

**AUGUST 17, 2022**

I want to kick off this week's edition with a major shout-out to one of our member stations, KFI, and their news reporter, Corbin Carson, for winning the NABJ "Salute to Excellence Award" for Best Documentary. Congrats to Corbin and KFI, you make all of us in Radio proud! You can read all about it here:

### **KFI Reporter Wins Big Award**

Radio Ink August 17, 2022

[https://radioink.com/2022/08/17/kfi-reporter-wins-big-award-kfi-am-los-angeles-news-reporter-corbin-carson-has-won-the-nabj-salute-to-excellence-award-for-best-documentary-from-the-national-association-of-black-jo/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/08/17/kfi-reporter-wins-big-award-kfi-am-los-angeles-news-reporter-corbin-carson-has-won-the-nabj-salute-to-excellence-award-for-best-documentary-from-the-national-association-of-black-jo/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

Now let's build some asset value in ourselves:

"Commit yourself to lifelong learning. The most valuable asset you'll ever have is your mind and what you put into it."

-- Brian Tracy

### **POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES**

We finally have some good news to report out of the Yes on 26/No on 27 campaigns from the Indian Casino Tribes. Target Enterprises just placed their first buy of about \$100K on Radio in selected markets running in August. Whether coincidental or not, the buy came two days after we reached out to Julie Iadanza, Media Director for Target Enterprises with an email appeal on how radio can help reach undecided voters who are zero to light TV viewers and attached a copy of our **10% Solution** radio deck. We have heard through sources that this was just a first buy of what should be significantly more to come.

Now here are some important articles from the trade publications on the status of political advertising:

### **Facebook will disable new political ads a week before US midterm elections**

TechCrunch August 16, 2022

<https://techcrunch.com/2022/08/16/facebook-political-ads-2022-midterms/>

### **An Opportunity For Radio As Political Money Moves Away From Facebook.**

Inside Radio (Adweek) August 15, 2022

[https://www.insideradio.com/free/an-opportunity-for-radio-as-political-money-moves-away-from-facebook/article\\_5278fd24-1c58-11ed-95de-e3d3291b4a4f.html](https://www.insideradio.com/free/an-opportunity-for-radio-as-political-money-moves-away-from-facebook/article_5278fd24-1c58-11ed-95de-e3d3291b4a4f.html)

### **Record State Spending Pushes U.S. Political Advertising To All-Time High**

Media Post August 11, 2022

<https://www.mediapost.com/publications/article/376579/record-state-spending-pushes-us-political-advert.html>

### **Midterm Election Spend Now Projected To Hit \$9.7 Billion, With Radio's Cut At \$270 Million.**

Inside Radio (AdImpact) August 11, 2022

[https://www.insideradio.com/free/midterm-election-spend-now-projected-to-hit-9-7-billion-with-radios-cut-at-270/article\\_683c85a0-1946-11ed-ad25-ab0c410cee58.html](https://www.insideradio.com/free/midterm-election-spend-now-projected-to-hit-9-7-billion-with-radios-cut-at-270/article_683c85a0-1946-11ed-ad25-ab0c410cee58.html)

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

### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **How to Respond to Sales Objections**

The Center For Sales Strategy (Matt Sunshine) August 17, 2022

[https://blog.thecenterforsalesstrategy.com/how-to-respond-to-sales-objections?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=223078236&hsenc=p2ANqtz-xFVKiE5LEmgg9CSFAKpx5x\\_mUJZN4OuC2iDOtigtIvdd7wgADGNYVezujGRZtiTruqhaX9gi84As\\_jYF3sAM0EU5Q&utm\\_content=223078236&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-respond-to-sales-objections?utm_campaign=subscriber&utm_medium=email&hsmi=223078236&hsenc=p2ANqtz-xFVKiE5LEmgg9CSFAKpx5x_mUJZN4OuC2iDOtigtIvdd7wgADGNYVezujGRZtiTruqhaX9gi84As_jYF3sAM0EU5Q&utm_content=223078236&utm_source=hs_email)

#### **Successful Digital Sales Training Is More Than One-And-Done Exercise.**

Inside Radio August 15, 2022

[https://www.insideradio.com/free/successful-digital-sales-training-is-more-than-one-and-done-exercise/article\\_d04de08e-1c58-11ed-901c-d3ed1e24fb86.html](https://www.insideradio.com/free/successful-digital-sales-training-is-more-than-one-and-done-exercise/article_d04de08e-1c58-11ed-901c-d3ed1e24fb86.html)

#### **The Big 6 For New Radio Sellers**

Radio Ink (Loyd Ford) August 15, 2022

<https://radioink.com/2022/08/15/the-big-6-for-new-radio-sellers/>

#### **The Future Of Digital Audio Advertising Belongs To Podcasts—And Radio**

Forbes August 10, 2022

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/08/10/the-future-of-digital-audio-advertising-belongs-to-podcasts-and-radio/?sh=4cd8ff6350cf>

#### **A List of Sales Best Practices**

The Sales Blog (Anthony Iannarino) August 10, 2022

[https://www.thesalesblog.com/blog/a-list-of-sales-best-practices?utm\\_medium=email&hsmi=222473797&hsenc=p2ANqtz--IV4tn0NgKkgBaxIELVH30pflNupoc-Ge3YczgG6ZAU7BwZ2VHrNQEeq11CVki4F9PfogTz8ZjCkmDjvHfD2NOR4L3nIA&utm\\_content=222473797&utm\\_source=hs\\_email](https://www.thesalesblog.com/blog/a-list-of-sales-best-practices?utm_medium=email&hsmi=222473797&hsenc=p2ANqtz--IV4tn0NgKkgBaxIELVH30pflNupoc-Ge3YczgG6ZAU7BwZ2VHrNQEeq11CVki4F9PfogTz8ZjCkmDjvHfD2NOR4L3nIA&utm_content=222473797&utm_source=hs_email)

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

### **Female Latino Listeners on The Rise (to podcasts)**

Podcast Business Journal (Edison Research) August 17, 2022

[https://podcastbusinessjournal.com/female-latino-listeners-on-the-rise/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/female-latino-listeners-on-the-rise/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Why Advertisers Could Invest More In Audio During A Downturn.**

Inside Radio August 16, 2022

[https://www.insideradio.com/free/why-advertisers-could-invest-more-in-audio-during-a-downturn/article\\_99762a42-1d27-11ed-9643-432580fbe6fe.html](https://www.insideradio.com/free/why-advertisers-could-invest-more-in-audio-during-a-downturn/article_99762a42-1d27-11ed-9643-432580fbe6fe.html)

### **Legal Services Ad Dollars Rise At Radio With Lots Of Room To Grow Share.**

Inside Radio August 16, 2022

[https://www.insideradio.com/free/legal-services-ad-dollars-rise-at-radio-with-lots-of-room-to-grow-share/article\\_bb0a8f0a-1d26-11ed-977b-a3b3247b96b3.html](https://www.insideradio.com/free/legal-services-ad-dollars-rise-at-radio-with-lots-of-room-to-grow-share/article_bb0a8f0a-1d26-11ed-977b-a3b3247b96b3.html)

### **What You Need to Know About Advertising in the Metaverse**

SalesFuel August 16, 2022

<https://salesfuel.com/what-you-need-to-know-about-advertising-in-the-metaverse/>

### **Radio Ad Effectiveness Study Reveals Benefits to Brands**

RADIO ONLINE Monday, August 15, 2022

<https://news.radio-online.com/articles/b17161/Radio-Ad-Effectiveness-Study-Reveals-Benefits-to-Brands>

### **A rapidly surging market for US digital retail media**

eMarketer August 15, 2022

<https://www.insiderintelligence.com/content/rapidly-surging-market-us-digital-retail-media>

### **Ratings Do Not Always Equal Revenue: A Look At LA Sports Radio.**

Inside Radio (Los Angeles Times) August 15, 2022

[https://www.insideradio.com/free/ratings-do-not-always-equal-revenue-a-look-at-la-sports-radio/article\\_8f0020f6-1c58-11ed-8fbf-df70612b80b7.html](https://www.insideradio.com/free/ratings-do-not-always-equal-revenue-a-look-at-la-sports-radio/article_8f0020f6-1c58-11ed-8fbf-df70612b80b7.html)

### **How to Use Sales Psychology to Change Buyers' Mindsets**

The Center for Sales Strategy August 15, 2022

[https://blog.thecenterforsalesstrategy.com/how-to-use-sales-psychology-to-change-buyers-mindsets?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=222816819&hsenc=p2ANqtz-9uxu\\_U4llczubh0hr2OLQFb6aDSfXY3pPrba-M7WF0vhoyrSWPY1yD\\_QTz91-5UBPkT4lvPqPdVBYrNwM6dwgahv1TcA&utm\\_content=222816819&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-use-sales-psychology-to-change-buyers-mindsets?utm_campaign=subscriber&utm_medium=email&hsmi=222816819&hsenc=p2ANqtz-9uxu_U4llczubh0hr2OLQFb6aDSfXY3pPrba-M7WF0vhoyrSWPY1yD_QTz91-5UBPkT4lvPqPdVBYrNwM6dwgahv1TcA&utm_content=222816819&utm_source=hs_email)

### **Recommend Your Competition – It Pays!**

Radio Ink (Rick Fink) August 15, 2022

<https://radioink.com/2022/08/15/recommend-your-competition-it-pays/>

### **Improving Your Skill Set To Increase Sales**

Radio Ink (Marc Greenspan) August 15, 2022

[https://radioink.com/2022/08/15/improving-your-skillset-to-increase-sales/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/08/15/improving-your-skillset-to-increase-sales/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D)

### **Consumer sentiment inches up as gasoline prices fall; inflation fears ease**

Chain Store Age August 12, 2022

[https://chainstoreage.com/consumer-sentiment-inches-gasoline-prices-fall-inflation-fears-ease?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/consumer-sentiment-inches-gasoline-prices-fall-inflation-fears-ease?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

### **Survey: Back-to-school shoppers go back to stores**

Chain Store Age August 12, 2022

[https://chainstoreage.com/survey-back-school-shoppers-go-back-stores?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/survey-back-school-shoppers-go-back-stores?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

### **Legal Services Ad Spend Surpassing 2020, 2021 Growth in Digital**

BIA Advisory Services August 12, 2022

<http://blog.biakelsey.com/index.php/2022/08/12/legal-services-ad-spend-surpassing-2020-2021-growth-in-digital/>

### **Radio and Audio Streaming Sparkle For Jewelry Market.**

Inside Radio (the Media Audit) August 12, 2022

[https://www.insideradio.com/free/radio-and-audio-streaming-sparkle-for-jewelry-market/article\\_20291b2e-1a0a-11ed-b0f7-d365b39ce6af.html](https://www.insideradio.com/free/radio-and-audio-streaming-sparkle-for-jewelry-market/article_20291b2e-1a0a-11ed-b0f7-d365b39ce6af.html)

### **How to Build Respect in the Sales Profession**

SalesFuel August 13, 2022

<https://salesfuel.com/how-to-build-respect-in-the-sales-profession/>

### **Avoid Sales Rep Burnout by Saying "No"**

SalesFuel August 13, 2022

<https://salesfuel.com/avoid-sales-rep-burnout-by-saying-no/>

### **When Effective Selling Means Clarifying Your Job Role**

SalesFuel August 13, 2022

<https://salesfuel.com/when-effective-selling-means-clarifying-your-job-role/>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**NAB PILOT Teams With Google To Help Broadcasters Leverage First-Party Data**

Inside Radio August 16, 2022

[https://www.insideradio.com/podcastnewsdaily/nab-pilot-teams-with-google-to-help-broadcasters-leverage-first-party-data/article\\_5f986fb0-1d81-11ed-814f-93c53220ce6d.html](https://www.insideradio.com/podcastnewsdaily/nab-pilot-teams-with-google-to-help-broadcasters-leverage-first-party-data/article_5f986fb0-1d81-11ed-814f-93c53220ce6d.html)

**Comscore makes progress toward alternative currencies**

Marketing Dive August 15, 2022

[https://www.marketingdive.com/news/comscore-makes-progress-toward-alternative-currencies/629593/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202022-08-16%20Marketing%20Dive%20Newsletter%20%5Bissue:43849%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/comscore-makes-progress-toward-alternative-currencies/629593/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-08-16%20Marketing%20Dive%20Newsletter%20%5Bissue:43849%5D&utm_term=Marketing%20Dive)

**Managers Must Review Goals to Improve Team Performance**

SalesFuel August 13, 2022

<https://salesfuel.com/managers-must-review-goals-to-improve-team-performance/>

**Ad Industry Prepares To Fight Potential FTC Privacy Rules**

MediaPost August 11, 2022

[https://www.mediapost.com/publications/article/376608/ad-industry-prepares-to-fight-potential-ftc-privac.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127235&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/376608/ad-industry-prepares-to-fight-potential-ftc-privac.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127235&hashid=Xbl3-p0DS1exdHSa15Xu_g)

**What's dynamic pricing? An operations management scholar explains**

The Conversation August 11, 2022

<https://theconversation.com/whats-dynamic-pricing-an-operations-management-scholar-explains-188265>

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

**AM/FM Receiver Sales Have 'Stabilized' Even As Audio Turns Up On More Devices.**

Inside Radio (Consumer Technology Association) August 16, 2022

[https://www.insideradio.com/free/am-fm-receiver-sales-have-stabilized-even-as-audio-turns-up-on-more-devices/article\\_de15d248-1d26-11ed-aa13-9f5b1f463459.html](https://www.insideradio.com/free/am-fm-receiver-sales-have-stabilized-even-as-audio-turns-up-on-more-devices/article_de15d248-1d26-11ed-aa13-9f5b1f463459.html)

**Online Gambling – A Continuing Boost for Local Media**

BIA Advisory Services August 16, 2022

<http://blog.biakelsey.com/index.php/2022/08/16/online-gambling-a-continuing-boost-for-local-media/>

### **Letter From 92 Members Of Congress To FCC Opposes Regulatory Fee Rate Hike On Broadcasters**

All Access August 16, 2022

<https://www.allaccess.com/net-news/archive/story/220747/letter-from-92-members-of-congress-to-fcc-opposes->

### **The FTC puts new data privacy plans in motion: the media and advertising industry reacts**

The Drum August 12, 2022

[https://www.thedrum.com/news/2022/08/12/the-ftc-puts-new-data-privacy-ruling-motion-the-media-and-advertising-industry?utm\\_campaign=newsletter\\_daily\\_usa&utm\\_source=pardot&utm\\_medium=email](https://www.thedrum.com/news/2022/08/12/the-ftc-puts-new-data-privacy-ruling-motion-the-media-and-advertising-industry?utm_campaign=newsletter_daily_usa&utm_source=pardot&utm_medium=email)

### **Podcast Ad Frequency Ticked Lower In Second Quarter Says Podsights, Improving Ad Performance.**

Inside Radio (Podsights) August 12, 2022

[https://www.insideradio.com/podcastnewsdaily/podcast-ad-frequency-ticked-lower-in-second-quarter-says-podsights-improving-ad-performance/article\\_a6506e56-1a63-11ed-ae9-0b3f5b9184ff.html](https://www.insideradio.com/podcastnewsdaily/podcast-ad-frequency-ticked-lower-in-second-quarter-says-podsights-improving-ad-performance/article_a6506e56-1a63-11ed-ae9-0b3f5b9184ff.html)

### **FTC Considers Curbs On 'Commercial Surveillance'**

MediaPost August 11, 2022

[https://www.mediapost.com/publications/article/376577/ftc-considers-curbs-on-commercial-surveillance.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127235&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/376577/ftc-considers-curbs-on-commercial-surveillance.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127235&hashid=Xbl3-p0DS1exdHSa15Xu_g)

### **NAB Says It's Glad To See FCC Reconsidering To How Annual Fees Are Calculated.**

Inside Radio August 11, 2022

[https://www.insideradio.com/free/nab-says-fcc-reconsidering-math-that-led-to-proposed-13-hike-in-annual-fees/article\\_2cc96736-1946-11ed-95af-4378a518819e.html](https://www.insideradio.com/free/nab-says-fcc-reconsidering-math-that-led-to-proposed-13-hike-in-annual-fees/article_2cc96736-1946-11ed-95af-4378a518819e.html)

### **NAB Invests Face Time Fighting FCC Fee Methodology**

Association continues to challenge the way the commission allocates fee burden

RadioWorld August 11, 2022

[https://www.radioworld.com/news-and-business/headlines/nab-invests-face-time-fighting-fcc-fee-methodology?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=AAB1BB89-494B-4510-A692-8EF53D712447&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/headlines/nab-invests-face-time-fighting-fcc-fee-methodology?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=AAB1BB89-494B-4510-A692-8EF53D712447&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

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

Here are the audience trends for our PPM markets for August Week 2 (July 28 - August 3, 2022). There is an odd dip in the LA Cume for Week 2, but AQH/PUMM is up for the week. We will watch the trending. Other than that outlier all else looks stable here in mid summer.

**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  
Aug Week 2 - 596,000

**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 Monthly - 10,103,700

Aug Week 1 - 10,152,200  
Aug Week 2 - 9,880,000

**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

Aug Week 2 - 114,200

**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

Aug Week 2 - 1,917,800

**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

Aug Week 2 - 115,600

**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  
Aug Week 2 - 2,442,200

--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031