

JULY 27, 2022

I sent out the Zoom invitation yesterday for the SCBA hosted webinar with Tom Ross, President/CEO of Swing Strategies. Many of you have already accepted the invitation and I encourage everyone who can attend to do so.

I talked with Tom this morning and he told me that Draft Kings and FanDuel have just increased their budgets for the Yes on 27 campaign by \$210mm and that just two of the Indian Casinos backing the No on 27 side have each raised their spending by \$100mm each. He now estimates that there will be \$500mm spent just on this proposition over the next 100 days or so. Then there is the Indian Casino ballot measure Proposition 26 that is being opposed by city licensed Card Rooms that will be hotly contested.

To get all the information on these and other statewide propositions from the foremost authority on them, be sure to attend our webinar next Wednesday with Tom Ross.

Now let's move on to your curated resources and articles on an assortment of topics that are critical for your ongoing learning to stay competitive and achieve your goals...

“The beautiful thing about learning is that nobody can take it away from you.”

– B.B.King

Political Advertising News, Information and Resources

Data, Preparation, Education Seen As Key For Tapping Political Ad Budgets.

Inside Radio July 21, 2022

https://www.insideradio.com/free/data-preparation-education-seen-as-key-for-tapping-political-ad-budgets/article_6e6797dc-08c3-11ed-865a-9b3e77a90031.html

Why Federal and State Issue Ads Have Different Broadcast Public File Requirements

Broadcast Law Blog (David Oxenford) July 26, 2022

<https://www.broadcastlawblog.com/2022/07/articles/why-federal-and-state-issue-ads-have-different-broadcast-public-file-requirements/>

Kantar On Political Dollars: \$8.4B In Spending To Be Seen

Radio+Television Business Report July 27, 2022

<https://www.rbr.com/kantar-on-political-dollars-8-4b-in-spending-to-be-seen/>

An Online Political Advertising Toolbox Arrives From Marketron

Radio+Television Business Report July 27, 2022

<https://www.rbr.com/an-online-political-advertising-toolbox-arrives-from-marketron/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Katz Survey: Satellite Radio Listeners Have 'Meaningful Engagement' With AM/FM.

Inside Radio July 22, 2022

https://www.insideradio.com/free/katz-survey-satellite-radio-listeners-have-meaningful-engagement-with-am-fm/article_f8e62d82-0987-11ed-bb7b-c71c75bef3ad.html

Research: Radio Dominates Ad-Supported Audio Across Locations.

Inside Radio (Katz Radio Group) July 25, 2022

https://www.insideradio.com/free/research-radio-dominates-ad-supported-audio-across-locations/article_4bef76e6-0be5-11ed-8fde-6f031a97ccd9.html

5 Ways to Use Traditional Marketing Methods to Your Advantage

Sallywag & Vagabond (Christopher Koulouris) July 24, 2022

<https://sallywagandvagabond.com/2022/07/5-ways-to-use-traditional-marketing-methods-to-your-advantage/>

Sellers Can Still Hit Quota When the Economy Is Uncertain

SalesFuel July 23, 2022

<https://salesfuel.com/sellers-can-still-hit-quota-when-the-economy-is-uncertain/>

For Local Retail To Beat Back Online, Radio Needs 'An Offensive Battle Plan.'

Inside Radio (Paul Jacobs) July 21, 2022

https://www.insideradio.com/free/for-local-retail-to-beat-back-online-radio-needs-an-offensive-battle-plan/article_525c56f4-08c3-11ed-a91b-9b1c35c79dd6.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

40 Tips for Selling to Buyers Under 40

SalesFuel July 27, 2022

ATTACHMENT: [40 Tips for Selling to Buyers Under 40](#)

Audio Part Of Hilton's Largest Ad Campaign In Six Years.

InsideRadio July 27, 2022

https://www.insideradio.com/free/audio-part-of-hilton-s-largest-ad-campaign-in-six-years/article_81b15a0e-0d77-11ed-b17c-f36b03edf9db.html

For More Effective Ads, Focus On Brand Mentions, Unified Messaging And Host-Read Spots.

Inside Radio (Westwood One) July 26, 2022

https://www.insideradio.com/free/for-more-effective-ads-focus-on-brand-mentions-unified-messaging-and-host-read-spots/article_12be24ce-0ca5-11ed-a953-3f53cf9e3c75.html

Apple's Do Not Track Me Rules Are Having Significant Impact On Digital Advertising

Forbes July 26, 2022

<https://www.forbes.com/sites/timbajarin/2022/07/26/apples-do-not-track-me-rules-are-having-significant-impact-on-digital-advertising/?sh=35b2204e16e5>

While Key Concerns Remain, Growing Number Of Media Pros Are Onboard With Digital Audio Ads.

Inside Radio (IAS) July 26, 2022

https://www.insideradio.com/podcastnewsdaily/while-key-concerns-remain-growing-number-of-media-pros-are-onboard-with-digital-audio-ads/article_05217b74-0d02-11ed-acc0-4303d4c0b0ed.html

Magellan AI Says Pharma Spending Jumped 72% In June While Home Goods Softened.

Inside Radio July 26, 2022

https://www.insideradio.com/podcastnewsdaily/magellan-ai-says-pharma-spending-jumped-72-in-june-while-home-goods-softened/article_9f88c84e-0d01-11ed-b3ed-bb1e63f06442.html

Online Businesses Dominate Radio's Top Advertisers.

Inside Radio (Media Monitors) July 26, 2022

https://www.insideradio.com/free/online-businesses-dominate-radio-s-top-advertisers/article_4d41f072-0ca4-11ed-b43a-53edf1ae8ba4.html

Ultimate Resource for Sales Motivation

The Center For Sales Strategy (Matt Sunshine) July 26, 2022

https://blog.thecenterforsalesstrategy.com/ultimate-resource-for-sales-motivation?utm_campaign=subscriber&utm_medium=email&_hsmt=220826331&_hsenc=p2ANqtz-8KjqDOtfulHlzN1R7-vuZFTzuRKjD-Sw_DdNnWr0aDtg4LxGbge5ZCVz6q7S_kb52sR-l8AYhQs7dsczN_dX6_4_mk6g&utm_content=220826331&utm_source=hs_email

How top agencies and consultancies are preparing for impending recession

The Drum July 25, 2022

https://www.thedrum.com/news/2022/07/25/how-top-agencies-are-preparing-impending-recession?utm_campaign=newsletter_daily_usa&utm_source=pardot&utm_medium=email

Please, Thank You, & You're Welcome

Radio Ink (Rick Fink) July 25, 2022

<https://radioink.com/2022/07/25/please-thank-you-youre-welcome/>

How Do You Define Failure in Sales?

SalesFuel July 23, 2022

<https://salesfuel.com/how-do-you-define-failure-in-sales/>

Maximize Sales Using These Suggestive Selling Techniques

SalesFuel July 23, 2022

<https://salesfuel.com/maximize-sales-using-these-suggestive-selling-techniques/>

The Used-Vehicle Market Is Beginning To Feel Normal Again, and That Is Good News for the Industry.

Cox Automotive July 21, 2022

<https://www.coxautoinc.com/market-insights/the-used-vehicle-market-is-beginning-to-feel-normal-again-and-that-is-good-news-for-the-industry/>

Parents Cut Back Anywhere, But Not Back-To-School

MediaPost July 19, 2022

<https://www.mediapost.com/publications/article/375814/parents-cut-back-anywhere-but-not-back-to-school.html>

Radio Is Tasty Side Dish for Many Target Audiences Cooking at Home.

Inside Radio (The Media Audit) July 21, 2022

https://www.insideradio.com/free/radio-is-tasty-side-dish-for-many-target-audiences-cooking-at-home/article_34a0bfce-08c3-11ed-8c96-5b830b908ca2.html

Bill That Would Outlaw Behavioral Advertising Advances To House Floor

MediaPost July 20, 2022

<https://www.mediapost.com/publications/article/375855/bill-that-would-outlaw-behavioral-advertising-adva.html>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Forecast Sees Radio Inflation Rate Trailing Price Hikes Across Video-Based Media.

Inside Radio (AuditStar and Cortex Media) July 27, 2022

https://www.insideradio.com/free/forecast-sees-radio-inflation-rate-trailing-price-hikes-across-video-based-media/article_5f9d724e-0d78-11ed-89c7-9770321d8d20.html

Successful Station Live Events 'Connect Brands To Fans Through Bands.'

Inside Radio July 26, 2022

https://www.insideradio.com/free/successful-station-live-events-connect-brands-to-fans-through-bands/article_5ee48316-0ca5-11ed-8deb-bff9263449fb.html

2022-23 Upfront Posts 'Modest' Gains, CPMs Increase More Than Volume

MediaPost July 25, 2022

https://www.mediapost.com/publications/article/375982/2022-23-upfront-posts-modest-gains-cpms-increas.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127027&hashid=Xbl3-pODS1exdHSa15Xu_g

Federal Judge Puts Hold On RMLC's Legal Maneuver In ASCAP And BMI Rate-Setting.

Inside Radio July 21, 2022

https://www.insideradio.com/free/federal-judge-puts-hold-on-rmlc-s-legal-maneuver-in-ascap-and-bmi-rate-setting/article_92411ee4-08c3-11ed-b83b-f36e5b43268d.html

3 Steps for Hiring and Coaching Salespeople

The Center For Sales Strategy (Mindy Murphy) July 25, 2022

https://blog.thecenterforsalesstrategy.com/3-steps-for-hiring-and-coaching-salespeople?utm_campaign=subscriber&utm_medium=email&hsmi=220695554&hsenc=p2ANqtz-9TrozNITslvzOk_0PUw3gPcOZ64aaGGOAvhEp0i39VNOBnfgPDM3Fq7-xzLV6s-nLT8sYs55xrCeum867C4LEzY7kA&utm_content=220695554&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Consumer confidence slips for third straight month in July

Chain Store Age July 26, 2022

https://chainstoreage.com/consumer-confidence-slips-third-straight-month-july?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

U.S. Ad Inflation Approaching Consumer Price Hikes, Projected To Moderate Next Year

MediaPost July 26, 2022

https://www.mediapost.com/publications/article/376018/us-ad-inflation-approaching-consumer-price-hikes.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127027&hashid=Xbl3-p0DS1exdHSa15Xu_g

Nielsen's Pending Sale Gets Thumbs-Up From Independent Proxy Advisory Firm.

Inside Radio July 26, 2022

https://www.insideradio.com/free/nielsen-s-pending-sale-gets-thumbs-up-from-independent-proxy-advisory-firm/article_d7881a0e-0ca4-11ed-9f73-ab38757a6183.html

Identifying Sellers You Want

Radio Ink (Loyd Ford) July 25, 2022

https://radioink.com/2022/07/25/identifying-sellers-you-want/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Recession Could Drive Total TV Advertising Declines Of 10% This Year, 5% Next

MediaPost July 22, 2022

<https://www.mediapost.com/publications/article/375935/recession-could-drive-total-tv-advertising-decline.html>

Podcast Consumption Rebounds After Q1 Dip Among Young Listeners

MediaPost July 22, 2022

<https://www.mediapost.com/publications/article/375945/podcast-consumption-rebounds-after-q1-dip-among-yo.html?edition=127003>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week (June 7 - July 13, 2022). Kind of a meh July Week 3. Typical summer listening patterns and best described as "steady as she goes."

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
Jul Week 3 - 584,600

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
Jul Week 3 - 10,133,500

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
Jul Week 3 - 109,100

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
Jul Week 3 - 1,885,900

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
Jul Week 3 - 124,000

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
Jul Week 3 - 2,374,400

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