

JULY 20, 2022

Here are your weekly curated lists of resources and articles on such things as political advertising, sales tips and training, sales management resources, management resources, economic forecast updates, regulatory issues and plenty more. We may know a lot but certainly not all so let's learn more...

"It's what you learn after you know it all that counts."

-- John Wooden

Political Advertising News, Information and Resources

You will recall that last week I reported the good news was that Sadler Strategic Media had placed some initial radio buys for the Yes on 27 (Online Gambling) campaign and the bad news was that the No on 27 side (the Indian Casinos) was only advertising on Television. But, late last week that changed and radio statewide received its first buys from this side. Mike Mecey informed us that, in his conversations with political consultants last week, he has been assured that this is only the initial buy. Both campaigns will continue to out duel each other — an ultimate benefit for Radio.

A couple of weeks ago I also asked you 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. Watch your inbox tomorrow or Friday for that invitation to arrive and please confirm if you will be attending right as soon as possible.

Finally, we have prepared a proposition reference list with contact information and other important links to help your sales departments stay on top of chasing down the dollars. Here it is:

SCBA 2022 Proposition Campaign List

ATTACHMENT: [SCBA 2022 Proposition Campaign List V1](#)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Study: Frequency Of Messaging Drives Audio Ad Engagement.

Inside Radio (Alter Agents/Audacy) July 19, 2022

https://www.insideradio.com/free/study-frequency-of-messaging-drives-audio-ad-engagement/article_856cf7c2-0794-11ed-96f0-5f06efdb2e0a.html

Radio Sales – Now!

Radio Ink (Loyd Ford) July 18, 2022

<https://radioink.com/2022/07/18/radio-sales-now/>

How Many Podcast Listeners Also Tune To Radio? New Survey Says Most Do.

Inside Radio (Veritonic) July 18, 2022

https://www.insideradio.com/free/how-many-podcast-listeners-also-tune-to-radio-new-survey-says-most-do/article_4d4953c6-0664-11ed-bb09-e7333c70b16b.html

Are You Too Focused On Winning the Sale?

SalesFuel July 16, 2022

<https://salesfuel.com/are-you-too-focused-on-winning-the-sale/>

What Makes a Great Seller? Buyers Say These Four Traits

SalesFuel July 16, 2022

<https://salesfuel.com/what-makes-a-great-seller-buyers-say-these-four-traits/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Audio Advertising Drives Incremental Sales For Major Skincare Brand

Claritas July 20, 2022

<https://claritas.com/case-studies/audio-advertising-drives-incremental-sales-for-major-skincare-brand/>

Consumers Shop Around

MediaPost July 20, 2022

https://www.mediapost.com/publications/article/375803/consumers-shop-around.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126962&hashid=akE-7z-LS1W9CYmV5M9xXA

Analytic Owl Drill-Down Shows Radio Increases Dentist Office Visits.

Inside Radio (RAB & Analytic Owl) July 20, 2022

https://www.insideradio.com/free/analytic-owl-drill-down-shows-radio-increases-dentist-office-visits/article_3003b01e-07f3-11ed-aef9-9b0ca5834089.html

Spot Count: Progressive Bounces Back, Medical Heats Up.

Inside Radio (Media Monitors) July 20, 2022

https://www.insideradio.com/free/spot-count-progressive-bounces-back-medical-heats-up/article_f5915e70-0731-11ed-b140-d309404b55a6.html

AM/FM Ads Drive Business For Tax Prep Services, According To New Research.

Inside Radio (Westwood One/Signal Hill) July 19, 2022

https://www.insideradio.com/free/am-fm-ads-drive-business-for-tax-prep-services-according-to-new-research/article_ac77d966-0732-11ed-b8cd-dfd8a8c2a0dd.html

BetterHelp And Amazon Remained Podcasting's Biggest Advertisers In June.

Inside Radio (Magellan AI) July 19, 2022

https://www.insideradio.com/free/betterhelp-and-amazon-remained-podcasting-s-biggest-advertisers-in-june/article_d79a76ea-0731-11ed-a3de-671a38d16161.html

Consumers Resent Poor Targeting by Brands: Study

MediaPost (Redpoint Global) July 19, 2022

<https://www.mediapost.com/publications/article/375807/consumers-resent-poor-targeting-by-brands-study.html?edition=126959>

“How Much A Month For The Radio?”

Jacobs Media Strategies (Fred Jacobs) July 19, 2022

<https://jacobsmedia.com/how-much-a-month-for-the-radio/>

Mastercard SpendingPulse: U.S. Retail Prices In June Reflect Rising Prices Due To Inflation.

Inside Radio July 19, 2022

https://www.insideradio.com/free/mastercard-spendingpulse-u-s-retail-prices-in-june-reflect-rising-prices-due-to-inflation/article_39810b40-0731-11ed-ae7-2f20f8e31923.html

Google Updates Political Content Policy, Adds YouTube Audio Ads

MediaPost July 18, 2022

https://www.mediapost.com/publications/article/375747/google-updates-political-content-policy-adds-yout.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126958&hashid=XOWE7PwT4-lekA7MLbhQg

Persuasive Selling Techniques Don't Always Work (& Why JOLT Does)

SalesFuel July 17, 2022

<https://salesfuel.com/persuasive-selling-techniques-dont-always-work-why-jolt-does/>

Economic Challenges Persist, But Consumers Still Spend

MediaPost July 15, 2022

https://www.mediapost.com/publications/article/375715/economic-challenges-persist-but-consumers-still-s.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126929&hashid=3ryQP86FTTiyUS5w5BYR2g

Consumers spend an average of 40 percent of their monthly food budget on restaurants, according to PopMenu study

Funancial July 15, 2022

<https://funancial.news/consumers-spend-an-average-of-40-percent-of-their-monthly-food-budget-on-restaurants-according-to-popmenu-study/>

HOW TO ESTABLISH TRUST AND CREDIBILITY EARLY IN THE SALES PROCESS

LEADG2 (Maryanne McWhirter) July 15, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-establish-trust-and-credibility-early-in-the-sales-process?utm_medium=email&_hsmt=219764391&_hsenc=p2ANqtz-8-LXAz1TQB9wm_j8ox4ibC7y_sjHJL2fMNM9EVi-GrEpuW_wUt41tSYRrS1C3XfnFYIjbbXF9ZPXbS0f_VtdJfW_cmw&utm_content=219764391&utm_source=hs_email

The Best Salespeople in 2021 Did These 5 Things Well, According to Data

LinkedIn (Paul Petrone) July 12, 2022

https://www.linkedin.com/business/sales/blog/trends/the-best-salespeople-do-these-five-things-well?utm_medium=email&_hsmt=219764391&_hsenc=p2ANqtz--2O6C3leVjgomkokz6oBlcwLR3_Gi6-Abe40nrB2IuJVchOhSq0_1d66R7o7Pw-seOS2hasTwY9TUuIU_mgCHy8vJOkG&utm_content=219764391&utm_source=hs_email

When U.S. Economy Gets Rough, Moms Still Spend

MediaPost (Maria Bailey) July 14, 2022

https://www.mediapost.com/publications/article/375665/when-us-economy-gets-rough-moms-still-spend.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126913&hashid=akE-7z-LS1W9CYmV5M9xXA

In Report To Marketers, MRI-Simmons Shows Why Podcasts Are The Place To Be.

Inside Radio (MRI-Simmons) July 15, 2022

https://www.insideradio.com/free/in-report-to-marketers-mri-simmons-shows-why-podcasts-are-the-place-to-be/article_47f7c414-0409-11ed-b224-030992b3e13c.html

Deloitte: Back-to-school spending to hit new high as prices rise; stores to rebound

Chain Store Age July 14, 2022

https://chainstoreage.com/deloitte-back-school-spending-hit-new-high-prices-rise-stores-rebound?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

RAB, Jacobs Rebut SXM Attack Ad: 'Why Waste Your Money On Satellite Radio?'

Inside Radio July 14, 2022

https://www.insideradio.com/free/rab-jacobs-rebut-sxm-attack-ad-why-waste-your-money-on-satellite-radio/article_987ffd2e-0338-11ed-9fd2-572f95ef42ec.html

Radio Is the Relaxation Medium for Swimming Pool, Hot Tub and Spa Lovers.

Inside Radio (The Media Audit) July 14, 2022

https://www.insideradio.com/free/radio-is-the-relaxation-medium-for-swimming-pool-hot-tub-and-spa-lovers/article_fd646b0e-0337-11ed-8163-df8b39ff5d94.html

Memo To Radio: The Gloves Are Off

Jacobe Media Strategies (Fred Jacobs) July 13, 2022

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

RAB Hits Back Against SiriusXM Bash Piece

Radio Ink July 14, 2022

https://radioink.com/2022/07/14/rab-hits-back-against-siriusxm-marketing-bash-piece/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Podcast Monetization: The Real Deal To Attract Dollars

Podcast Business Journal July 20, 2022

https://podcastbusinessjournal.com/podcast-monetization-the-real-deal-to-attract-dollars/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Smart-Speaker Ads Help Create Deeper Connections With Brands: Study

MediaPost (Octave Audio, Say It Now and Xaxis) July 20, 2022

https://www.mediapost.com/publications/article/375839/smart-speaker-ads-help-create-deeper-connections-w.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126966&hashid=Xbl3-p0DS1exdHSa15Xu_g

Are You Making These Sales Management Mistakes?

The Center For Sales Strategy (Kelly George) July 20, 2022

https://blog.thecenterforsalesstrategy.com/are-you-making-these-sales-management-mistakes?utm_campaign=subscriber&utm_medium=email&hsmi=220223960&hsenc=p2ANqtz-9xvjWG1sgupwQglhg78acqiVylsAlnXmmOjwBzlGEXSSUkdSnMJdipUAjLSw3zRrAAKGENBKNOcyHtUdzwPJpl0csrqg&utm_content=220223960&utm_source=hs_email

The Expansion Is Over: Ad Economy Recedes For First Time In 16 Months

MediaPost July 18, 2022

https://www.mediapost.com/publications/article/375763/the-expansion-is-over-ad-economy-recedes-for-firs.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126958&hashid=XOWE7PwdT4-lekA7MLbhQg

NAB's LeGeyt: 'SiriusXM is Siriusly Wrong About Radio.'

Inside Radio July 15, 2022

https://www.insideradio.com/free/nab-s-legeyt-siriusxm-is-siriusly-wrong-about-radio/article_07447066-0409-11ed-a5c4-63c3e10bd340.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

NAB Still Wants Big Revisions But Suggests 5% Annual Fee Hike In The Meantime.

Inside Radio July 20, 2022

https://www.insideradio.com/free/nab-still-wants-big-revisions-but-suggests-5-annual-fee-hike-in-the-meantime/article_548c7bd2-07f3-11ed-abdc-ff66a14f648a.html

Radio And Retail's (Not So Silent) Killer

Jacobs Media Strategies (Paul Jacobs) July 20, 2022

<https://jacobsmedia.com/radio-and-retails-not-so-silent-killer/>

TV on the Spot: Networks Claim Victory in Upfront, but Tough Economy Could Loom

Variety July 19, 2022

<https://variety.com/2022/tv/news/tv-advertising-upfront-disney-nbcuniversal-1235319820/>

Inflation and Interest Rates: What's Ahead?

Knowledge at Wharton July 19, 2022

[https://knowledge.wharton.upenn.edu/article/inflation-and-interest-rates-whats-ahead/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=7-20-2022&utm_content=Inflation and Interest Rates: What%E2%80%99s Ahead](https://knowledge.wharton.upenn.edu/article/inflation-and-interest-rates-whats-ahead/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=7-20-2022&utm_content=Inflation%20and%20Interest%20Rates%20What%27s%20Ahead)

Revised Privacy Bill Would Outlaw Some Forms Of Ad Targeting

MediaPost July 19, 2022

https://www.mediapost.com/publications/article/375813/revised-privacy-bill-would-outlaw-some-forms-of-ad.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126966&hashid=Xbl3-p0DS1exdHSa15Xu_g

Local OTT Advertising To Hit \$2B, Doubling 2020 Total

MediaPost July 19, 2022

https://www.mediapost.com/publications/article/375786/local-ott-advertising-to-hit-2b-doubling-2020-to.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126957&hashid=0GmwUb-VQzGI9svJRWTrA

IAS Finds Majority of Media Experts Are Concerned About Digital Audio Ad Fraud

ExchangeWire July 19, 2022

<https://www.exchangewire.com/blog/2022/07/19/ias-finds-majority-of-media-experts-are-concerned-about-digital-audio-ad-fraud/>

Ad Groups Urge Overhaul Of Proposed Privacy Bill

MediaPost July 18, 2022

<https://www.mediapost.com/publications/article/375749/ad-groups-urge-overhaul-of-proposed-privacy-bill.html>

Study: Time Spent With Audio On Mobile Devices To Increase.

Inside Radio (eMarketer) July 15, 2022

https://www.insideradio.com/podcastnewsdaily/study-time-spent-with-audio-on-mobile-devices-to-increase/article_309ab766-0456-11ed-a086-17718fb51bcf.html

Today's The Day FCC Switches Over To CORES2 Technical System.

Inside Radio July 15, 2022

https://www.insideradio.com/free/today-s-the-day-fcc-switches-over-to-cores2-technical-system/article_26db8144-0409-11ed-9cf1-8bf798a88026.html

Competitive Info: In A Milestone, Digital TV Viewing Will Surpass Traditional In 2024.

Inside Radio (eMarketer) July 15, 2022

https://www.insideradio.com/free/competitive-info-in-a-milestone-digital-tv-viewing-will-surpass-traditional-in-2024/article_9eee15a8-0408-11ed-b94a-6345cad72966.html

Embrace the Naysayers

When change comes there will always be naysayers. What do we do with them? Ignore them? Fire them? Fight them? Silence them? Nope.

Medium (Josh Ritter) July 14, 2022

<https://medium.com/@ritter100/embrace-the-naysayers-c961f0de0f8f>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week (June 30 - July 6, 2022). This week includes the July 4th Holiday weekend. Cume numbers are strong, in fact in LA and SD they are the highest this week of any full month this year. But the July 4th Holiday and summertime routines/vacations are having the usual seasonal effect on TSL which is causing some erosion of the AQH/PUMM numbers.

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
Jul Week 2 - 577,900

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 Monthly - 10,124,100

Jul Week 1 - 9,970,400
Jul Week 2 - 10,292,500

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
Jul Week 2 - 98,400

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
Jul Week 2 - 1,835,900

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
Jul Week 2 - 119,200

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
Jul Week 2 - 2,464,200

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031