

AUGUST 24, 2022

This evening your SCBA Executive Board is hosting a dozen prominent political consultants and advertisers for a VIP experience at Dodger Stadium as the Dodgers take on the Milwaukee Brewers. This is all made possible thanks to Kevin LeGrett, your SCBA Chairman and President of iHeartMedia Sports. Many of our invited guests are already buying radio for their active campaigns and most have more advertising plans in the works for this election cycle. Attached is a list of those clients attending for your review. The list also includes those who declined, mostly because of their workloads at this busy political campaigning time, but they expressed their appreciation for being invited. I will provide a recap of the event for you next week.

Lots of new information for your learning experience this week and we will kick it off with the latest Political Advertising developments...

"I maintained my edge by always being a student; you will always have something new to learn."

-Jackie Joyner Kersee

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Back in late April we did our 10% Solution presentation to Chris Lehman, President of Nextgen Policy. Chris is working on the Yes on Prop 31 campaign and we share several articles on this menthol cigarette issue afterwards. Chris shared this new information with us earlier this week:

"Big Tobacco put \$500k in a campaign account on Monday for Prop 31. It's the first time they've moved real money this year on the measure. It could mean the beginning of more - which will mean our side will spend more. I'll keep you in the loop on this. Our media buyer is GMMB... will specifically keep an eye out on radio as a part of our package".

<https://www.gmmb.com/>

We are working to get more contact information on the media placement for the No on Prop 31 side and will keep you posted.

How digital news publishers will compete for political ad dollars in this year's U.S. midterm elections

DIGIDAY August 19, 2022

<https://digiday.com/media/how-digital-news-publishers-will-compete-for-political-ad-dollars-in-this-years-u-s-midterm-elections/>

Political Ad Records This Season? More Coming In 2024

MediaPost August 18, 2022

<https://www.mediapost.com/publications/article/376796/political-ad-records-this-season-more-coming-in-2.html?edition=127304>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

“Share Of Ear” Q2 2022: A Five-Year Look Back Reveals Podcast Shares Have Tripled And AM/FM Streaming Has Doubled In Share, Beating Pandora Two To One

Westwood One (Pierre Bouvard) August 22, 2022

<https://westwoodone.com/blog/2022/08/22/share-of-ear-q2-2022-a-five-year-look-back-reveals-podcast-shares-have-tripled-and-am-fm-streaming-has-doubled-in-share-beating-pandora-two-to-one/>

1 SIMPLE STRATEGY TO DESIGN SMART QUESTIONS

Leadership Freak August 22, 2022

<https://leadershipfreak.blog/2022/08/19/how-to-ask-smart-questions/>

As Restaurants Recover, How Can Radio Help?

Inside Radio (National Restaurant Association/RAB) August 22, 2022

https://www.insideradio.com/free/as-restaurants-recover-how-can-radio-help/article_fcc644da-21d0-11ed-9447-83cb3189e420.html

How to Respond to Objections During Cold Calls

SalesFuel August 20, 2022

<https://salesfuel.com/how-to-respond-to-objections-during-cold-calls/>

Radio is the real media unicorn, says iHeartMedia's Bob Pittman

The Drum August 19, 2022

<https://www.thedrum.com/opinion/2022/08/19/radio-the-real-media-unicorn-says-mtv-co-founder-bob-pittman>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Despite Recession Fears, Agencies Say Big National Brands Soldier On With Ad Spending.

Inside Radio August 24, 2022

https://www.insideradio.com/free/despite-recession-fears-agencies-say-big-national-brands-soldier-on-with-ad-spending/article_2b1b5118-237a-11ed-a3fa-5bfd0cb66b1e.html

With Increases Nearing Pre-COVID Levels, Travel Ad Spend Is Up Across The Board.

Inside Radio (MediaRadar) April 24, 2022

https://www.insideradio.com/free/with-increases-nearing-pre-covid-levels-travel-ad-spend-is-up-across-the-board/article_67e915a4-2379-11ed-b11d-8b9ef8b85cb4.html

ATTACHMENT: [MediaRadar Travel Trend Report 2022](#)

Customer Satisfaction In Automotive Segment Declines

MediaPost August 23, 2022

https://www.mediapost.com/publications/article/376942/customer-satisfaction-in-automotive-segment-declin.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127358&hashid=akE-7z-LS1W9CYmV5M9xXA

Among Ad Buyers' Favorite Age Group, Podcasts' Share Of Audio Time Has Tripled Since 2017.

Inside Radio (Edison Research) August 23, 2022

https://www.insideradio.com/podcastnewsdaily/among-ad-buyers-favorite-age-group-podcasts-share-of-audio-time-has-tripled-since-2017/article_58500dac-2304-11ed-92b7-13c3056cf045.html

Here Are The Categories Dominating Radio Time Buys in Late August.

Inside Radio (Media Monitors) August 23, 2022

https://www.insideradio.com/free/here-are-the-categories-dominating-radio-time-buys-in-late-august/article_2ebb9f14-22a6-11ed-ac07-5b4e6d9d9c29.html

Holiday Heat: Consumers Plan To Return To Stores This Year

MediaPost (Clerk) August 22, 2022

https://www.mediapost.com/publications/article/376897/holiday-heat-consumers-plan-to-return-to-stores-t.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127341&hashid=IzluobLbe6vuwSgwIOrCgiVC1A

Four Tips On Motivating Sellers Directly From Napoleon

Radio Ink (Loyd Ford) August 22, 2022

<https://radioink.com/2022/08/22/four-tips-on-motivating-sellers-directly-from-napoleon/>

Don't Be A "Know It All"

Radio Ink (Rick Fink) August 22, 2022

<https://radioink.com/2022/08/22/dont-be-a-know-it-all/>

Sound investments: just how effective is audio branding?

The Drum August 19, 2022

<https://www.thedrum.com/news/2022/08/19/sound-investments-just-how-effective-audio-branding>

Streaming Surpasses Linear Viewing For The First Time

MediaPost (Nielsen) August 18, 2022

https://www.mediapost.com/publications/article/376797/streaming-surpasses-linear-viewing-for-the-first-t.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127315&hashid=IZA7uSulTnimoAz9RMXvmQ

How to Win at Sales Using LinkedIn

SalesFuel August 20, 2022

<https://salesfuel.com/how-to-win-at-sales-using-linkedin/>

HOW TO USE YOUR MARKETING MATERIALS AS A SALES CONVERSATION STARTER

LEADG2 August 19, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-use-your-marketing-materials-as-a-sales-conversation-starter?utm_medium=email&_hsmi=223282527&_hsenc=p2ANqtz-txykxco99x0nXyAYxoqKgh1j87tncWxQUhpUMwnZW1L8c0K7FvQkdiJe3lZxjBLtTCogfeq_fP7Qv-vz3x0zplvpOrw&utm_content=223282527&utm_source=hs_email

Radio is the Winning Play to Attract African American College Football Fans.

Inside Radio (The Media Audit) August 19, 2022

https://www.insideradio.com/free/radio-is-the-winning-play-to-attract-african-american-college-football-fans/article_a5becd42-1f87-11ed-93d4-4be5dcae9e79.html

Retail Budgets Bounce Back -- But Not All The Way

MediaPost August 18, 2022

https://www.mediapost.com/publications/article/376803/retail-budgets-bounce-back-but-not-all-the-way.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127310&hshid=akE-7z-LS1W9CYmV5M9xXA

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

TOP FIVE SELECTED ARTICLES/RESOURCES

The Difference Between a Retained Versus a Growth Sales Structure

The Center For Sales Strategy (Matt Sunshine) August 24, 2022

https://blog.thecenterforsalesstrategy.com/the-difference-between-a-retained-versus-a-growth-sales-structure?utm_campaign=subscriber&utm_medium=email&_hsmi=223810476&_hsenc=p2ANqtz-d2Oa-kuiaNCFfTMGJ6872khlq_yf1v1b0U8kO0N4u0jq_udfJC8zREbk3aj8znEjLn74RTa9DVzDG_uURZfONjJuHnw&utm_content=223810476&utm_source=hs_email

Report: FCC Standing Firm On Its 13% Annual Fee Hike For Radio Stations.

Inside Radio August 24, 2022

https://www.insideradio.com/free/report-fcc-standing-firm-on-its-13-annual-fee-hike-for-radio-stations/article_ee976ed4-2379-11ed-8d1f-0f43e2c87d9a.html

Digital Advertising Hits \$189 Billion In 2021, Global Forecasts Predict 5% Yearly Growth Through 2027

MediaPost (IAB Internet Advertising Revenue Report) August 22, 2022

<https://www.mediapost.com/publications/article/376847/digital-advertising-hits-189-billion-in-2021-glo.html?edition=127334>

July was the worst month for ad spending in 2 years

eMarketer August 18, 2022

<https://www.insiderintelligence.com/content/july-was-worst-month-ad-spending-2-years>

Out-of-Home Advertising Essentially Recovers, Approaches Previous Record

MediaPost August 18, 2022

<https://www.mediapost.com/publications/article/376806/out-of-home-advertising-essentially-recovers-appr.html>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Mike O'Malley On Turning Down The Volume of Noisy Ratings Data.

Inside Radio August 23, 2022

https://www.insideradio.com/free/mike-o-malley-on-turning-down-the-volume-of-noisy-ratings-data/article_c0907ed2-22a6-11ed-89bf-0fe224fda29b.html

Bill Updated That Would Give Broadcasters More Negotiating Power With Big Tech.

Inside Radio August 23, 2022

https://www.insideradio.com/free/bill-updated-that-would-give-broadcasters-more-negotiating-power-with-big-tech/article_258c7246-22a7-11ed-8078-6755f167c886.html

Media Professionals Disconnected From Consumers' Views On Protecting Data, IAS Study Finds

MediaPost August 22, 2022

https://www.mediapost.com/publications/article/376889/media-professionals-disconnected-from-consumers-v.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127340&hashid=MvrWDWYNRcOEFJu_y2GihQ

NAB Ramped Up Lobbying Spend In Washington During First Half.

Inside Radio August 22, 2022

https://www.insideradio.com/free/nab-ramped-up-lobbying-spend-in-washington-during-first-half/article_20da7bfc-21d1-11ed-9eb2-f3a19139cae0.html

Inside digital audio's media measurement challenges, both major and mythical

The Drum August 19, 2022

<https://www.thedrum.com/news/2022/08/19/inside-digital-audio-s-media-measurement-challenges-both-major-and-mythical>

Optimizing Your Sales Force by Balancing Culture and ROI: Q&A with Robert Hawthorne, President of Hawthorne Search

BIA Advisory Services (Rick Ducey) August 22, 2022

<http://blog.biakelsey.com/index.php/2022/08/22/optimizing-your-sales-force-by-balancing-culture-and-roi-qa-with-robert-hawthorne-president-of-hawthorne-search/>

The OTT Recession Is Coming

TVNewsCheck August 22, 2022

<https://tvnewscheck.com/digital/article/the-ott-recession-is-coming/>

5 Ways To Make Sales Training More Fun

The Center For Sales Strategy (Matt Sunshine) August 22, 2022

https://blog.thecenterforsalesstrategy.com/5-ways-to-make-sales-training-more-fun?utm_campaign=subscriber&utm_medium=email&hsmi=223529662&hsenc=p2ANqtz-4eNG8Jb-90vdmZZswGkmgZLrEh7LqAHOPOm9rvDgv_ELube3aLb6xMaoEHwU5EiSmYIsseqnr371SfS5k0k2f8pryw&utm_content=223529662&utm_source=hs_email

Magellan AI: Podcast Ads Trend Shorter In Q2 As Ad Revenue Rose 11%.

Inside Radio August 22, 2022

https://www.insideradio.com/free/magellan-ai-podcast-ads-trend-shorter-in-q2-as-ad-revenue-rose-11/article_31abc496-21d0-11ed-a874-a3b6bc078b88.html

Consistent Praise Increases Employee Retention

SalesFuel August 20, 2022

<https://salesfuel.com/consistent-praise-increases-employee-retention/>

iGaming, Sports Betting Advertising Soaring to \$1.8 Billion in 2022

Casino.org August 19, 2022

<https://www.casino.org/news/expect-more-igaming-sportsbook-ads-on-local-media/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 3 (August 4 - August 10, 2022). Good to see a rebound in the LA Cume numbers from last week's wobble. Most of the metrics across the markets look within normal variance as we get ready to close out the summer and get back to normal listening patterns in the fall.

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

Aug Week 3 - 590,400

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

Aug Week 3 - 10,035,100

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

Aug Week 3 - 116,900

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
Aug Week 3 - 1,890,100

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
Aug Week 3 - 114,000

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 Monthly - 2,407,400

Aug Week 1 - 2,432,200
Aug Week 2 - 2,442,200
Aug Week 3 - 2,335,500



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