

**SEPTEMBER 14, 2022**

I want to start off this week's installment with a great quote from Aircall CEO and co-founder, Olivier Pailhes, from a CMO magazine interview this month. Aircall provides cloud-based phone systems and contact centre solutions and in the interview Pailhes comments on why his company has invested in a comprehensive audio branding strategy:

"The strategic use of sound can play an equally pivotal role in positively differentiating a product or service, enhancing recall, creating preference, building trust and perhaps most importantly, increasing sales and marketing ROI," he commented. "Investing only in visual branding is like competing with one hand tied behind your back, weakening your efforts. Cognitive studies show that relevant sounds and musical cues can truly have a powerful impact on brand perception and preference.

"The ability of a sound to spark a reaction is essential to create an emotional link with the brand: Sonic branding allows you to stand out in a competitive market. It gives a brand a stronger and unique personality, helping to capture the audiences' interest. There must be an element of surprise that helps differentiate from the competition."

If you would like to read the full article I have denoted it with an asterisk in the sales section below.

Now on to this week's curated lists of resources and articles to help you succeed. There's always more to learn in order to grow so keep pushing....

**"The most successful people in life are the ones who ask questions. They're always learning. They're always growing. They're always pushing."**

— Robert Kiyosaki

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

In the articles below you will read that Radio's revenue from political advertising this year will see good growth. That's the good news but the not so good news is that Radio's share or total ad spending still lags far behind most other media. It just emphasizes that our work is far from done and we need to press hard to communicate Radio's value in reaching dependable votes and earn a larger share. So clients already see this value, like Sheri Sadler at Sadler Strategic Media who continues to invest a good share of her client's advertising budgets in Radio schedules as she again demonstrated in the past week with the most recent buys for the Yes on 27 campaign.

Also, Pierre Bouvard, Chief Insights Officer at Westwood One/Cumulus, has provided us with a copy of their political advertising deck entitled **Reach voters with AM/FM radio** I think you will find it a good compliment to our **10% Solution** presentation.

### **Analysis Finds 'Issues' Ads Approaching Two-Thirds Of Political Ad Spending**

MediaPost Television September 13, 2022

[https://www.mediapost.com/publications/article/377719/analysis-finds-issues-ads-approaching-two-thirds.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=127596&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/377719/analysis-finds-issues-ads-approaching-two-thirds.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127596&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **Radio Expected To Pull In \$428 Million In BIA Political Forecast.**

BIA September 10, 2022

[https://www.insideradio.com/free/radio-expected-to-pull-in-428-million-in-bia-political-forecast/article\\_7c9eaed0-300f-11ed-800b-4b7caab516f9.html](https://www.insideradio.com/free/radio-expected-to-pull-in-428-million-in-bia-political-forecast/article_7c9eaed0-300f-11ed-800b-4b7caab516f9.html)

### **Reach voters with AM/FM radio**

AudioActive Group (Pierre Bouvard) Westwood One/Cumulus

**ATTACHMENT:** [AMFM Radio Delivers Voters](#)

### **Broadcast TV, Digital Far Outpace Radio for Political Dollars**

Radio+Television Business Report (BIA) September 9, 2022

<https://www.rbr.com/broadcast-tv-digital-get-the-biggest-chuck-of-political-dollars/>

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

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

### **Proven Sales Process in a Softer Economy**

The Center for Sales Strategy September 13, 2022

[https://blog.thecenterforsalesstrategy.com/proven-sales-process-in-a-softer-economy?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=225872994&\\_hsenc=p2ANqtz--WgbzcyfZ5lyyvkb2akGYV8f1atH1fp5ANqJQuIpg-7mYDIM5iEOLXiUrjT576b8gwwkxEEU5LJouuL4Jzc6NQ2CMnQ&utm\\_content=225872994&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/proven-sales-process-in-a-softer-economy?utm_campaign=subscriber&utm_medium=email&_hsmt=225872994&_hsenc=p2ANqtz--WgbzcyfZ5lyyvkb2akGYV8f1atH1fp5ANqJQuIpg-7mYDIM5iEOLXiUrjT576b8gwwkxEEU5LJouuL4Jzc6NQ2CMnQ&utm_content=225872994&utm_source=hs_email)

### **Negotiations and Symbolic Disputes: When Negotiations Stall, It's Time To Go Deeper.**

Ed Batista Executive Coaching September 9, 2022

<https://www.edbatista.com/2022/09/negotiations-and-symbolic-disputes.html>

### **Don't Let Advertisers Define You & Your Station**

Radio Ink (Marc Greenspan) September 12, 2022

<https://radioink.com/2022/09/12/dont-let-advertisers-define-you-your-station/>

### **RAB: Radio's Best Ads Require 'More Imagination Than Almost Any Other Medium.'**

Inside Radio September 12, 2022

[https://www.insideradio.com/free/rab-radios-best-ads-require-more-imagination-than-almost-any-other-medium/article\\_98d0a608-326c-11ed-9b8f-8361cf0d7f70.html](https://www.insideradio.com/free/rab-radios-best-ads-require-more-imagination-than-almost-any-other-medium/article_98d0a608-326c-11ed-9b8f-8361cf0d7f70.html)

### **How Misleading Content Impacts Brand Perception, Favorability And Trust: IAS Report**

MediaPost September 7, 2022

<https://www.mediapost.com/publications/article/377456/how-misleading-content-impacts-brand-perception-f.html>

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

**Nielsen Adds Healthcare, Auto, Marketing Tech To Advanced Audiences Portfolio.**

Inside Radio September 14, 2022

[https://www.insideradio.com/free/nielsen-adds-healthcare-auto-marketing-tech-to-advanced-audiences-portfolio/article\\_76133336-33fe-11ed-acd4-432817ae636f.html](https://www.insideradio.com/free/nielsen-adds-healthcare-auto-marketing-tech-to-advanced-audiences-portfolio/article_76133336-33fe-11ed-acd4-432817ae636f.html)

**Will Holidays Humbug? Deloitte Predicts Gains Of 4% To 6%**

MediaPost Marketing September 13, 2022

<https://www.mediapost.com/publications/article/377660/will-holidays-humbug-deloitte-predicts-gains-of-4.html>

**Podcasts' 'Superior Engagement' Level Means All Ad Formats Perform Well With Listeners.**

Inside Radio (Sounds Profitable/Edison Research) September 13, 2022

[https://www.insideradio.com/podcastnewsdaily/podcasts-superior-engagement-level-means-all-ad-formats-perform-well-with-listeners/article\\_30fce338-3385-11ed-8c3a-7f5073c0d333.html](https://www.insideradio.com/podcastnewsdaily/podcasts-superior-engagement-level-means-all-ad-formats-perform-well-with-listeners/article_30fce338-3385-11ed-8c3a-7f5073c0d333.html)

**\*Building a B2B brand through sonic identity**

CMO September 12, 2022

<https://www.cmo.com.au/article/701428/building-b2b-brand-through-sonic-identity/>

**No Debate Necessary: All Podcast Ad Formats Are Extraordinarily Effective; Excessive Frequency Is Still Negatively Impacting Conversions And Sales**

Westwood One ( Pierre Bouvard) September 12, 2022

<https://westwoodone.com/blog/2022/09/12/no-debate-necessary-all-podcast-ad-formats-are-extraordinarily-effective-excessive-frequency-is-still-negatively-impacting-conversions-and-sales/>

**With Football Season In Full Swing, Sportsbooks Bet On Radio.**

Inside Radio (Media Monitors) September 13, 2022

[https://www.insideradio.com/free/with-football-season-in-full-swing-sportsbooks-bet-on-radio/article\\_7d1e519e-332a-11ed-8bdd-c71b7101048c.html](https://www.insideradio.com/free/with-football-season-in-full-swing-sportsbooks-bet-on-radio/article_7d1e519e-332a-11ed-8bdd-c71b7101048c.html)

**New-Vehicle Prices Increase for Fifth Straight Month, Set Record Again in August.**

Kelly Blue Book September 13, 2022

<https://mediaroom.kbb.com/2022-09-12-New-Vehicle-Prices-Increase-for-Fifth-Straight-Month,-Set-Record-Again-in-August,-According-to-Kelley-Blue-Book>

**Burger King To Increase Ad Budget By \$120 Million Over Two Years.**

Inside Radio September 13, 2022

[https://www.insideradio.com/free/burger-king-to-increase-ad-budget-by-120-million-over-two-years/article\\_36ad7410-332a-11ed-ba5c-73cd5f1cf518.html](https://www.insideradio.com/free/burger-king-to-increase-ad-budget-by-120-million-over-two-years/article_36ad7410-332a-11ed-ba5c-73cd5f1cf518.html)

### **The holiday shopping season is starting earlier than ever**

eMarketer September 12, 2022

[https://www.insiderintelligence.com/content/holiday-shopping-season-starting-earlier-than-ever?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=Retail%20Daily%209.13.22&utm\\_term=RB&utm\\_content=Retail%20Daily%209.13.22](https://www.insiderintelligence.com/content/holiday-shopping-season-starting-earlier-than-ever?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%209.13.22&utm_term=RB&utm_content=Retail%20Daily%209.13.22)

### **How current trends in auto retail are impacting car dealership values — Alan Haig | Haig Partners**

CBT News September 12, 2022

<https://www.cbtnews.com/how-current-trends-in-auto-retail-are-impacting-car-dealership-values-alan-haig-haig-partners/>

### **Podtrac: Strong Gains In Reach And Downloads During August.**

Inside Radio September 12, 2022

[https://www.insideradio.com/free/podtrac-strong-gains-in-reach-and-downloads-during-august/article\\_7db42cd2-326c-11ed-8f34-a369933d370e.html](https://www.insideradio.com/free/podtrac-strong-gains-in-reach-and-downloads-during-august/article_7db42cd2-326c-11ed-8f34-a369933d370e.html)

### **Mastercard: Retail sales heat up in August, look good for holidays**

Chain Store Age September 12, 2022

[https://chainstoreage.com/mastercard-retail-sales-heat-august-look-good-holidays?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/mastercard-retail-sales-heat-august-look-good-holidays?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

### **How to Improve Active Listening Skills in the Workplace**

SalesFuel September 10, 2022

<https://salesfuel.com/how-to-improve-active-listening-skills-in-the-workplace/>

### **Personalize Each Pitch for Sales Success**

SalesFuel September 10, 2022

<https://salesfuel.com/personalize-each-pitch-for-sales-success/>

### **Media Inflation: Satellite Radio Prices Are Going Up.**

Inside Radio September 9, 2022

[https://www.insideradio.com/free/media-inflation-satellite-radio-prices-are-going-up/article\\_e70cfec6-300e-11ed-adb6-a396d7e19ecd.html](https://www.insideradio.com/free/media-inflation-satellite-radio-prices-are-going-up/article_e70cfec6-300e-11ed-adb6-a396d7e19ecd.html)

### **Wild Cards: Shoppers May Resort To Gift Cards To Counter Supply-Chain Issues And Inflation**

MediaPost September 9, 2022

[https://www.mediapost.com/publications/article/377594/wild-cards-shoppers-may-resort-to-gift-cards-to-c.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=127551&hashid=3ryQP86FTTiyUS5w5BYR2g](https://www.mediapost.com/publications/article/377594/wild-cards-shoppers-may-resort-to-gift-cards-to-c.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=127551&hashid=3ryQP86FTTiyUS5w5BYR2g)

### **No Relief From High New Car And Truck Prices; Subprime Loans Hit Hardest**

Forbes September 9, 2022

<https://www.forbes.com/sites/jimhenry/2022/09/09/no-relief-from-high-new-car-and-truck-prices-subprime-loans-hit-hardest/?sh=5d0812155526>

### **Time for Auto Makers to Rescue Radio**

Auto industry analyst Roger Lancot weighs in on the geo-targeting debate

Radio World September 9, 2022

[https://www.radioworld.com/columns-and-views/guest-commentaries/time-for-auto-makers-to-rescue-radio?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=E5919C18-4E69-4035-A3A0-0B1DECDA2BAC&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.radioworld.com/columns-and-views/guest-commentaries/time-for-auto-makers-to-rescue-radio?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=E5919C18-4E69-4035-A3A0-0B1DECDA2BAC&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

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

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

#### **This Year's Ad Downturn Is 'Pretty Mild,' iHeart's Pittman Tells Investor Conference.**

Inside Radio September 14, 2022

[https://www.insideradio.com/free/this-year-s-ad-downturn-is-pretty-mild-iheart-s-pittman-tells-investor-conference/article\\_ea2cc5ac-33fe-11ed-9226-e36e151c8790.html](https://www.insideradio.com/free/this-year-s-ad-downturn-is-pretty-mild-iheart-s-pittman-tells-investor-conference/article_ea2cc5ac-33fe-11ed-9226-e36e151c8790.html)

#### **Radio's Core Advertiser Base Remains Fairly Optimistic About Near-Term, Survey Finds.**

Inside Radio (PNC Economic Outlook) September 9, 2022

[https://www.insideradio.com/free/radio-s-core-advertiser-base-remains-fairly-optimistic-about-near-term-survey-finds/article\\_c5d76408-300e-11ed-8bb2-8345e5a9c51e.html](https://www.insideradio.com/free/radio-s-core-advertiser-base-remains-fairly-optimistic-about-near-term-survey-finds/article_c5d76408-300e-11ed-8bb2-8345e5a9c51e.html)

#### **IAB Report Predicts More 'Challenging' Digital Ad Business Ahead, Thanks To New Privacy Laws.**

Inside Radio September 13, 2022

[https://www.insideradio.com/podcastnewsdaily/iab-report-predicts-more-challenging-digital-ad-business-ahead-thanks-to-new-privacy-laws/article\\_7b104966-3384-11ed-8a82-67c3747761f7.html](https://www.insideradio.com/podcastnewsdaily/iab-report-predicts-more-challenging-digital-ad-business-ahead-thanks-to-new-privacy-laws/article_7b104966-3384-11ed-8a82-67c3747761f7.html)

#### **Fox Stations To Transact on Comscore Local TV Currency**

Radio+Television Business Report September 12, 2022

<https://www.rbr.com/fox-stations-to-transact-on-comscore-local-tv-currency/>

#### **9 Questions To Decide Which Seller To Hire**

Radio Ink (Loyd Ford) September 12, 2022

<https://radioink.com/2022/09/12/9-questions-to-decide-which-seller-to-hire/>

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

#### **Here's What You Need To Get Annual FCC Fee Reductions And Waivers.**

Inside Radio September 14, 2022

[https://www.insideradio.com/free/here-s-what-you-need-to-get-annual-fcc-fee-reductions-and-waivers/article\\_cd3b810e-33fe-11ed-b935-c7ffdcaef8f.html](https://www.insideradio.com/free/here-s-what-you-need-to-get-annual-fcc-fee-reductions-and-waivers/article_cd3b810e-33fe-11ed-b935-c7ffdcaef8f.html)

### **Don't Forget September 15 Deadline For Broadcasters to Assure That Buyers of Program Time Are Not Foreign Governments or Their Agents**

Broadcast Law Blog (David Oxenford) September 13, 2022

<https://www.broadcastlawblog.com/2022/09/articles/dont-forget-september-15-deadline-for-broadcasters-to-assure-that-buyers-of-program-time-are-not-foreign-governments-or-their-agents/>

### **Getting To The "Heart" Of Alexa**

Jacobs Media Strategies (Fred Jacobs) September 13, 2022

<https://jacobsmedia.com/getting-to-the-heart-of-alexa/>

### **IAB: More Than Half Of Ad Data Signals Already Lost, Warns Legislation Is Greatest Threat**

MediaPost September 13, 2022

[https://www.mediapost.com/publications/article/377670/iab-more-than-half-of-ad-data-signals-already-lost.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=127577&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/377670/iab-more-than-half-of-ad-data-signals-already-lost.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127577&hashid=Xbl3-p0DS1exdHSa15Xu_g)

### **Are You A Supply-Side Manager?**

Radio Ink (Alec Drake) September 12, 2022

[https://radioink.com/2022/09/12/are-you-a-supply-side-manager/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/12/are-you-a-supply-side-manager/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D)

### **Micromanaging: Why is it Bad & How to Deal With Micromanaging**

SalesFuel September 10, 2022

<https://salesfuel.com/micromanaging-why-is-it-bad-how-to-deal-with-micromanaging/>

### **How to Write Up an Employee: Addressing Employee Performance**

SalesFuel September 10, 2022

<https://salesfuel.com/how-to-write-up-an-employee-addressing-employee-performance/>

### **Here's What You Owe the FCC**

The commission has a fact sheet to help you with your station's regulatory fee

RadioWorld September 9, 2022

[https://www.radioworld.com/news-and-business/headlines/heres-what-you-owe-the-fcc?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=AD0F4317-B4FE-4192-81FF-FA61F561B3BF&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.radioworld.com/news-and-business/headlines/heres-what-you-owe-the-fcc?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=AD0F4317-B4FE-4192-81FF-FA61F561B3BF&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

### **Q&A: Behind the surge in retail media with MikMak**

eMarketer September 9, 2022

[https://www.insiderintelligence.com/content/q-a-behind-surge-retail-media-with-mikmak?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=Retail%20Daily%209.12.22&utm\\_term=RBTN&utm\\_content=Retail%20Daily%209.12.22](https://www.insiderintelligence.com/content/q-a-behind-surge-retail-media-with-mikmak?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%209.12.22&utm_term=RBTN&utm_content=Retail%20Daily%209.12.22)

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for September Week 1 (August 25 - August 31, 2022).

#### 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  
Sep Week 2 - 617,700

##### **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  
Sep Week 2 - 10,165,500

#### 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  
Sep Week 2 - 122,900

**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 Monthly - 1,882,900

Sep Week 1 - 1,922,300  
Sep Week 2 - 1,908,200

**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



- 120,400  
Sep Week 2 - 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  
Sep Week 2 - 2,402,800

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