

AUGUST 10, 2022

In this week's edition you will find political advertising news and tools, great sales resources, articles and information for you to share with clients on the importance of advertising in recessionary times, management resources for economic forecasting, competitive media developments, refinements in audience measurement technology, government regulatory issues, the latest audience trends for August Week 1 in our PPM markets and so much more.

So let's get going and learn some new things to stay competitive in this ever changing and expanding industry...

The ability to learn is the most important quality a leader can have.

-Sheryl Sandberg

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Political Ad Spending Soars for Midterms

High-stakes races, polarized voters and online fundraising are projected to push spending to nearly \$9.7 billion, report says
WSJ August 10, 2022

<https://www.wsj.com/articles/political-ad-spending-soars-for-midterms-11660129200>

California Propositions 26 and 27 become the most expensive ballot measures since 1999

The Center Square August 5, 2022

https://www.thecentersquare.com/california/california-propositions-26-and-27-become-the-most-expensive-ballot-measures-since-1999/article_ca79a706-14e2-11ed-9d1d-d3d9a8431234.html

\$1 Billion Of Political Ads Have Been Pre-Booked For General Election, Analysis Shows.

Inside Radio (AdImpact) August 4, 2022

https://www.insideradio.com/free/1-billion-of-political-ads-have-been-pre-booked-for-general-election-analysis-shows/article_5483094c-13c1-11ed-9e86-8f6c59f65ccb.html

NAB Election Tool Kit 2022

Broadcasters: Building a Stronger Democracy

NAB August 9, 2022

<https://www.nab.org/sites/electiontoolkit/default.asp>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Nielsen: Average Brand Reinvests 3.8% Of Revenue In Advertising.

Inside Radio (Nielsen) August 10, 2022

https://www.insideradio.com/free/nielsen-average-brand-reinvests-3-8-of-revenue-in-advertising/article_b50b42ca-1876-11ed-bb56-6fc800c1bb1d.html

Why marketing is even more important during a recession

SmartBrief August 9, 2022

https://corp.smartbrief.com/original/2022/08/why-marketing-is-even-more-important-during-a-recession?utm_source=brief

When A Recession Hits, Don't Pull Back Your Advertising

AdExchanger August 9, 2022

https://www.adexchanger.com/data-driven-thinking/when-a-recession-hits-dont-pull-back-your-advertising/?oly_enc_id=0651H4943323A6U

AM/FM Users' Median Age? Depends On How You Look At It.

Inside Radio (Edison Research) Updated August 8, 2022

https://www.insideradio.com/free/am-fm-users-median-age-depends-on-how-you-look-at-it/article_18c6ee14-13c1-11ed-8960-fb20a7f599d7.html

How Sellers Should Deal With Inflation Now

Radio Ink (Loyd Ford) August 8, 2022

<https://radioink.com/2022/08/08/how-sellers-should-deal-with-inflation-now/>

The secret to surviving a recession? Keep advertising – here's how

The Drum August 5, 2022

<https://www.thedrum.com/profile/taboola/news/the-secret-to-surviving-a-recession-keep-advertising-heres-how>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Advice To Holiday Shopping Advertisers: Start Earlier, And Don't Forget Traditional Media.

Inside Radio (Experian) August 10, 2022

https://www.insideradio.com/free/advice-to-holiday-shopping-advertisers-start-earlier-and-dont-forget-traditional-media/article_389443d6-1876-11ed-96af-c360ed59637a.html

Cold Email Outreach: The Ultimate Guide

The Center for Sales Strategy August 10, 2022

https://blog.thecenterforsalesstrategy.com/cold-email-outreach-the-ultimate-guide?utm_campaign=subscriber&utm_medium=email&_hsmi=222382310&_hsenc=p2ANqtz-ZVpWYcZPINKRFt4kV8YVWVYWQTKNjre13yKn-wUd6qGybgfX2v5GmODwgZGS6q0q76hxznHEEuU2XyjNRqmPROO3P9qw&utm_content=222382310&utm_source=hs_email

See It My Way: Top Tips for Persuading Others

Knowledge at Wharton August 9, 2022

[https://knowledge.wharton.upenn.edu/article/see-it-my-way-top-tips-for-persuading-others/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=8-10-2022&utm_content=See It My Way: Top Tips for Persuading Others](https://knowledge.wharton.upenn.edu/article/see-it-my-way-top-tips-for-persuading-others/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=8-10-2022&utm_content=See%20It%20My%20Way%3A%20Top%20Tips%20for%20Persuading%20Others)

Automakers' National TV Spending Drops 41%

MediaPost August 9, 2022

<https://www.mediapost.com/publications/article/376476/automakers-national-tv-spending-drops-41.html>

Confirm The Appointment!

Radio Ink (Rick Fink) August 8, 2022

<https://radioink.com/2022/08/08/confirm-the-appointment/>

A Progressive Push to the Top At Spot Radio

Radio+Television Business Report August 8, 2022

<https://www.rbr.com/a-progressive-push-to-the-top-at-spot-radio/>

Auto prices likely to remain 'higher for longer'

Morgan Stanley August 7, 2022

https://seekingalpha.com/news/3868538-auto-prices-likely-to-remain-higher-for-longer-morgan-stanley?mailingid=28649180&messageid=2900&serial=28649180.33612&source=email_2900&utm_campaign=ta-stock-news&utm_content=link-1&utm_medium=email&utm_source=seeking_alpha&utm_term=28649180.33612

Empathy in Sales Builds Trust

SalesFuel August 6, 2022

<https://salesfuel.com/empathy-in-sales-builds-trust/>

Bad Sales Prospecting Habits Hurt Sales, Study Reveals

SalesFuel August 6, 2022

<https://salesfuel.com/bad-sales-prospecting-habits-hurt-sales-study-reveals/>

Sales Practices that Build Rapport With Remote Buyers

SalesFuel August 6, 2022

<https://salesfuel.com/sales-practices-to-build-rapport-with-remote-buyers/>

Radio Is in the Ears of Consumers Planning Electronics Purchases.

Inside Radio (the Media Audit) August 4, 2022

https://www.insideradio.com/free/radio-is-in-the-ears-of-consumers-planning-electronics-purchases/article_b7a30a0a-13c0-11ed-859b-dfc246bbba01.html

Survey reveals inflation's impact on spending — including for holidays

Chain Store Age August 2, 2022

https://chainstoreage.com/survey-reveals-inflations-impact-spending-including-holidays?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update

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

TOP FIVE SELECTED ARTICLES/RESOURCES

How To Turn A Slump Into Success And Proactively Prepare For A Recession.

Inside Radio (Futuri) August 9, 2022

https://www.insideradio.com/free/how-to-turn-a-slump-into-success-and-proactively-prepare-for-a-recession/article_17b16656-17bf-11ed-a168-8f337febaad3.html

August Poll Finds Surging CEO Optimism About A Potential Recovery In 2023—Or Sooner

ChiefExecutive August 8, 2022

<https://chiefexecutive.net/august-poll-finds-surging-ceo-optimism-about-a-potential-recovery-in-2023-or-sooner/>

HOW APPLE'S SECRETIVE AD TECH STRATEGY GOES BEYOND SEARCH ADS

With 600-plus Ad Platforms jobs open, Apple will 'expand those pipes,' and advertisers will be ready to jump in

Ad Age August 8, 2022

<https://adage.com/article/digital-marketing-ad-tech-news/how-apples-secretive-ad-tech-strategy-goes-beyond-search-ads/2425651>

Nielsen Says 20% Of PPM Panelists Have Converted To Wearable Meters.

Inside Radio August 5, 2022

https://www.insideradio.com/free/nielsen-says-20-of-ppm-panelists-have-converted-to-wearable-meters/article_51203c60-1485-11ed-bba5-df0414de0cc3.html

As Media Inflation Rages, Led By TV, Radio's Ad Costs Remain Unchanged From 2019.

Inside Radio (WARC Media) August 4, 2022

https://www.insideradio.com/free/as-media-inflation-rages-led-by-tv-radios-ad-costs-remain-unchanged-from-2019/article_3726421a-13c1-11ed-be1e-bb449f5fbc1a.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

DraftKings cuts back on ads after a year of heavy spending

eMarketer August 9, 2022

[https://content-na1.emarketer.com/after-year-of-heavy-ad-spend-sportsbooks-cool-off?ecid=NL1001&utm_campaign=eDaily+8.10.2022+CORE&utm_medium=email&utm_source=Triggermail&utm_term=eMarketer+Daily+CORE%2fEMEA+\(Mon-Fri\)](https://content-na1.emarketer.com/after-year-of-heavy-ad-spend-sportsbooks-cool-off?ecid=NL1001&utm_campaign=eDaily+8.10.2022+CORE&utm_medium=email&utm_source=Triggermail&utm_term=eMarketer+Daily+CORE%2fEMEA+(Mon-Fri))

DOJ Is Preparing to Sue Google Over Ad Market as Soon as September

Bloomberg August 9, 2022

<https://www.bloomberg.com/news/articles/2022-08-09/doj-poised-to-sue-google-over-ad-market-as-soon-as-september>

Nielsen Stock Soars 21% As Largest Shareholder Reaches Agreement With Consortium.

Inside Radio August 9, 2022

https://www.insideradio.com/free/nielsen-stock-soars-21-as-largest-shareholder-reaches-agreement-with-consortium/article_b65002ba-1803-11ed-bf9d-4bdae118b4c7.html

FCC and FEMA Warn Broadcasters and MVPDs that EAS Systems Have Security Vulnerability

Broadcast Law Blog (David Oxenford) August 9, 2022

https://www.broadcastlawblog.com/2022/08/articles/fcc-and-fema-warn-broadcasters-and-mvpds-that-eas-systems-have-security-vulnerability/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=b553868be3-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-b553868be3-70422897

VAB Finds 85% Of TV Networks Using New Measurement

MediaPost August 8, 2022

https://www.mediapost.com/publications/article/376438/vab-finds-85-of-tv-networks-using-new-measurement.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127179&hashid=XOWE7PwT4-lkA7MLbhQg

Why Gen Z Is A Non-Starter For Radio Broadcasters

Jacobs Media Strategies (Fred Jacobs) August 8, 2022

<https://jacobsmedia.com/why-gen-z-is-a-non-starter-for-radio-broadcasters/>

Sales Managers Can See How Their Stations Stack Up With Marketron ROI Calculator.

Inside Radio August 8, 2022

https://www.insideradio.com/free/sales-managers-can-see-how-their-stations-stack-up-with-marketron-roi-calculator/article_5816f442-175e-11ed-9e44-77dd1a0fb457.html

Advertising Slowdown Spreads Beyond Tech Giants to Hit TV Networks, Publishers

Warner Bros. Discovery, New York Times and Paramount Global warn of pressure on ad revenue

WSJ August 7, 2022

<https://www.wsj.com/articles/advertising-slowdown-spreads-beyond-tech-giants-to-hit-tv-networks-publishers-11659846058>

Is the first digital advertising recession on the way?

More About Advertising August 6, 2022

<https://www.moreaboutadvertising.com/2022/08/is-the-first-digital-advertising-recession-on-the-way/>

Media Monitors Accreditation Extended

Radio Ink August 5, 2022

https://radioink.com/2022/08/05/media-monitors-accreditation-extended/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

UPDATE ON PPM WEARABLES

Results of Subset of Panel
Nielsen August 4, 2022

<https://view.nielsenemail.com/?qs=2e68822042f46486482c10fd74d5109576331346d3b1073bc532b6a1679d6fd82c962d3e16695e7bab14564135551b728e607211c8d154950f172c624d39e6367754402c1fbf055495b784868a58e6544e040ad5fde91d8f4209c8f67bc304dd>

Median Age of AM/FM, Streaming and Podcast Listeners

RADIO ONLINE, August 3, 2022

<https://news.radio-online.com/articles/b17146/Median-Age-of-AM-FM-Streaming-and-Podcast-Listeners>

Study Finds 38% Of Brands Already In 'Recession,' Albeit A Loyalty One

MediaPost August 2, 2022

<https://www.mediapost.com/publications/article/376246/study-finds-38-of-brands-already-in-recession.html?edition=127117>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 1 (July 21 - July 27, 2022). We are deep into the summer listening patterns and the numbers remain strong and steady across markets.

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

Aug Week 1 - 590,300

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

Jul Monthly - 10,103,700

Aug Week 1 - 10,152,200

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

Aug Week 1 - 114,800

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

Aug Week 1 - 1,827,700

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

Aug Week 1 - 118,100

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

Aug Week 1 - 2,432,200

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031