

**AUGUST 31, 2022**

Based on recent conversations I have had with some of you I know you are beginning the revenue budgeting process for next year and are looking for some forecast guidance. I will include all such information in the management section of these weekly updates so be sure to review the content carefully. There is some important information in this week's update and I will continue to watch diligently for such resources to provide you. Next week I expect to be able to provide some market specific projections for you to include in the forecasting mix through 2024.

Now let's move on and gain some important expertise to help us achieve high performance...

**Never become so much of an expert that you stop gaining expertise. View life as a continuous learning experience.**

-- Denis Waitley

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

A week ago your SCBA executive board hosted several key political consultants and campaign advertising influencers to a VIP experience at Dodger Stadium. The event was great fun and our clients expressed their appreciation for it. It was a good opportunity for us to build strong relationships and gain important insights from these clients...and the Dodgers beat the Brewers 11-4 to the delight of all.

Although Sheri Sadler (Sadler Strategic Media) reluctantly declined our invitation to attend the Dodger event due to her workload, she proved she was indeed working based on new Radio buys sent out during the game....

The Yes on 27 - Californians for Solutions to Homelessness and Mental Health Support (Sadler Strategic Media) placed a new radio flight from 8/29-11/13 in the contest for CA Prop 27 Mobile Sports Betting and Revenue for Homelessness Issue. So far we've seen \$487,273 placed in various California markets.

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

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

**Bouvard: Reach Those Not Yet Ready To Buy With Ads That Create Future Demand.**

Inside Radio (Westwood One) August 30, 2022

[https://www.insideradio.com/free/bouvard-reach-those-not-yet-ready-to-buy-with-ads-that-create-future-demand/article\\_500c83aa-2831-11ed-8150-b72e4e898d9f.html](https://www.insideradio.com/free/bouvard-reach-those-not-yet-ready-to-buy-with-ads-that-create-future-demand/article_500c83aa-2831-11ed-8150-b72e4e898d9f.html)

### **'The Definition Of Radio Has Changed,' RAB's Erica Farber Tells Ad Community.**

Inside Radio (RAB) August 29, 2022

[https://www.insideradio.com/free/the-definition-of-radio-has-changed-rab-s-erica-farber-tells-ad-community/article\\_a7f42fd8-2768-11ed-ad99-d7ce2236b348.html](https://www.insideradio.com/free/the-definition-of-radio-has-changed-rab-s-erica-farber-tells-ad-community/article_a7f42fd8-2768-11ed-ad99-d7ce2236b348.html)

### **6 Ways To Get More Revenue From Existing Customers**

Radio Ink (Loyd Ford) August 29, 2022

<https://radioink.com/2022/08/29/6-ways-to-get-more-revenue-from-existing-customers/>

### **Competitive Info: More Than Half Of Visual Ads Get Less Than One Second Of Attention.**

Inside Radio August 29, 2022

[https://www.insideradio.com/free/competitive-info-more-than-half-of-visual-ads-get-less-than-one-second-of-attention/article\\_0edb716c-2768-11ed-86a1-cbbdd369594b.html](https://www.insideradio.com/free/competitive-info-more-than-half-of-visual-ads-get-less-than-one-second-of-attention/article_0edb716c-2768-11ed-86a1-cbbdd369594b.html)

### **Align Sales Outreach Tools With What Buyers Want**

SalesFuel August 27, 2022

<https://salesfuel.com/align-sales-outreach-tools-with-what-buyers-want/>

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

### **Score Big with Radio**

RAB Radio Matters Blog August 31, 2022

[http://radiomatters.org/index.php/2022/08/30/score-big-with-radio/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=c8d4f18365-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-c8d4f18365-500551657](http://radiomatters.org/index.php/2022/08/30/score-big-with-radio/?utm_source=Radio%20Matters%20Blog&utm_campaign=c8d4f18365-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-c8d4f18365-500551657)

### **HBO Tunes In Radio To Jumpstart Official Game of Thrones Podcast.**

Inside Radio August 30, 2022

[https://www.insideradio.com/free/hbo-tunes-in-radio-to-jumpstart-official-game-of-thrones-podcast/article\\_18e7db9a-2831-11ed-a737-af6210b6a83b.html](https://www.insideradio.com/free/hbo-tunes-in-radio-to-jumpstart-official-game-of-thrones-podcast/article_18e7db9a-2831-11ed-a737-af6210b6a83b.html)

### **Consumer confidence rises for first time in four months**

Chain Store Age August 30, 2022

[https://chainstoreage.com/consumer-confidence-rises-first-time-four-months?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/consumer-confidence-rises-first-time-four-months?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=8319H4585489H7M)

### **Survey: Consumers ready to celebrate Labor Day**

Chain Store Age August 30, 2022

[https://chainstoreage.com/survey-consumers-ready-celebrate-labor-day?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/survey-consumers-ready-celebrate-labor-day?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=8319H4585489H7M)

## **US Digital Ad Spending by Industry 2022**

### **Modest Growth Across the Board as Spending Patterns Converge**

eMarketer August 29, 2022

<https://www.insiderintelligence.com/content/us-digital-ad-spending-by-industry-2022>

## **Sell Out Your Weekend Inventory**

Radio Ink (Marc Greenspan) August 29, 2022

<https://radioink.com/2022/08/29/sell-out-your-weekend-inventory/>

## **Do You Mind If I...Take Notes?**

Radio Ink (Rick Fink) August 29, 2022

[https://radioink.com/2022/08/29/do-you-mind-if-i-take-notes/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/08/29/do-you-mind-if-i-take-notes/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## **Progressive Rocks With Radio Spots**

Radio+Television Business Report August 29, 2022

<https://www.rbr.com/mm-spot-10-r-082922/>

## **Why Overconfidence Doesn't Lead to Great Sales**

SalesFuel August 27, 2022

<https://salesfuel.com/why-overconfidence-doesnt-lead-to-great-sales/>

## **Shifting Buying Groups Challenge Your Sales Discovery Process**

SalesFuel August 27, 2022

<https://salesfuel.com/shifting-buying-groups-challenge-your-sales-discovery-process/>

## **Eight Ways to Use Note Cards During a Presentation**

Radio+Television Business Report August 26, 2022

<https://www.rbr.com/eight-ways-to-use-note-cards-during-a-presentation/>

## **Expect holiday shoppers to shop earlier, look for deals more than ever this year**

Chain Store Age August 26, 2022

[https://chainstoreage.com/expect-holiday-shoppers-shop-earlier-look-deals-more-ever-year?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/expect-holiday-shoppers-shop-earlier-look-deals-more-ever-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

## **In Recession, 'Invest Or Cut Marketing Spend?' Is The Wrong Question**

MediaPost August 25, 2022

[https://www.mediapost.com/publications/article/377016/in-recession-invest-or-cut-marketing-spend-is.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=127413&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/377016/in-recession-invest-or-cut-marketing-spend-is.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127413&hashid=nPO6kNh8ToCb2_NBH4Mycg)

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Kagan Forecasts 5% Revenue Growth For Radio In 2022.**

Inside Radio (S&P Global) August 31, 2022

[https://www.insideradio.com/free/kagan-forecasts-5-revenue-growth-for-radio-in-2022/article\\_0a0190fa-2901-11ed-8b2c-c30b0f3e8b79.html](https://www.insideradio.com/free/kagan-forecasts-5-revenue-growth-for-radio-in-2022/article_0a0190fa-2901-11ed-8b2c-c30b0f3e8b79.html)

**ATTACHMENT: [S&P Radio/TV Station Annual Outlook 2022](#)**

**North America Digital Advertising Market to Grow by 8.05% Annually Through 2031**

- ResearchAndMarkets.com

AcroFan August 29, 2022

<https://us.acrofan.com/detail.php?number=714740>

**The Wrong Sales Structure Compromises Performance**

The Center For Sales Strategy (Stephanie Downs) August 30, 2022

[https://blog.thecenterforsalesstrategy.com/the-wrong-sales-structure-compromises-performance?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=224402867&\\_hsenc=p2ANqtz-8vd5GPIhrad3F3rLhc9DMjq\\_U7CluAUTrX95Mey26-EJrTU4OPydCUjpioR4Jrk93EKJRBcx\\_H2fZKgDPla8wxrFmWog&utm\\_content=224402867&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-wrong-sales-structure-compromises-performance?utm_campaign=subscriber&utm_medium=email&_hsmi=224402867&_hsenc=p2ANqtz-8vd5GPIhrad3F3rLhc9DMjq_U7CluAUTrX95Mey26-EJrTU4OPydCUjpioR4Jrk93EKJRBcx_H2fZKgDPla8wxrFmWog&utm_content=224402867&utm_source=hs_email)

**Episode 79: iHeart Bob Pittman Offers His Vision for Radio in 2032** (23 minute podcast)

Borrell Podcasts August 29, 2022

<https://local-marketing-trends.simplecast.com/episodes/episode-79-iheart-bob-pittman-offers-his-vision-for-radio-in-2032>

**How to Keep Your Sales Team Happy and Productive**

The Center For Sales Strategy (Matt Sunshine) on August 29, 2022

[https://blog.thecenterforsalesstrategy.com/how-to-keep-your-sales-team-happy-and-productive?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=224264370&\\_hsenc=p2ANqtz-E5w6jLLoboqzbztIp9I8clfmv0fubJj3i9bwlQ2H6o8SuRwtk3Tgoq\\_9L\\_6xzYyT8kTHTSBSw2B-JlLorGtvoaJTQeQ&utm\\_content=224264370&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-keep-your-sales-team-happy-and-productive?utm_campaign=subscriber&utm_medium=email&_hsmi=224264370&_hsenc=p2ANqtz-E5w6jLLoboqzbztIp9I8clfmv0fubJj3i9bwlQ2H6o8SuRwtk3Tgoq_9L_6xzYyT8kTHTSBSw2B-JlLorGtvoaJTQeQ&utm_content=224264370&utm_source=hs_email)

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

**California Passes Bill Restricting Data Collection From Minors**

MediaPost August 30, 2022

[https://www.mediapost.com/publications/article/377154/california-lawmakers-pass-bill-restricting-data-co.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127443&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/377154/california-lawmakers-pass-bill-restricting-data-co.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127443&hashid=XOWE7PwT4-lekA7MLbhQg)

### **Next-Gen Reporting and Analytics for Live Streams and Podcasts Arrives**

Radio+Television Business Report August 30, 2022

<https://www.rbr.com/next-gen-reporting-and-analytics-for-live-streams-and-podcasts-arrives/>

### **Radio Hits Milestone In Congressional Effort To Block Performance Royalty On Airplay.**

Inside Radio (NAB) August 29, 2022

[https://www.insideradio.com/free/radio-hits-milestone-in-congressional-effort-to-block-performance-royalty-on-airplay/article\\_07072504-27a3-11ed-bc81-d7c0dd53f60f.html](https://www.insideradio.com/free/radio-hits-milestone-in-congressional-effort-to-block-performance-royalty-on-airplay/article_07072504-27a3-11ed-bc81-d7c0dd53f60f.html)

### **Music Industry Vows To Fight On After Broadcasters Hit Milestone In Battle Against Royalty.**

Inside Radio August 30, 2022

[https://www.insideradio.com/free/music-industry-vows-to-fight-on-after-broadcasters-hit-milestone-in-battle-against-royalty/article\\_33071d4c-2831-11ed-9d81-b76ea9856e28.html](https://www.insideradio.com/free/music-industry-vows-to-fight-on-after-broadcasters-hit-milestone-in-battle-against-royalty/article_33071d4c-2831-11ed-9d81-b76ea9856e28.html)

### **THE ACCOUNTABILITY MYTH**

Root Inc. August 29, 2022

<https://www.rootinc.com/the-accountability-myth/>

### **5 Takeaways From Podcast Movement 2022**

Jacobs Media Strategies (Seth Resler) August 29, 2022

[https://jacobsmedia.com/5-takeaways-from-podcast-movement-2022/?utm\\_source=Jacobs+Media+Strategies+Blog&utm\\_campaign=c5b31c518d-CTD\\_EmailOnly&utm\\_medium=email&utm\\_term=0\\_5007ff924d-c5b31c518d-179898762](https://jacobsmedia.com/5-takeaways-from-podcast-movement-2022/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=c5b31c518d-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-c5b31c518d-179898762)

### **Where's Podcasting's Revenue Growth Coming From? Look To The Long Tail.**

Inside Radio (Signal Hill Insights/Triton Digital) August 29, 2022

[https://www.insideradio.com/podcastnewsdaily/where-s-podcasting-s-revenue-growth-coming-from-look-to-the-long-tail/article\\_5da4ca54-27be-11ed-8e28-9b3fa17dabdc.html](https://www.insideradio.com/podcastnewsdaily/where-s-podcasting-s-revenue-growth-coming-from-look-to-the-long-tail/article_5da4ca54-27be-11ed-8e28-9b3fa17dabdc.html)

### **SiriusXM's Latest Ad Campaign Drops**

Radio+Television Business Report August 29, 2022

<https://www.rbr.com/siriusxms-latest-ad-campaign-drops/>

### **Apple CarPlay Update Worries Automakers About Data Control.**

Inside Radio August 29, 2022

[https://www.insideradio.com/free/apple-carplay-update-worries-automakers-about-data-control/article\\_8737c994-2768-11ed-afc2-6ff67f82a0fb.html](https://www.insideradio.com/free/apple-carplay-update-worries-automakers-about-data-control/article_8737c994-2768-11ed-afc2-6ff67f82a0fb.html)

### **Congress should protect the public airwaves from ZoneCasting**

The Hill August 29, 2022

<https://thehill.com/opinion/congress-blog/3620149-congress-should-protect-the-public-airwaves-from-zonecasting/>

### **Nielsen: 'Big Data' Not Ready To Transact.**

Inside Radio August 26, 2022

[https://www.insideradio.com/free/nielsen-big-data-not-ready-to-transact/article\\_841063a0-2553-11ed-abad-fb2a44b687e8.html](https://www.insideradio.com/free/nielsen-big-data-not-ready-to-transact/article_841063a0-2553-11ed-abad-fb2a44b687e8.html)

### **Listen Up: Twitter Adds Podcasts - Do Audio Ads Come Next?**

MediaPost august 26, 2022

[https://www.mediapost.com/publications/article/377054/listen-up-twitter-adds-podcasts-do-audio-ads-co.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127409&hashid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/377054/listen-up-twitter-adds-podcasts-do-audio-ads-co.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127409&hashid=CKfKjD-IQuCPkoXp87oXHg)

### **Apple faces growing likelihood of DOJ antitrust suit**

An antitrust lawsuit against Apple would be a dramatic escalation in the administration's battle against the tech giants.

Politico August 26, 2022

<https://www.politico.com/news/2022/08/26/justice-department-antitrust-apple-00053939>

### **GroupM Warns Of Slowdown By 'Digital Endemic' Advertisers**

MediaPost August 26, 2022

[https://www.mediapost.com/publications/article/377053/groupm-warns-of-slowdown-by-digital-endemic-adve.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=127410&hasid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/377053/groupm-warns-of-slowdown-by-digital-endemic-adve.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127410&hasid=Xbl3-p0DS1exdHSa15Xu_g)

### **Online Gambling Companies Looking to Become Profitable**

BIA Advisory Services August 25, 2022

<http://blog.biakelsey.com/index.php/2022/08/25/online-gambling-companies-looking-to-become-profitable/>

### **HOW PROGRAMMATIC AUDIO DELIVERS TRANSPARENCY AND BRAND SAFETY**

Ad Age August 25, 2022

<https://adage.com/article/media/why-programmatic-audio-advances-ad-buying-experience/2426981>

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

**Here are the audience trends for our PPM markets for August Week 4 (August 11 - August 17, 2022) and for August Full Month. Steady performance through summer and with Labor Day this weekend and schools back in session we should see a return to normal listening patterns as we move into September/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 Monthly - 598,700

Aug Week 1 - 590,300  
Aug Week 2 - 596,000  
Aug Week 3 - 590,400  
Aug Week 4 - 618,200

**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 Monthly - 9,994,500

Aug Week 1 - 10,152,200  
Aug Week 2 - 9,880,000  
Aug Week 3 - 10,035,100  
Aug Week 4 - 9,910,800

**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 Monthly - 115,100

Aug Week 1 - 114,800  
Aug Week 2 - 114,200  
Aug Week 3 - 116,900  
Aug Week 4 - 114,700

**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 Monthly - 1,882,900

Aug Week 1 - 1,827,700  
Aug Week 2 - 1,917,800  
Aug Week 3 - 1,890,100  
Aug Week 4 - 1,896,000

**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 Monthly - 116,400

Aug Week 1 - 118,100  
Aug Week 2 - 115,600  
Aug Week 3 - 114,000  
Aug Week 4 - 117,900

**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 Monthly - 2,394,500

Aug Week 1 - 2,432,200  
Aug Week 2 - 2,442,200  
Aug Week 3 - 2,335,500  
Aug Week 4 - 2,367,900

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