

**SEPTEMBER 7, 2022**

I hope you all had a fun and restful Labor Day Holiday weekend. Because of the holiday this week's Roundup is a bit abbreviated but it is still chock-full of very important information in all categories. And in the post Labor Day environment the Political category will really heat up as we head into the homestretch for the final 9 weeks of campaign spending before the election.

So let's jump into it and embrace some important learning in our pursuit of excellence...

**"The key to pursuing excellence is to embrace an organic, long-term learning process, and not to live in a shell of static, safe mediocrity. Usually, growth comes at the expense of previous comfort or safety."**

— Josh Waitzkin

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

#### **Live Reads Work For Brands On Podcasts. Study Says Same Is True For Politicians.**

Inside Radio (Veritonic Audio Score) September 7, 2022

[https://www.insideradio.com/podcastnewsdaily/live-reads-work-for-brands-on-podcasts-study-says-same-is-true-for-politicians/article\\_fdf2136a-2ec9-11ed-83aa-a7c3185306bc.html](https://www.insideradio.com/podcastnewsdaily/live-reads-work-for-brands-on-podcasts-study-says-same-is-true-for-politicians/article_fdf2136a-2ec9-11ed-83aa-a7c3185306bc.html)

More on this study:

#### **Study: Candidates Should Do More Than 'Approve This Message.'**

Inside Radio (Westwood One/Veritonic) September 7, 2022

[https://www.insideradio.com/free/study-candidates-should-do-more-than-approve-this-message/article\\_28f5dbc0-2e78-11ed-9775-130ed331c98b.html](https://www.insideradio.com/free/study-candidates-should-do-more-than-approve-this-message/article_28f5dbc0-2e78-11ed-9775-130ed331c98b.html)

#### **Study: Local Radio Performs for Political Candidates**

RADIO ONLINE Tuesday, September 6, 2022

<https://news.radio-online.com/articles/b17190/Study-Local-Radio-Performs-for-Political-Candidates>

#### **American voters deluged by ads in fight to control Congress, future elections**

Reuters September 6, 2022

<https://www.reuters.com/world/us/american-voters-deluged-by-ads-fight-control-congress-future-elections-2022-09-06/>

#### **The Power Of The Mom Vote In 2022**

MediaPost September 1, 2022

[https://www.mediapost.com/publications/article/377227/the-power-of-the-mom-vote-in-2022.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127496&h\\_ashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/377227/the-power-of-the-mom-vote-in-2022.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127496&h_ashid=nPO6kNh8ToCb2_NBH4Mycg)

#### **Explaining The California Sports Betting Ballot Battle**

Legal Sports Betting August 12, 2022

<https://www.legalsportsbetting.com/news/explaining-the-california-sports-betting-ballot-battle-08-12-2022/>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**August Car Sales Rebound By Double Digits At Ford, Hyundai and Kia.**

Inside Radio (Automotive News) September 6, 2022

[https://www.insideradio.com/free/august-car-sales-rebound-by-double-digits-at-ford-hyundai-and-kia/article\\_83ecd130-2da8-11ed-95a6-6b68fc02e15d.html](https://www.insideradio.com/free/august-car-sales-rebound-by-double-digits-at-ford-hyundai-and-kia/article_83ecd130-2da8-11ed-95a6-6b68fc02e15d.html)

**THE ART OF LISTENING**

The People Development Magazine September 5, 2022

<https://peopledevelopmentmagazine.com/2022/09/05/art-of-listening/>

**Four Phone Sales Training Tips to Refresh Your Strategy**

SalesFuel September 3, 2022

<https://salesfuel.com/41138-2/>

**BUYERS ARE NEARLY 70% THROUGH THEIR BUYERS JOURNEY BEFORE CONTACTING SALES: WHY SHOULD YOU CARE?**

LeadG2 August 31, 2022

[https://leadg2.thecenterforsalesstrategy.com/blog/b2b-buyers-search-online-before-purchasing-why-you-should-care?utm\\_medium=email&hsmi=224774700&hsenc=p2ANqtz-9QWE9GLU1GwxSfU2TEHIIWhUF0tQ3u563PzM8QJoqg6l2qwDa6d1oQ2u5B2TVtm9Zok6DpXnWk5v4anv6d\\_znMZYW4w&utm\\_content=224774700&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/b2b-buyers-search-online-before-purchasing-why-you-should-care?utm_medium=email&hsmi=224774700&hsenc=p2ANqtz-9QWE9GLU1GwxSfU2TEHIIWhUF0tQ3u563PzM8QJoqg6l2qwDa6d1oQ2u5B2TVtm9Zok6DpXnWk5v4anv6d_znMZYW4w&utm_content=224774700&utm_source=hs_email)

**Define Your Ideal Customer -- Or Be Magnetic To No One**

MediaPost September 1, 2022

[https://www.mediapost.com/publications/article/377252/define-your-ideal-customer-or-be-magnetic-to-no.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127496&hashid=nPOGkNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/377252/define-your-ideal-customer-or-be-magnetic-to-no.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127496&hashid=nPOGkNh8ToCb2_NBH4Mycg)

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

**Labor Day Weekend Put Retailers In Radio's Primetime.**

Inside Radio (Media Monitors) September 7, 2022

[https://www.insideradio.com/free/labor-day-weekend-put-retailers-in-radio-s-primetime/article\\_57c58802-2e77-11ed-9138-3f824c6a4915.html](https://www.insideradio.com/free/labor-day-weekend-put-retailers-in-radio-s-primetime/article_57c58802-2e77-11ed-9138-3f824c6a4915.html)

### **Radio's Gift to Retailers Is Prime 2022 Holiday Shoppers.**

Inside Radio (The Media Audit) September 1, 2022

[https://www.insideradio.com/free/radio-s-gift-to-retailers-is-prime-2022-holiday-shoppers/article\\_857fb5e0-29c4-11ed-82bc-8304b5291663.html](https://www.insideradio.com/free/radio-s-gift-to-retailers-is-prime-2022-holiday-shoppers/article_857fb5e0-29c4-11ed-82bc-8304b5291663.html)

### **Survey: Despite inflation, holiday shopping intent looks strong**

Chain Store Age September 6, 2022

[https://chainstoreage.com/survey-despite-inflation-holiday-shopping-intent-looks-strong?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/survey-despite-inflation-holiday-shopping-intent-looks-strong?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

### **How Retailers Are Preparing to Stand Out on Black Friday**

StreetFight September 6, 2022

[https://streetfightmag.com/2022/09/06/how-retailers-are-preparing-to-stand-out-on-black-friday/?utm\\_source=Street+Fight+List&utm\\_campaign=db5541e54f-EMAIL\\_CAMPAIGN\\_11\\_9\\_2021\\_21\\_21\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_c0d1b13c61-db5541e54f-381603370&mc\\_cid=db5541e54f&mc\\_eid=281a8bbec8](https://streetfightmag.com/2022/09/06/how-retailers-are-preparing-to-stand-out-on-black-friday/?utm_source=Street+Fight+List&utm_campaign=db5541e54f-EMAIL_CAMPAIGN_11_9_2021_21_21_COPY_01&utm_medium=email&utm_term=0_c0d1b13c61-db5541e54f-381603370&mc_cid=db5541e54f&mc_eid=281a8bbec8)

### **Resiliency Is the Best Currency for Agencies During a Recession**

**Now is not the time to stop investing in talent and pushing out big ideas to clients**

ADWEEK August 31, 2022

<https://www.adweek.com/agencies/resiliency-is-the-best-currency-for-agencies-during-a-recession/>

### **Sales Job Pressure? Look Beyond Sales For Relief**

SalesFuel September 3, 2022

<https://salesfuel.com/sales-job-pressure-look-beyond-sales-for-relief/>

### **Does Your LinkedIn Summary Show Competitive Selling Skills?**

SalesFuel September 3, 2022

<https://salesfuel.com/does-your-linkedin-summary-show-competitive-selling-skills/>

### **After two wild years, most industries return to lower growth and stable ad spend**

eMarketer September 2, 2022

<https://www.insiderintelligence.com/content/after-two-wild-years-most-industries-return-lower-growth-stable-ad-spend>

### **2022 Holiday and Festive Season Commerce Trends: 5 Predictions**

Criteo September 1, 2022

<https://www.criteo.com/blog/2022-holiday-shopping-predictions/>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**MoffettNathanson Flips The Script On Radio, Now Calling For 3% Revenue Gain.**

Inside Radio September 7, 2022

[https://www.insideradio.com/free/moffettnathanson-flips-the-script-on-radio-now-calling-for-3-revenue-gain/article\\_801fb074-2e78-11ed-ab52-6fb801262f00.html](https://www.insideradio.com/free/moffettnathanson-flips-the-script-on-radio-now-calling-for-3-revenue-gain/article_801fb074-2e78-11ed-ab52-6fb801262f00.html)

**S&P: Radio Station Revenue \$12.32B in 2022**

**For radio, "The recovery is expected to be short-lived and partial"**

RadioWorld August 31, 2022

[https://www.radioworld.com/news-and-business/programming-and-sales/sp-radio-station-revenue-to-hit-12-32b-in-2022?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=B5866554-94C5-4DAF-A3AE-B9ACA646D789&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.radioworld.com/news-and-business/programming-and-sales/sp-radio-station-revenue-to-hit-12-32b-in-2022?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=B5866554-94C5-4DAF-A3AE-B9ACA646D789&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

**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\\_medium=email&\\_hsmi=224774700&\\_hsenc=p2ANqtz-Zs09AoCcXfluI9I3OgawcJmeOesiiU6wMc-tQLDKnDtPE19Gk\\_cseygpl1yc7GHWnwoMViJBM5LbYodGTF9hK5zuFNA&utm\\_content=224774700&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-wrong-sales-structure-compromises-performance?utm_medium=email&_hsmi=224774700&_hsenc=p2ANqtz-Zs09AoCcXfluI9I3OgawcJmeOesiiU6wMc-tQLDKnDtPE19Gk_cseygpl1yc7GHWnwoMViJBM5LbYodGTF9hK5zuFNA&utm_content=224774700&utm_source=hs_email)

**How Companies Are Successfully Filling Their Talent Banks**

The Center For Sales Strategy (Susan McCullin) September 6, 2022

[https://blog.thecenterforsalesstrategy.com/how-companies-are-successfully-filling-their-talent-banks?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=225125172&\\_hsenc=p2ANqtz-3gO4GwcpebK9ZuJFNQb1B8koa\\_mMxWeLohp-XW0WErO8-9ISsudVj6bLiL-qBTJDL1wnZUdTt3raWtWabPBmxU-9eOg&utm\\_content=225125172&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-companies-are-successfully-filling-their-talent-banks?utm_campaign=subscriber&utm_medium=email&_hsmi=225125172&_hsenc=p2ANqtz-3gO4GwcpebK9ZuJFNQb1B8koa_mMxWeLohp-XW0WErO8-9ISsudVj6bLiL-qBTJDL1wnZUdTt3raWtWabPBmxU-9eOg&utm_content=225125172&utm_source=hs_email)

**Are You Too Close To Your Team?**

Radio Ink (Alec Drake) September 6, 2022

[https://radioink.com/2022/09/06/are-you-too-close-to-your-team/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/06/are-you-too-close-to-your-team/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

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

**Effort To Help Broadcasters Negotiate With Big Tech Slammed By Advocacy Groups.**

Inside Radio September 7, 2022

[https://www.insideradio.com/free/effort-to-help-broadcasters-negotiate-with-big-tech-slammed-by-advocacy-groups/article\\_08500490-2e78-11ed-a711-8b62c3fe3100.html](https://www.insideradio.com/free/effort-to-help-broadcasters-negotiate-with-big-tech-slammed-by-advocacy-groups/article_08500490-2e78-11ed-a711-8b62c3fe3100.html)

### **Apple is gaining on Facebook and Google in online ads after iOS privacy change, report shows**

CNBC September 6, 2022

<https://www.cnbc.com/2022/09/06/apple-is-gaining-on-facebook-and-google-in-online-ads-after-ios-change.html>

### **Recruiting Millennial Sellers For 2023**

Radio Ink (Loyd Ford) September 6, 2022

<https://radioink.com/2022/09/06/recruiting-millennial-sellers-for-2023/>

### **The Greying Of Radio**

Jacobs Media Strategies (Fred Jacobs) September 6, 2022

<https://jacobsmedia.com/the-greying-of-radio/>

### **Kurtis Conner's Defense of Radio**

Coleman Insights (Jay Nachlis) September 6, 2022

<https://colemaninsights.com/coleman-insights-blog/kurtis-conners-defense-of-radio>

### **4 Digital Advertising Predictions You Need to Keep Your Eyes On**

Entrepreneur September 5, 2022

<https://www.entrepreneur.com/growing-a-business/4-digital-advertising-predictions-for-the-next-year/433974>

### **Radio's FCC Fees Go Up, Though Less Than Expected**

NAB welcomes FCC's plans to discuss fee methodology in an NOI

RadioWorld September 2, 2022

[https://www.radioworld.com/news-and-business/headlines/radios-fcc-fees-go-up-though-less-than-expected?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=EC9B00C7-4FC7-4F5B-AE3B-915D7F327B0C&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.radioworld.com/news-and-business/headlines/radios-fcc-fees-go-up-though-less-than-expected?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=EC9B00C7-4FC7-4F5B-AE3B-915D7F327B0C&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

### **Nielsen Shareholders Approve \$16 Billion Sale to Private Equity**

Broadcasting & Cable September 1, 2022

[https://www.nexttv.com/news/nielsen-shareholders-approve-dollar16-billion-sale-to-private-equity?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=AC173D84-1C4B-46A5-BA75-85FEEE4E7444&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.nexttv.com/news/nielsen-shareholders-approve-dollar16-billion-sale-to-private-equity?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=AC173D84-1C4B-46A5-BA75-85FEEE4E7444&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

### **This Fall And Winter Will Define The Future Of TV -- And Maybe Your Job**

MediaPost September 1, 2022

<https://www.mediapost.com/publications/article/377225/this-fall-and-winter-will-define-the-future-of-tv.html>

### **The FTC should keep Google out of cars, a privacy group argues**

Fight for the Future says Big Tech's privacy record should prompt the agency to issue rules that keep the companies from taking over automotive consoles.

Protocol August 31, 2022

<https://www.protocol.com/policy/tech-auto-privacy-ftc-petition>

### **BIA: Operators May Spend \$1.8B on Ads in 2022**

Gambling News August 30, 2022

<https://www.gamblingnews.com/news/bia-operators-may-spend-1-8b-on-ads-in-2022/>

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for September Week 1 (August 18 - August 24, 2022). Now that school is back in session we already see some cume growth and lift in AQH/PUMM overall.

#### 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

Sep Week 1 - 619,300

##### **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 Monthly - 9,994,500

Sep Week 1 - 10,279,500

#### 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

Sep Week 1 - 119,300

**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

Sep Week 1 - 1,922,300

**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

Sep Week 1 - 120,400

**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  
Aug Monthly - 2,394,500

Sep Week 1 - 2,380,000

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Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031