

SEPTEMBER 21, 2022

As I curate and compile these articles and resources for your use each week it is always fun when I run across sales training resources that come from within our own members. In this case, our own Chris Flemming, EVP of El Dorado Broadcasters in Victor Valley and member of the SCBA Executive Board. In fact, this marks a "hat trick" for Chris since this is his third contribution this year. In this recent effort, his latest book, You Can't Lead From the Back of the Room, is now available as an audiobook on Audible. Here's how Radio+Television Business Report recently covered the story:

### **A Local Radio Leader Authors A Leadership Audiobook**

By Adam Jacobson September 9, 2022

<https://www.rbr.com/a-local-radio-leader-authors-a-leadership-audiobook/>

Chris is also the author of a Weekly Sales Meeting available on substack. You can sign up here:

<https://chrisfleming.substack.com/subscribe?>

Check out this week's article [here](#) and he has also turned his sales meeting series into a podcast: [weeklyhttps://feeds.acast.com/public/shows/6303d2f2b865ae0014962cfb](https://feeds.acast.com/public/shows/6303d2f2b865ae0014962cfb).

Now back to our regularly scheduled programming with more great usable information to keep up our learning non-stop....

### **You really don't start getting old until you stop learning**

-- Bill Gates

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

This week we sent out additional reminder emails to our extensive list of political consultants, campaign managers and specialty media buys that Radio is Ready and Able to Help Your Campaigns Reach Voters Now. We will continue this weekly outreach through this election cycle and beyond.

### **Ad Spending Shows Dems Hinging Midterm Hopes On Abortion**

TVNewsCheck September 20, 2022

<https://tvnewscheck.com/business/article/ad-spending-shows-dems-hinging-midterm-hopes-on-abortion/>

### **Programmatic advertising and CTV are becoming forces in political advertising—but there's a transparency problem**

eMarketer September 16, 2022

[https://www.insiderintelligence.com/content/programmatic-advertising-ctv-becoming-forces-political-advertising-but-there-s-transparency-problem?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=eDaily%209.16.2022&utm\\_term=emdaily&utm\\_content=eDaily%209.16.2022](https://www.insiderintelligence.com/content/programmatic-advertising-ctv-becoming-forces-political-advertising-but-there-s-transparency-problem?utm_source=newsletter&utm_medium=email&utm_campaign=eDaily%209.16.2022&utm_term=emdaily&utm_content=eDaily%209.16.2022)

### 3 Things You Might Not Know About Political Advertising (but Should)

Stay in the race with these lesser-known rules of campaign ads

ADWEEK September 20, 2022

[https://www.adweek.com/brand-marketing/3-things-you-might-not-know-political-advertising/?utm\\_source=postup&utm\\_medium=email&utm\\_campaign=Adweek\\_Daily\\_Newsletter\\_220921054622&recip\\_id=1385784&lyt\\_id=1385784](https://www.adweek.com/brand-marketing/3-things-you-might-not-know-political-advertising/?utm_source=postup&utm_medium=email&utm_campaign=Adweek_Daily_Newsletter_220921054622&recip_id=1385784&lyt_id=1385784)

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

### TOP FIVE SELECTED ARTICLES/RESOURCES

#### How Salespeople Will Win In 2023

Radio Ink (Pat Bryson) September 19, 2022

<https://radioink.com/2022/09/19/why-they-will-win-in-2023/>

#### Just An Invoice

Radio Ink (Rick Fink) September 19, 2022

<https://radioink.com/2022/09/19/just-an-invoice/>

#### Avoid Outdated Sales Tactics with These Creative Tips

SalesFuel September 17, 2022

<https://salesfuel.com/avoid-outdated-sales-tactics-with-these-creative-tips/>

#### Prospecting Your Way to Success In Three Steps

SalesFuel September 17, 2022

<https://salesfuel.com/prospecting-your-way-to-success-in-three-steps/>

#### Report: The Top 7 Reasons Salespeople Lose Deals in 2022

Sales Hacker (Henry Spitzer) September 15, 2022

[https://www.saleshacker.com/why-sellers-lose-deals/?utm\\_medium=email&hsmi=226283186&hsenc=p2ANqtz-8Cvk8uCIKB6sizr6bWZTQYStFir8v7hrhd0tf-1P6UioxFP9NoyUPLm8bR0VT8z\\_QfF0jniJ6quIrKpY\\_rtPjWsCDhG1Q&utm\\_content=226283186&utm\\_source=hs\\_email](https://www.saleshacker.com/why-sellers-lose-deals/?utm_medium=email&hsmi=226283186&hsenc=p2ANqtz-8Cvk8uCIKB6sizr6bWZTQYStFir8v7hrhd0tf-1P6UioxFP9NoyUPLm8bR0VT8z_QfF0jniJ6quIrKpY_rtPjWsCDhG1Q&utm_content=226283186&utm_source=hs_email) | Sales Hacker

[https://www.saleshacker.com/why-sellers-lose-deals/?utm\\_medium=email&hsmi=226283186&hsenc=p2ANqtz-8Cvk8uCIKB6sizr6bWZTQYStFir8v7hrhd0tf-1P6UioxFP9NoyUPLm8bR0VT8z\\_QfF0jniJ6quIrKpY\\_rtPjWsCDhG1Q&utm\\_content=226283186&utm\\_source=hs\\_email](https://www.saleshacker.com/why-sellers-lose-deals/?utm_medium=email&hsmi=226283186&hsenc=p2ANqtz-8Cvk8uCIKB6sizr6bWZTQYStFir8v7hrhd0tf-1P6UioxFP9NoyUPLm8bR0VT8z_QfF0jniJ6quIrKpY_rtPjWsCDhG1Q&utm_content=226283186&utm_source=hs_email)

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

### **MARKETING TO HISPANIC CONSUMERS—WHY CULTURALLY RELEVANT ADS AND CONTENT ARE IMPORTANT** **Five things to know about an expanding and diverse population**

Ad Age (Gerry Ramirez) September 21, 2022

<https://adage.com/article/opinion/marketing-hispanic-consumers-why-culturally-relevant-ads-and-content-are-important/2430781>

### **Magellan AI Sees Big Jump In Fantasy Sports Ads On Podcasts.**

Inside Radio September 21, 2022

[https://www.insideradio.com/podcastnewsdaily/magellan-ai-sees-big-jump-in-fantasy-sports-ads-on-podcasts/article\\_eec500ea-39ce-11ed-a53b-43b6ef60a42c.html](https://www.insideradio.com/podcastnewsdaily/magellan-ai-sees-big-jump-in-fantasy-sports-ads-on-podcasts/article_eec500ea-39ce-11ed-a53b-43b6ef60a42c.html)

### **Hispanics' Rising Wealth Fuels Growth Of New Luxury Market**

MediaPost September 20, 2022

[https://www.mediapost.com/publications/article/377937/hispanics-rising-wealth-fuels-growth-of-new-luxur.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127661&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/377937/hispanics-rising-wealth-fuels-growth-of-new-luxur.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127661&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **Magellan AI: Top 20 Spent 7% More In August On Podcast Ads; BetterHelp Holds No. 1.**

Inside Radio September 20, 2022

[https://www.insideradio.com/free/magellan-ai-top-20-spent-7-more-in-august-on-podcast-ads-betterhelp-holds-no/article\\_9a5db3c8-38aa-11ed-a281-5ba7c503c566.html](https://www.insideradio.com/free/magellan-ai-top-20-spent-7-more-in-august-on-podcast-ads-betterhelp-holds-no/article_9a5db3c8-38aa-11ed-a281-5ba7c503c566.html)

### **User trust in social platforms is falling, according to our new study**

eMarketer September 19, 2022

<https://www.insiderintelligence.com/content/user-trust-social-platforms-falling-according-our-new-study>

### **Halloween Expected To Spawn Monster Sales**

MediaPost September 19, 2022

[https://www.mediapost.com/publications/article/377876/halloween-expected-to-spawn-monster-sales.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127651&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/377876/halloween-expected-to-spawn-monster-sales.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127651&hashid=akE-7z-LS1W9CYmV5M9xXA)

### **Local Car Dealers Upped Ad Spending 4.2% During First Half.**

Inside Radio (National Automobile Dealers Association) September 19, 2022

[https://www.insideradio.com/free/local-car-dealers-upped-ad-spending-4-2-during-first-half/article\\_19b5308a-37eb-11ed-a7a3-6f81d69b76da.html](https://www.insideradio.com/free/local-car-dealers-upped-ad-spending-4-2-during-first-half/article_19b5308a-37eb-11ed-a7a3-6f81d69b76da.html)

### **A Big Return For Two Big Spot Radio Users**

Radio+Television Business Report (Media Monitors) September 19, 2022

<https://www.rbr.com/mmr-spot-10-091822/>

### **Will Economic Concerns Derail Holiday Retail Sales?**

StreetFight September 19, 2022

<https://streetfightmag.com/2022/09/19/will-economic-concerns-derail-holiday-retail-sales%ef%bf%bc/>

### **Radio Still Works Best For Connecting Brands With Business Owners.**

Inside Radio (Katz Radio Group) September 19, 2022

[https://www.insideradio.com/free/radio-still-works-best-for-connecting-brands-with-business-owners/article\\_361feb8e-37eb-11ed-8c0e-675aaf42dd8c.html](https://www.insideradio.com/free/radio-still-works-best-for-connecting-brands-with-business-owners/article_361feb8e-37eb-11ed-8c0e-675aaf42dd8c.html)

### **Podcasts Became An In-Car Listening Option For This Summer's Road Trips.**

Inside Radio (Katz Radio Group) September 16, 2022

[https://www.insideradio.com/podcastnewsdaily/podcasts-became-an-in-car-listening-option-for-this-summer-s-road-trips/article\\_c8ae7ca6-35e1-11ed-910f-fbc1b4500f5c.html](https://www.insideradio.com/podcastnewsdaily/podcasts-became-an-in-car-listening-option-for-this-summer-s-road-trips/article_c8ae7ca6-35e1-11ed-910f-fbc1b4500f5c.html)

### **Salesforce: Inflation will curb online holiday sales growth**

Chain Store Age September 16, 2022

[https://chainstoreage.com/salesforce-inflation-will-curb-online-holiday-sales-growth?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA\\_Connected+Retail](https://chainstoreage.com/salesforce-inflation-will-curb-online-holiday-sales-growth?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail)

### **California sues Amazon for alleged price inflation**

Chain Store Age September 15, 2022

[https://chainstoreage.com/california-sues-amazon-alleged-price-inflation?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA\\_Connected+Retail](https://chainstoreage.com/california-sues-amazon-alleged-price-inflation?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail)

### **Radio Reaches Pet Owners**

RAB Radio Matters Blog September 13, 2022

<http://radiomatters.org/index.php/2022/09/13/radio-reaches-pet-owners/>

### **Katz: Radio Captured Two Thirds Of Summertime Road Trip Listening.**

Inside Radio September 16, 2022

[https://www.insideradio.com/free/katz-radio-captured-two-thirds-of-summertime-road-trip-listening/article\\_ed43e51c-358a-11ed-8fc0-478c6489f30c.html](https://www.insideradio.com/free/katz-radio-captured-two-thirds-of-summertime-road-trip-listening/article_ed43e51c-358a-11ed-8fc0-478c6489f30c.html)

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Ad Market Declines For Third Consecutive Month In August**

MediaPost September 19, 2022

<https://www.mediapost.com/publications/article/377863/ad-market-declines-for-third-consecutive-month-in.html?edition=127640>

**Report: Traditional Ad Channels More Resilient In Recession Than Digital.**

Inside Radio (Wells Fargo) September 19, 2022

[https://www.insideradio.com/free/report-traditional-ad-channels-more-resilient-in-recession-than-digital/article\\_be55b790-37eb-11ed-9a50-5b9a93e9a2bb.html](https://www.insideradio.com/free/report-traditional-ad-channels-more-resilient-in-recession-than-digital/article_be55b790-37eb-11ed-9a50-5b9a93e9a2bb.html)

**How Can Sales Managers Buffer A Recession?**

Radio Ink (Alec Drake) September 19, 2022

<https://radioink.com/2022/09/19/how-can-sales-managers-buffer-a-recession/>

**10 Ways To Build A Stronger Sales Team Now**

Radio Ink (Loyd Ford) September 19, 2022

<https://radioink.com/2022/09/19/10-ways-to-build-a-stronger-sales-team-now/>

**Managing Different Personality Types in a Hybrid Environment**

The Center For Sales Strategy (Matt Sunshine) September 21, 2022

[https://blog.thecenterforsalesstrategy.com/managing-different-personality-types-in-a-hybrid-environment?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=226776467&hsenc=p2ANqtz-OCPTG7YHhy620tD7DLmpNbaJh2JWa8ugv6PySBtC\\_rws\\_jB2KGp45wuYIXD20wo4A74oi8aO1gfl9\\_o\\_FeZxXL4MQ&utm\\_content=226776467&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/managing-different-personality-types-in-a-hybrid-environment?utm_campaign=subscriber&utm_medium=email&hsmi=226776467&hsenc=p2ANqtz-OCPTG7YHhy620tD7DLmpNbaJh2JWa8ugv6PySBtC_rws_jB2KGp45wuYIXD20wo4A74oi8aO1gfl9_o_FeZxXL4MQ&utm_content=226776467&utm_source=hs_email)

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

**GroupM: Fastest-Growing Digital Ad Channel Is Retail Media**

MediaPost September 20, 2022

<https://www.mediapost.com/publications/article/377915/groupm-fastest-growing-digital-ad-channel-is-retail.html>

**The Cumulus Media 2022 Audioscape: 8 New Findings About Smart Speakers**

Westwood One/Cumulus (Pierre Bouvard) September 19, 2022

<https://westwoodone.com/blog/2022/09/19/the-cumulus-media-2022-audioscape-8-new-findings-about-smart-speakers/>

### Reasons Why GroupM Remains Bullish On Advertising

MediaPost September 19, 2022

[https://www.mediapost.com/publications/article/377862/billions-more-reasons-why-groupm-remains-bullish-o.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=127638&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/377862/billions-more-reasons-why-groupm-remains-bullish-o.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127638&hashid=XOWE7PwDT4-lekA7MLbhQg)

### Wall Street Analyst Predicts Podcast Ad Revenue Will Triple To \$6 Billion By 2026.

Inside Radio September 19, 2022

[https://www.insideradio.com/free/wall-street-analyst-predicts-podcast-ad-revenue-will-triple-to-6-billion-by-2026/article\\_db828118-37eb-11ed-ba0b-5b15b4345f74.html](https://www.insideradio.com/free/wall-street-analyst-predicts-podcast-ad-revenue-will-triple-to-6-billion-by-2026/article_db828118-37eb-11ed-ba0b-5b15b4345f74.html)

### More on FCC Regulatory Fees Due on September 28 – Public Notices on Payment Procedures, Deadlines, Amounts, and Waivers

Broadcast Law Blog (David Oxenford) September 19, 2022

<https://www.broadcastlawblog.com/tags/2022-regulatory-fees/>

### How to Improve Business Acumen

The Center For Sales Strategy (Deborah Fulghum) September 19, 2022

[https://blog.thecenterforsalesstrategy.com/how-to-improve-business-acumen?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=226478442&\\_hsenc=p2ANqtz-9Jz97eDAXswl9MyC7YQKl7fZgdKea-Ug1ccMADfyBjmwT2xolJdhskvFzEe4x8ygzFYisLp-UJXFIjB8hzOXpa12vDQ&utm\\_content=226478442&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-improve-business-acumen?utm_campaign=subscriber&utm_medium=email&_hsmi=226478442&_hsenc=p2ANqtz-9Jz97eDAXswl9MyC7YQKl7fZgdKea-Ug1ccMADfyBjmwT2xolJdhskvFzEe4x8ygzFYisLp-UJXFIjB8hzOXpa12vDQ&utm_content=226478442&utm_source=hs_email)

### Auto industry ad spend falls to \$4.8 bln in first seven months of 2022

Financial Express September 17, 2022

<https://www.financialexpress.com/brandwagon/span-stylefont-family-arial-font-size-13-3333px-font-weight-400-white-space-normalauto-industry-ad-spend-falls-to-48-bln-in-first-seven-months-of-2022span/2672028/>

### Podcast brand-safety tools are trying to demystify the space for wary advertisers

Marketing Brew September 12, 2022

<https://www.marketingbrew.com/stories/2022/09/12/podcast-brand-safety-tools-are-trying-to-demystify-the-space-for-wary-advertisers>

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for September Week 3 (September 1 - September 7, 2022). This week includes the Labor Day Holiday weekend. This marks the unofficial end to summer and we should see growth for the next couple of months leading up to Thanksgiving.

### 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  
Sep Week 3 - 563,700

**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  
Sep Week 3 - 10,146,800

**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

Sep Week 1 - 119,300  
Sep Week 2 - 122,900  
Sep Week 3 - 105,600

**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  
Sep Week 3 - 1,907,900

**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  
Sep Week 2 - 120,400  
Sep Week 3 - 114,300

**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  
Sep Week 3 - 2,390,000

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