

AUGUST 3, 2022

It has been an eventful start to August and I hope it is off to a good start for you. We just completed our webinar with Tom Ross, President/CEO of Swing Strategies and he provided some great information on the seven propositions on the November ballot and which are most likely to be spending significant dollars over the next 98 days. In case you were not able to attend the session with Tom, I have attached a link to the recording of the webinar as well as a copy of the presentation deck in the Political Advertising section below.

To set the mood for our reading and learning this week, here are some motivational words from two great people we lost this week:

“Good is not good when better is expected.”

-- Vin Scully

“Commitment separates those who live their dreams from those who live their lives regretting the opportunities they have squandered.”

— Bill Russell

“Learning is a daily experience and a lifetime mission. I truly believe in the saying “We work to become, not to acquire.””

— Bill Russell

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

SCBA Hosts Tom Ross, Pres./CEO, Swing Strategies (webinar recording and pptx deck)

https://us02web.zoom.us/rec/share/b_BYsvYOnKDfWfD5aR29ahkf1eZgA_qMRoxmTZq6ngKcylqW-Bdv69Oll0Kqetw7.8XHw6ludmhJe4VWf

Passcode: Q@l5jd2k

ATTACHMENT: [Swing Ballot Measure 2022](#)

Midterm Election Ads Action-PAC'd, While California Sports Betting Spend Rivals Senate Races.

Inside Radio (Ad Age) August 3, 2022

https://www.insideradio.com/free/midterm-election-ads-action-pacd-while-california-sports-betting-spend-rivals-senate-races/article_46787744-12fc-11ed-8a6b-8fd8dca0c4ff.html

The Midterm Election Bonanza: Biggest Ever for Broadcasters?

Radio+Television Business Report August 2, 20220

<https://www.rbr.com/the-midterm-election-bonanza-biggest-ever-for-broadcasters/>

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/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=55652a481d-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-55652a481d-70422897

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Study Finds Brand-Building 'Long-Term' Ad Media Are More Recession-Proof.

Inside Radio (Analytic Partners) August 3, 2022

https://www.insideradio.com/free/study-finds-brand-building-long-term-ad-media-are-more-recession-proof/article_89b815a0-12fc-11ed-ad2b-ef7211acde65.html

7 C's of Communication That Salespeople Need to Master

The Center for Sales Strategy August 2, 2022

https://blog.thecenterforsalesstrategy.com/7-cs-of-communication-that-salespeople-need-to-master?utm_campaign=subscriber&utm_medium=email&hsmi=221567039&hsenc=p2ANqtz-81b1f88jVV00AcHAFnwDJKIFIVTtUnnirXWXYF942EI3LjfcJnQjILuGUqUxhJJ1MYD_V9DZb1oWcbQEZchNvBcqNow&utm_content=221567039&utm_source=hs_email

Target the Right Verticals as Economy Cools

SalesFuel August 3, 2022

<https://salesfuel.com/media-sellers-to-target-the-right-verticals-as-economy-cools/>

The Big 7 Ways To Win In Sales

Radio Ink (Loyd Ford) August 1, 2022

<https://radioink.com/2022/08/01/the-big-7-ways-to-win-in-sales/>

The Key Sales Tactics Needed to Tackle Top Sales Priorities

SalesFuel July 30, 2022

<https://salesfuel.com/the-key-sales-tactics-needed-to-tackle-top-sales-priorities/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Ad Insider: Automotive Electrification, Walmart, Dollar General, McDonald's.

Inside Radio August 3, 2022

https://www.insideradio.com/free/ad-insider-automotive-electrification-walmart-dollar-general-mcdonald-s/article_d58f3be4-12fb-11ed-9e88-b36330c0e018.html

Advertisers Begin To Put More Focus On Calculating How Well Influencer Campaigns Work.

Inside Radio (ANA) August 2, 2022

https://www.insideradio.com/podcastnewsdaily/advertisers-begin-to-put-more-focus-on-calculating-how-well-influencer-campaigns-work/article_5b674124-1281-11ed-98a3-d72f0fd3c0e8.html

Life after cookies leaves ad industry in chaos

Axios August 2, 2022

<https://www.axios.com/2022/08/02/cookies-ad-industry-chaos-google>

A Week Of Upsets Among Radio's Top Advertisers.

Inside Radio (Media Monitors) August 2, 2022

https://www.insideradio.com/free/a-week-of-upsets-among-radio-s-top-advertisers/article_3912a696-1230-11ed-92a4-8f90475a7b9f.html

Recession Study Finds 'Long-Term' Media Outperform 'Performance' During Down Cycles

MediaPost August 2, 2022

<https://www.mediapost.com/publications/article/376242/recession-study-finds-long-term-media-outperform.html?edition=127117>

These are the companies racing to dominate the fragmented auto dealership industry

CNBC August 2, 2022

<https://www.cnbc.com/2022/08/02/autonation-and-lithias-race-to-dominate-the-auto-dealership-industry.html>

Telling Your Story: Easy as 1, 2, 3!

Radio Ink (Marc Greenspan) August 1, 2022

<https://radioink.com/2022/08/01/telling-your-story-easy-as-1-2-3/>

Podcast CPMs Slid Lower In July Despite An Economy Full Of Inflationary Pressures.

Inside Radio (Advertisecast) August 1, 2022

https://www.insideradio.com/podcastnewsdaily/podcast-cpms-slid-lower-in-july-despite-an-economy-full-of-inflationary-pressures/article_a76da070-11bb-11ed-94fe-fbebd74c3f9.html

If Ad Budgets Shrink, Analyst Thinks Podcasting Will Grow At 'Healthy Clip' Regardless.

Inside Radio August 1, 2022

https://www.insideradio.com/free/if-ad-budgets-shrink-analyst-thinks-podcasting-will-grow-at-healthy-clip-regardless/article_2ddecb84-1167-11ed-99cc-ff6d4f5cf415.html

Tips for creating an effective sales presentation

SalesFuel July 30, 2022

<https://salesfuel.com/tips-for-creating-an-effective-sales-presentation/>

Build Sales Credibility By Overcoming Misconceptions

SalesFuel July 30, 2022

<https://salesfuel.com/build-sales-credibility-by-overcoming-misconceptions/>

Supply chain problems still hindering auto sales—Is there an end in sight?

CBT News July 29, 2022

<https://www.cbtnews.com/supply-chain-problems-still-hindering-auto-sales-is-there-an-end-in-sight/>

4 WAYS TO BLOG WITH LEAD GENERATION IN MIND

LeadG2 July 29, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/blogging-for-lead-generation?utm_medium=email&_hsmi=221227224&_hsenc=p2ANqtz-9aquoROEvuMKbrlaBK2J1dleegpJ2UclfQ6yeUsCp--C4Tla3T0HUqDvy4c5Ar47cqCno6nz6Hf96HalHq2lral4Zaqq&utm_content=221227224&utm_source=hs_email

Media Audit: Podcasts Attract a Diversity of Latinx Americans.

Inside Radio July 28, 2022

https://www.insideradio.com/free/media-audit-podcasts-attract-a-diversity-of-latinx-americans/article_63a5abfa-0e30-11ed-9c8e-4b199169e85a.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Why the Fed Is Walking an Inflation-recession Tightrope

Wharton School August 2, 2022

https://knowledge.wharton.upenn.edu/article/why-the-fed-is-walking-an-inflation-recession-tightrope/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=3-8-2022&utm_content=Why_the_Fed_Is_Walking_an_Inflation-recession_Tightrope

Monthly Economic Review: August 2022

Despite Two Quarters of Downturn, a Recession Does Not Appear Likely – At Least Not Yet

NRF August 2, 2022

<https://nrf.com/research/monthly-economic-review-august-2022>

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_medium=email&_hsmi=221227224&_hsenc=p2ANqtz-9Gq1FoSe_yk6g1qILvj9dcvkxgBlnAdn7uaw6PU5S6ezCKintb6wvv19M8LSrfdXxPseNjoOOs1B88yRFktrEYw9SxcQ&utm_content=221227224&utm_source=hs_email

The Advertising Downturn Is Here. But It's Not All Doom and Gloom.

Inside Radio (eMarketer) August 1, 2022

https://www.insideradio.com/free/the-advertising-downturn-is-here-but-it-s-not-all-doom-and-gloom/article_50727394-1167-11ed-97d7-c7a53b1c6a9e.html

Attracting And Retaining Digital Sales Talent Is More Competitive Than Ever.

Inside Radio August 1, 2022

https://www.insideradio.com/free/attracting-and-retaining-digital-sales-talent-is-more-competitive-than-ever/article_0df618bc-1168-11ed-8ced-7f11c155e6c3.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Bill That Would Give Radio Power To Collectively Negotiate With Big Tech Shows Signs Of Life.

Inside Radio August 3, 2022

https://www.insideradio.com/free/bill-that-would-give-radio-power-to-collectively-negotiate-with-big-tech-shows-signs-of/article_4cf37142-136e-11ed-8632-5f03b66a0017.html

Multiple Appeals Filed In Battle Over Radio Webcast Rates Set By The CRB.

Inside Radio August 3, 2022

https://www.insideradio.com/free/multiple-appeals-filed-in-battle-over-radio-webcast-rates-set-by-the-crb/article_cb5b4f22-12fc-11ed-a359-e3387d15f96a.html

Klobuchar admits tech antitrust vote will have to wait

Axios August 1, 2022

<https://www.axios.com/2022/08/01/klobuchar-tech-antitrust-vote>

FCC Signals It is Not Yet Done Focusing On Foreign Disclosure Requirement Updates.

Inside Radio August 1, 2022

https://www.insideradio.com/free/fcc-signals-it-is-not-yet-done-focusing-on-foreign-disclosure-requirement-updates/article_b7632ac6-1167-11ed-ba9c-8b98d9ef240f.html

Let's replace the manager model — the old one is broken

SmartBrief July 29, 2022

https://corp.smartbrief.com/original/2022/07/replace-the-manager-model?utm_source=brief

Nielsen Gets Regulatory Approval For Elliott-Led Privatization

Radio+Television Business Report July 29, 2022

<https://www.rbr.com/nielsen-gets-regulatory-approval-for-elliott-led-privatization/>

PROCTER & GAMBLE CUTS MARKETING SPENDING IN FACE OF INFLATION AND SUPPLY WOES

Ad spending remains well above pre-pandemic levels but decreased last quarter amid inflation pressure on margins and supply issues for some categories
AdAge July 29, 2022

<https://adage.com/article/marketing-news-strategy/pg-cuts-marketing-spending-face-inflation-and-supply-woes/2424946>

From Apple to Microsoft, Big Tech Results Spotlight Breadth of Economic Upheaval

Meta, Intel among companies to curtail spending plans as businesses adapt to more-challenging times
WSJ July 29, 2022

<https://www.wsj.com/articles/from-apple-to-microsoft-big-tech-results-spotlight-breadth-of-economic-upheaval-11659094604>

BIA Supports ZoneCasting Technology

Radio Ink July 29, 2022

<https://radioink.com/2022/07/29/bia-supports-zonecasting-technology/>

IAB Finds Second-Half Ad Spending Better Than Planned, Full-Year Significantly Worse

MediaPost July 28, 2022

<https://www.mediapost.com/publications/article/376095/iab-finds-second-half-ad-spending-better-than-plan.html>

Inside the Multi-Billion Dollar Battle Royale Over Music-Streaming Royalties

Variety July 28, 2022

<https://variety.com/2022/music/news/streaming-royalties-music-biz-dsps-spotify-1235327760/>

Google's plan to get rid of cookies (still) isn't going well

Chrome's third-party cookie ban has been delayed for another year, again.

Vox July 27, 2022

<https://www.vox.com/recode/2021/6/24/22548700/google-cookies-ban-delay-floc-tracking>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week 4 (June 14 - July 20, 2022) and July Full Month. All things considered this is a solid summer performance.

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 Monthly - 595,300

Jul Week 1 - 606,000
Jul Week 2 - 577,900
Jul Week 3 - 584,600
Jul Week 4 - 612,600

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 Monthly - 10,103,700

Jul Week 1 - 9,970,400
Jul Week 2 - 10,292,500
Jul Week 3 - 10,133,500
Jul Week 4 - 10,018,600

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 Monthly - 108,500

Jul Week 1 - 109,300

Jul Week 2 - 98,400

Jul Week 3 - 109,100

Jul Week 4 - 117,400

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 Monthly - 1,872,400

Jul Week 1 - 1,897,500

Jul Week 2 - 1,835,900

Jul Week 3 - 1,885,900

Jul Week 4 - 1,870,200

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 Monthly - 120,600

Jul Week 1 - 117,800

Jul Week 2 - 119,200

Jul Week 3 - 124,000

Jul Week 4 - 121,400

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 Monthly - 2,407,400

Jul Week 1 - 2,326,000
Jul Week 2 - 2,464,200
Jul Week 3 - 2,374,400
Jul Week 4 - 2,465,200

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