio-s-top-advertisers-in-2022-so-far/article\\_dc44f91a-fe7e-11ec-9466-5b01aa04f059.html](https://www.insideradio.com/free/mid-year-report-here-are-radio-s-top-advertisers-in-2022-so-far/article_dc44f91a-fe7e-11ec-9466-5b01aa04f059.html)

### **US Auto Sales Continue Downhill Ride: Will 2H22 Be Any Better?**

Yahoo News July 7, 2022

<https://www.yahoo.com/now/us-auto-sales-continue-downhill-133101615.html>

### **Are we heading into a 'hybrid future' as virtual services lose appeal post-COVID?**

USA Today July 6, 2022

<https://www.usatoday.com/story/money/retail/2022/07/06/virtual-services-less-essential-post-covid/7812095001/>

### **Senate Intelligence Committee Leaders Urge FTC To Investigate TikTok**

MediaPost July 6, 2022

[https://www.mediapost.com/publications/article/375417/senate-intelligence-committee-leaders-urge-ftc-to.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126826&hashid=Xb13-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/375417/senate-intelligence-committee-leaders-urge-ftc-to.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126826&hashid=Xb13-p0DS1exdHSa15Xu_g)

### **Ignoring the 'Silver Economy' May Be Getting Costly for Brands**

#### **Are brands suffering from a myopic view of the 50-plus market?**

ANA July 1, 2022

[https://www.ana.net/magazines/show/id/ana-2022-07-ageism-in-marketing?st3=220711smartbrief&utm\\_medium=email&utm\\_source=smartbrief&utm\\_campaign=mkc2207-ml](https://www.ana.net/magazines/show/id/ana-2022-07-ageism-in-marketing?st3=220711smartbrief&utm_medium=email&utm_source=smartbrief&utm_campaign=mkc2207-ml)

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**UCLA ECONOMIC UPDATE WITH LEO FELER**

UCLA July 7, 2022

**ATTACHMENT:** [UCLA Economic Update With Leo Feler](#)

**When It Comes To ROI, Radio Needs To Improve Its 'Full-funnel Effectiveness.'**

Inside Radio (Nielsen) July 7, 2022

[https://www.insideradio.com/free/when-it-comes-to-roi-radio-needs-to-improve-its-full-funnel-effectiveness/article\\_9bce0172-fdc2-11ec-80a4-8334c92b75b2.html](https://www.insideradio.com/free/when-it-comes-to-roi-radio-needs-to-improve-its-full-funnel-effectiveness/article_9bce0172-fdc2-11ec-80a4-8334c92b75b2.html)

**Dentsu Also Revises Outlook Downward, Cites Same Reasons: Inflation, Global Unrest**

MediaPost July 13, 2022

[https://www.mediapost.com/publications/article/375609/dentsu-also-revises-outlook-downward-cites-same-r.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126894&hashid=luLr\\_TMuTF6QRLmxCvE43g](https://www.mediapost.com/publications/article/375609/dentsu-also-revises-outlook-downward-cites-same-r.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126894&hashid=luLr_TMuTF6QRLmxCvE43g)

**3 Ways to Hold Salespeople Accountable**

The Center For Sales Strategy (Trey Morris) July 13, 2022

[https://blog.thecenterforsalesstrategy.com/3-ways-to-hold-salespeople-accountable?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=219497369&hsenc=p2ANqtz-8JamUI2TarKr8qW\\_Mz7fIN-l8tqXas3JtH1CbumJeRK\\_Pm7LyL5-PI7fRVLstilJwyAwnlSzMrN78rhbQz0VnwCLZMIQ&utm\\_content=219497369&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/3-ways-to-hold-salespeople-accountable?utm_campaign=subscriber&utm_medium=email&hsmi=219497369&hsenc=p2ANqtz-8JamUI2TarKr8qW_Mz7fIN-l8tqXas3JtH1CbumJeRK_Pm7LyL5-PI7fRVLstilJwyAwnlSzMrN78rhbQz0VnwCLZMIQ&utm_content=219497369&utm_source=hs_email)

**Agency CEO Predicts 'Massive Uptick' In Programmatic Audio Ad Buying By End Of 2022.**

Inside Radio (Ad Results Media) July 11, 2022

[https://www.insideradio.com/podcastnewsdaily/agency-ceo-predicts-massive-uptick-in-programmatic-audio-ad-buying-by-end-of-2022/article\\_d1746214-013a-11ed-91c1-5f1ddd5b5e4b.html](https://www.insideradio.com/podcastnewsdaily/agency-ceo-predicts-massive-uptick-in-programmatic-audio-ad-buying-by-end-of-2022/article_d1746214-013a-11ed-91c1-5f1ddd5b5e4b.html)

**Appeals Court Strikes Down FCC Rules Requiring Deeper Background Checks On Time Leases.**

Inside Radio July 12, 2022

[https://www.insideradio.com/free/appeals-court-strikes-down-fcc-rules-requiring-deeper-background-checks-on-time-leases/article\\_4cd9baa0-0201-11ed-9252-4ff6a3937a79.html](https://www.insideradio.com/free/appeals-court-strikes-down-fcc-rules-requiring-deeper-background-checks-on-time-leases/article_4cd9baa0-0201-11ed-9252-4ff6a3937a79.html)

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

**Inflation Causing Pullback in TV Spending By Advertisers**

Broadcasting + Cable (Jon Lafayette) July 13, 2022

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

**Memo To Radio: The Gloves Are Off**

Jacobs Media Strategies (Fred Jacobs) July 13, 2022

<https://jacobsmedia.com/memo-to-radio-the-gloves-are-off/>

**BMI Asks Court To Rule On Radio Effort To Combine Royalty Rate-Setting Into One Proceeding.**

Inside Radio July 13, 2022

[https://www.insideradio.com/free/bmi-asks-court-to-rule-on-radio-effort-to-combine-royalty-rate-setting-into-one/article\\_f92daffe-0270-11ed-8ca1-5b252baf73e1.html](https://www.insideradio.com/free/bmi-asks-court-to-rule-on-radio-effort-to-combine-royalty-rate-setting-into-one/article_f92daffe-0270-11ed-8ca1-5b252baf73e1.html)

**State Broadcasters Associations Tell FCC To Reject GeoBroadcast Solutions' Proposal For Geotargeted Content Via Boosters**

All Access July 13, 2022

[https://www.allaccess.com/net-news/archive/story/219794/state-broadcasters-associations-tell-fcc-to-reject?ref=mail\\_morning\\_recap](https://www.allaccess.com/net-news/archive/story/219794/state-broadcasters-associations-tell-fcc-to-reject?ref=mail_morning_recap)

**A Lifetime of Leadership**

(a conversation about the evolution of radio with retired Salem CEO, Ed Atsinger)

Radio Ink July 12, 2022

<https://radioink.com/2022/07/12/a-lifetime-of-leadership-2/>

**Automotive June TV Spending Drops 23%**

MediaPost July 11, 2022

[https://www.mediapost.com/publications/article/375523/automotive-june-tv-spending-drops-23.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126869&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/375523/automotive-june-tv-spending-drops-23.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126869&hashid=0GmwUb-VQzGI9svJRwTNRa)

**What Radio Wants To Pay ASCAP And BMI, And How It Wants To Shake-Up Rate-Setting.**

Inside Radio July 11, 2022

[https://www.insideradio.com/free/what-radio-wants-to-pay-ascap-and-bmi-and-how-it-wants-to-shake-up/article\\_b169d538-00dd-11ed-ae5f-bbaea38cd69d.html](https://www.insideradio.com/free/what-radio-wants-to-pay-ascap-and-bmi-and-how-it-wants-to-shake-up/article_b169d538-00dd-11ed-ae5f-bbaea38cd69d.html)

**Help Your Sellers Secure Hard-To-Get Meetings**

The Center For Sales Strategy (Dean Moothart) July 11, 2022

[https://blog.thecenterforsalesstrategy.com/help-your-sellers-secure-hard-to-get-meetings?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=219210729&hsenc=p2ANqtz-8xmKDmb\\_IX7\\_ZlrLkqrm\\_yTRk0boDe8HyUtmjK3-iARFkM-3mhAJHd1BcVizE3vop8niro4oRquVnqMO7UeGpQYNkuXw&utm\\_content=219210729&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/help-your-sellers-secure-hard-to-get-meetings?utm_campaign=subscriber&utm_medium=email&hsmi=219210729&hsenc=p2ANqtz-8xmKDmb_IX7_ZlrLkqrm_yTRk0boDe8HyUtmjK3-iARFkM-3mhAJHd1BcVizE3vop8niro4oRquVnqMO7UeGpQYNkuXw&utm_content=219210729&utm_source=hs_email)

### **WARC: Marketing Spend Continued To Rise In June But At A Slower Pace Than In May.**

Inside Radio July 11, 2022

[https://www.insideradio.com/free/warc-marketing-spend-continued-to-rise-in-june-but-at-a-slower-pace-than-in/article\\_447fc982-00dd-11ed-9b90-4bfdcc700152.html](https://www.insideradio.com/free/warc-marketing-spend-continued-to-rise-in-june-but-at-a-slower-pace-than-in/article_447fc982-00dd-11ed-9b90-4bfdcc700152.html)

### **Podcasting: True Or False?**

Jacobs Media Strategies (Fred Jacobs) July 8, 2022

<https://jacobsmedia.com/podcasting-true-or-false/>

### **WHAT RECESSION? AD EMPLOYMENT SURGED IN JUNE, TOPPING PRE-PANDEMIC LEVEL**

Ad agency and internet media staffing climbed to all-time

Ad Age July 8, 2022

<https://adage.com/article/datacenter/ad-employment-surged-june-topping-pre-pandemic-level/2422781>

### **Google Reportedly Offers To Break Up Company To Fend Off Possible U.S. Antitrust Lawsuit**

MediaPost July 8, 2022

<https://www.mediapost.com/publications/article/375491/google-reportedly-offers-to-break-up-company-to-fe.html?edition=126852>

### **Facing 13% Annual Fee Hike, Broadcasters Call FCC's Proposal Unfair And Demand Changes.**

Inside Radio July 7, 2022

[https://www.insideradio.com/free/facing-13-annual-fee-hike-broadcasters-call-fcc-s-proposal-unfair-and-demand-changes/article\\_bd6f7324-fdc2-11ec-9a98-4fdc67cddce8.html](https://www.insideradio.com/free/facing-13-annual-fee-hike-broadcasters-call-fcc-s-proposal-unfair-and-demand-changes/article_bd6f7324-fdc2-11ec-9a98-4fdc67cddce8.html)

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

Here are the audience trends for our PPM markets for July Week (June 23 - June 29, 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 Monthly - 641,100  
Jun Monthly - 615,300

Jul Week 1 - 606,000

#### **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 Monthly - 10,124,100

Jul Week 1 - 9,970,400

**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

Jul Week 1 - 109,300

**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 Monthly - 1,923,000

Jul Week 1 - 1,897,500

**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

Jul Week 1 - 117,800

**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

Jul Week 1 - 2,326,000

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