

**SEPTEMBER 28, 2022**

As September and Q3 wrap up we look forward to an active Q4 with the Holiday Shopping Season and Political Advertising activity to close out the year on a strong note. To help you achieve the most out of the potential this quarter promises, you will find a good collection of curated resources and articles to assist with sales activities and management, competitive positioning and budget forecasting for 2023. You will also see the September Week 4 and September Full Month Nielsen audience trends for our PPM markets and I think you will like what you see.

We remain lifelong students of our profession and ask the important questions to keep us alive and thriving...

**“When you stop learning, stop listening, stop looking and asking questions, always new questions, then it is time to die.”**

– Lillian Smith (American writer and social critic who was also a young trick shooter and trick rider who joined Buffalo Bill's Wild West Show in 1886!)

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

Yesterday we sent out our weekly informational email to our political client base to keep radio top of mind as they execute the last seven weeks of their campaigns leading to the November election. This week, based on a timely article that was in Monday's edition of the LA Times, we focused on reaching key Latino voters with Radio. Here is a copy of the email that was personalized and sent to the 41 political client contacts:

**ATTACHMENT:** [SCBA Final Pitch Targets #2](#)

Also, if you had a chance to read the article in last week's Roundup in this Political section entitled **3 Things You Might Not Know About Political Advertising (but Should)**. I found the article lacking in several ways and also thought the author shortchanged radio. So I wrote a response to the article and sent it to Adweek. I have not heard back from them yet but I thought you should see what I submitted and will let you know what I hear back.

**ATTACHMENT:** [SCBA Response to Adweek Voice Article](#)

Now here are some additional political articles from this past week:

**Campaigns spend over \$6.4 billion on ads for 2022 elections, making race one of the most expensive ever**

CNBC September 26, 2022

<https://www.cnbc.com/2022/09/26/2022-midterms-candidates-spend-over-6point4-billion-on-ads-making-race-one-of-the-most-expensive-ever.html>

### **Political advertising is propping up a slow ad market**

eMarketer September 26, 2022

[https://www.insiderintelligence.com/content/political-advertising-propping-up-slow-ad-market?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=eMarketer%20Daily%209.26.22&utm\\_term=RBTN&utm\\_content=eMarketer%20Daily%209.26.22](https://www.insiderintelligence.com/content/political-advertising-propping-up-slow-ad-market?utm_source=Newsletter&utm_medium=Email&utm_campaign=eMarketer%20Daily%209.26.22&utm_term=RBTN&utm_content=eMarketer%20Daily%209.26.22)

### **Edison Analysis Shows How Political Podcast Listening Differs Along Party Lines.**

Inside Radio September 26, 2022

[https://www.insideradio.com/podcastnewsdaily/edison-analysis-shows-how-political-podcast-listening-differs-along-party-lines/article\\_8c99f8f0-3dbe-11ed-9f54-1ff7572cef4d.html](https://www.insideradio.com/podcastnewsdaily/edison-analysis-shows-how-political-podcast-listening-differs-along-party-lines/article_8c99f8f0-3dbe-11ed-9f54-1ff7572cef4d.html)

### **Viewers Are Paying Attention to Political Advertising: TVision**

Broadcasting & Cable September 26, 2022

<https://www.nexttv.com/news/viewers-are-paying-attention-to-political-advertising-tvision>

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

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

#### **Closing Sales With Qualitative Data**

Radio Ink (Marc Greenspan) September 26, 2022

<https://radioink.com/2022/09/26/closing-sales-with-qualitative-data/>

#### **Roy Preaches: Frequency, Frequency, Frequency**

Radio Ink September 26, 2022

[https://radioink.com/2022/09/26/roy-preaches-frequency-frequency-frequency/?vgo\\_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/26/roy-preaches-frequency-frequency-frequency/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **Facebook's ads are annoying users**

eMarketer (Sara Lebow) September 23, 2022 <https://www.insiderintelligence.com/content/facebook-s-ads-annoying-users>

#### **How to be Credible During Your Virtual Sales Pitches**

SalesFuel September 24, 2022

<https://salesfuel.com/how-to-be-credible-during-your-virtual-sales-pitches/>

#### **Situational Selling Skills Are What Modern Sellers Need**

SalesFuel September 24, 2022

<https://salesfuel.com/situational-selling-skills-are-what-modern-sellers-need/>

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

### **How To Sell Better In An Economic Downturn**

Predictable Revenue September 15, 2022

[https://predictablerevenue.com/blog/how-to-sell-better-in-an-economic-downturn?utm\\_medium=email&hsmi=226997182&hsenc=p2ANqtz--8sYO0drCPL8CJBTUCcveGZ7dS5poDHbus5aFTE8fL7ybz0M0RsD8mRF2hT4INw0P06Bw0RY39mV1OJRk-grGacNA6Zg&utm\\_content=226997182&utm\\_source=hs\\_email](https://predictablerevenue.com/blog/how-to-sell-better-in-an-economic-downturn?utm_medium=email&hsmi=226997182&hsenc=p2ANqtz--8sYO0drCPL8CJBTUCcveGZ7dS5poDHbus5aFTE8fL7ybz0M0RsD8mRF2hT4INw0P06Bw0RY39mV1OJRk-grGacNA6Zg&utm_content=226997182&utm_source=hs_email)

### **The top 10 busiest days of the 2022 holiday season will be ....**

Chain Store Age September 27, 2022

[https://chainstoreage.com/top-10-busiest-days-2022-holiday-season-will-be?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/top-10-busiest-days-2022-holiday-season-will-be?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=8319H4585489H7M)

### **Medical, Streaming, Fast Feeders Among the Week's Top Radio Advertisers.**

Inside Radio (Media Monitors) September 27, 2022

[https://www.insideradio.com/free/medical-streaming-fast-feeders-among-the-week-s-top-radio-advertisers/article\\_cf3393f6-3e40-11ed-ae86-97132acc1d4b.html](https://www.insideradio.com/free/medical-streaming-fast-feeders-among-the-week-s-top-radio-advertisers/article_cf3393f6-3e40-11ed-ae86-97132acc1d4b.html)

### **Who Are You Trying to Close?**

Radio Ink (Alec Drake) September 26, 2022

[https://radioink.com/2022/09/26/who-are-you-trying-to-close/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/26/who-are-you-trying-to-close/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Hard to Write – Easy to Fix**

Radio Ink (Rick Fink) September 26, 2022

[https://radioink.com/2022/09/26/hard-to-write-easy-to-fix/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/26/hard-to-write-easy-to-fix/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Starting The Holiday Season Early, Target And Walmart Campaigns 'Focus On Price And Drive Home Value.'**

Inside Radio (Ad Age) September 26, 2022

[https://www.insideradio.com/free/starting-the-holiday-season-early-target-and-walmart-campaigns-focus-on-price-and-drive-home/article\\_fc81763c-3d75-11ed-bc1e-3f0930f79911.html](https://www.insideradio.com/free/starting-the-holiday-season-early-target-and-walmart-campaigns-focus-on-price-and-drive-home/article_fc81763c-3d75-11ed-bc1e-3f0930f79911.html)

### **Things Are Looking Strong For The Fourth Quarter's Other Big Holiday: Halloween.**

Inside Radio (National Retail Federation) September 26, 2022

[https://www.insideradio.com/free/things-are-looking-strong-for-the-fourth-quarter-s-other-big-holiday-halloween/article\\_84a85108-3d75-11ed-bc9e-33289f1e28ba.html](https://www.insideradio.com/free/things-are-looking-strong-for-the-fourth-quarter-s-other-big-holiday-halloween/article_84a85108-3d75-11ed-bc9e-33289f1e28ba.html)

### **Your Car Will Likely Be More Expensive**

Ford has recently cast a shadow over the auto industry.

The Street September 24, 2022

<https://www.thestreet.com/technology/a-car-will-probably-cost-you-more-and-you-will-wait-longer-for-it>

### **Email Etiquette for Sales Professionals: The Basics**

SalesFuel September 24, 2022

<https://salesfuel.com/email-etiquette-for-sales-professionals-the-basics/>

## Should Marketers Maintain Ad Spend In A Recession?

MediaPost September 22, 2022

[https://www.mediapost.com/publications/article/378023/should-marketers-maintain-ad-spend-in-a-recession.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=127696&hashid=Nx5IGFvkZyGHGUt0U7boEOmbCZQ](https://www.mediapost.com/publications/article/378023/should-marketers-maintain-ad-spend-in-a-recession.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=127696&hashid=Nx5IGFvkZyGHGUt0U7boEOmbCZQ)

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

#### TOP FIVE SELECTED ARTICLES/RESOURCES

### SMI: Ad Spend On Radio Still Ahead of 2020, Although Off From 2021.

Inside Radio September 28, 2022

[https://www.insideradio.com/free/smi-ad-spend-on-radio-still-ahead-of-2020-although-off-from-2021/article\\_fe8ae714-3ef7-11ed-a8f0-c3f029cc5563.html](https://www.insideradio.com/free/smi-ad-spend-on-radio-still-ahead-of-2020-although-off-from-2021/article_fe8ae714-3ef7-11ed-a8f0-c3f029cc5563.html)

### The mysterious ad slump of 2022

Four theories on why ad sales are plummeting even as the economy is doing fine.

Vox September 28, 2022

<https://www.vox.com/recode/2022/9/28/23375164/advertising-slow-growth-economy-digital-facebook-apple-snap>

### Ad industry shifts 2023 budgets as recession now looks inevitable

DIGIDAY September 21, 2022

<https://digiday.com/marketing/ad-industry-shifts-2023-budgets-as-recession-now-looks-inevitable/>

### Pharma, Entertainment Are Hot And Auto Is Coming Back, Says Audacy's Brian Benedik.

Inside Radio September 23, 2022

[https://www.insideradio.com/free/pharma-entertainment-are-hot-and-auto-is-coming-back-says-audacy-s-brian-benedik/article\\_0819f688-3b08-11ed-b00f-93cd45b1b654.html](https://www.insideradio.com/free/pharma-entertainment-are-hot-and-auto-is-coming-back-says-audacy-s-brian-benedik/article_0819f688-3b08-11ed-b00f-93cd45b1b654.html)

### A SIMPLE REUSABLE ONE-ON-ONE PLAN

Leadership Freak September 23, 2022

<https://leadershipfreak.blog/2022/09/22/how-to-create-reusable-one-on-one-plans/>

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

### Ad Groups Urge FTC To Rethink Proposed Revisions To Endorsement Guides

MediaPost September 27, 2022

<https://www.mediapost.com/publications/article/378169/ad-groups-urge-ftc-to-rethink-proposed-revisions-t.html>

### **Q3 2022 Digital Video Trends**

**Cord-Cutting Continues, and Netflix Pushes Into Advertising**  
eMarketer September 27, 2022

<https://www.insiderintelligence.com/content/q3-2022-digital-video-trends>

### **Podcast Listening Now Accounts For Half Of Spoken Word Audio Time Among Key Demos.**

Inside Radio (Edison Research) September 27, 2022

[https://www.insideradio.com/podcastnewsdaily/podcast-listening-now-accounts-for-half-of-spoken-word-audio-time-among-key-demos/article\\_e9d4496e-3e84-11ed-bc23-737dc5388dc9.html](https://www.insideradio.com/podcastnewsdaily/podcast-listening-now-accounts-for-half-of-spoken-word-audio-time-among-key-demos/article_e9d4496e-3e84-11ed-bc23-737dc5388dc9.html)

### **The Cumulus Media 2022 Audioscape: 7 New Findings About The Podcast Audience**

Westwood One/Cumulus (Pierre Bouvard) September 26, 2022

<https://westwoodone.com/blog/2022/09/26/the-cumulus-media-2022-audioscape-7-new-findings-about-the-podcast-audience/>

### **Why Your Station Needs A YouTube Strategy**

Jacobs Media Strategies (Seth Resler) September 27, 2022

<https://jacobsmedia.com/why-your-station-needs-a-youtube-strategy/>

### **Competitive Info: OTT Ad Spend Expected To Hit \$2B For 2022, \$2.8B By 2024.**

Inside Radio (BIA Advisory Services) September 26, 2022

[https://www.insideradio.com/free/competitive-info-ott-ad-spend-expected-to-hit-2b-for-2022-2-8b-by-2024/article\\_c0d0cda4-3d75-11ed-a689-031577b18c7f.html](https://www.insideradio.com/free/competitive-info-ott-ad-spend-expected-to-hit-2b-for-2022-2-8b-by-2024/article_c0d0cda4-3d75-11ed-a689-031577b18c7f.html)

### **Selection in the Time of the Great Resignation**

The Center For Sales Strategy (Trey Morris) September 26, 2022

[https://blog.thecenterforsalesstrategy.com/selection-in-the-time-of-the-great-resignation?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=227268179&hsenc=p2ANqtz-8VUEcnUXdE6mMO3rGULuyHcHsLc--ShQUXg1aqmqAd7OqLtdfAwBmZ6Onw4Acg0MRBSSGve5OWgFHMxpc\\_b0mvL435dw&utm\\_content=227268179&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/selection-in-the-time-of-the-great-resignation?utm_campaign=subscriber&utm_medium=email&hsmi=227268179&hsenc=p2ANqtz-8VUEcnUXdE6mMO3rGULuyHcHsLc--ShQUXg1aqmqAd7OqLtdfAwBmZ6Onw4Acg0MRBSSGve5OWgFHMxpc_b0mvL435dw&utm_content=227268179&utm_source=hs_email)

### **How To Recruit Radio Sellers In The Tough 2020's**

Radio Ink (Loyd Ford) September 26, 2022

[https://radioink.com/2022/09/26/how-to-recruit-radio-sellers-in-the-tough-2020s/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/09/26/how-to-recruit-radio-sellers-in-the-tough-2020s/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Updates To EAS Wording Likely, But FCC Poised To Reject Idea Of Putting Alerts On Repeat.**

Inside Radio September 26, 2022

[https://www.insideradio.com/free/updates-to-eas-wording-likely-but-fcc-poised-to-reject-idea-of-putting-alerts-on/article\\_1a8855f6-3d76-11ed-ac1f-87bde1581e87.html](https://www.insideradio.com/free/updates-to-eas-wording-likely-but-fcc-poised-to-reject-idea-of-putting-alerts-on/article_1a8855f6-3d76-11ed-ac1f-87bde1581e87.html)

### **ZoneCasting Battle Gets Personal With NAB Filing**

Radio Ink September 26, 2022

<https://radioink.com/2022/09/26/zonecasting-battle-gets-personal/>

### **Bill To Create Radio Royalty Introduced In Senate Despite Majority Opposed In House.**

Inside Radio September 23, 2022

[https://www.insideradio.com/free/bill-to-create-radio-royalty-introduced-in-senate-despite-majority-opposed-in-house/article\\_d158e3ac-3b07-11ed-80ca-5fa7ffd95245.html](https://www.insideradio.com/free/bill-to-create-radio-royalty-introduced-in-senate-despite-majority-opposed-in-house/article_d158e3ac-3b07-11ed-80ca-5fa7ffd95245.html)

### **Agreement Sends Bill To Give Broadcasters More Negotiating Power With Big Tech To Senate Floor.**

Inside Radio September 23, 2022

[https://www.insideradio.com/free/agreement-sends-bill-to-give-broadcasters-more-negotiating-power-with-big-tech-to-senate-floor/article\\_adf1f12e-3b07-11ed-bc80-fb345751ebd4.html](https://www.insideradio.com/free/agreement-sends-bill-to-give-broadcasters-more-negotiating-power-with-big-tech-to-senate-floor/article_adf1f12e-3b07-11ed-bc80-fb345751ebd4.html)

### **It's Here: After A Decade Of Development, MRC Gives The Ad Business A Set Of Uniform Standards.**

Inside Radio September 23, 2022

[https://www.insideradio.com/free/its-here-after-a-decade-of-development-mrc-gives-the-ad-business-a-set-of/article\\_8aac4bfc-3b06-11ed-ba30-4fec07db998e.html](https://www.insideradio.com/free/its-here-after-a-decade-of-development-mrc-gives-the-ad-business-a-set-of/article_8aac4bfc-3b06-11ed-ba30-4fec07db998e.html)

### **16 Best Sales Methodologies That Drive Results**

Yesware September 21, 2022

[https://www.yesware.com/blog/sales-methodology/?utm\\_medium=email&hsmi=226997182&hsenc=p2ANqtz-8JB9gvrR6lwSrLO8M5DJ0o6FP1T1WICP9BUlkZSvpL1\\_SHLhum28um0Mf4PGp2E5fvT8qCbl9j5g4RNpWyd8LTDLDwSw&utm\\_content=226997182&utm\\_source=hs\\_email](https://www.yesware.com/blog/sales-methodology/?utm_medium=email&hsmi=226997182&hsenc=p2ANqtz-8JB9gvrR6lwSrLO8M5DJ0o6FP1T1WICP9BUlkZSvpL1_SHLhum28um0Mf4PGp2E5fvT8qCbl9j5g4RNpWyd8LTDLDwSw&utm_content=226997182&utm_source=hs_email)

### **Kentucky Senator Introduces Bill to Repeal Broadcast Ownership Limits**

RadioWorld September 21, 2022

[https://www.radioworld.com/news-and-business/business-and-law/kentucky-senator-introduces-bill-to-repeal-broadcast-ownership-limits?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=369A07B2-35BA-485A-96CB-EFC4DD033E81&utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB](https://www.radioworld.com/news-and-business/business-and-law/kentucky-senator-introduces-bill-to-repeal-broadcast-ownership-limits?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=369A07B2-35BA-485A-96CB-EFC4DD033E81&utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB)

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

Here are the audience trends for our PPM markets for September Week 4 (September 8 - September 14, 2022) and September Full Month. We see some nice strong numbers for September. The monthly reports for Los Angeles and Riverside/San Bernardino will be released at Noon on Tuesday, 10/4, and San Diego will release at Noon on Thursday, 10/6.

### **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 Monthly - 599,600

Sep Week 1 - 619,300  
Sep Week 2 - 617,700  
Sep Week 3 - 563,700  
Sep Week 4 - 597,500

**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 Monthly - 10,182,300

Sep Week 1 - 10,279,500  
Sep Week 2 - 10,165,500  
Sep Week 3 - 10,146,800  
Sep Week 4 - 10,137,300

**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 Monthly - 115,800

Sep Week 1 - 119,300  
Sep Week 2 - 122,900  
Sep Week 3 - 105,600  
Sep Week 4 - 115,400

**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 Monthly - 1,901,400

Sep Week 1 - 1,922,300  
Sep Week 2 - 1,908,200  
Sep Week 3 - 1,907,900  
Sep Week 4 - 1,867,000

**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  
Sep Monthly - 118,900

Sep Week 1 - 120,400  
Sep Week 2 - 120,400  
Sep Week 3 - 114,300  
Sep Week 4 - 120,600

**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 Monthly - 2,398,500

Sep Week 1 - 2,380,000  
Sep Week 2 - 2,402,800  
Sep Week 3 - 2,390,000  
Sep Week 4 - 2,421,000

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