

OCTOBER 5, 2022

Lots of great information and resources for you this week for sales, sales management, economic forecasting, a trove of political advertising news and some very strong audience trend numbers in our PPM measured markets for October Week 1. So let's make an investment in our professional education and create some big dividends...

"Formal education will make you a living. Self-education will make you a fortune."

— Jim Rohn

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

We are now inside of five-week to the Midterm General Election and there is a lot of news on the political front for your review this week. Let's start this section off with our weekly installment of informational email that we send out to our political client contact list each week. This week's email focused on "earned media" and the tactical use of Radio advertising in the final push. The attached example went to Ned Wigglesworth at Spectrum Campaigns who is handling the Yes On Proposition 30 campaign:

ATTACHMENT: [Political Client Outreach #3 / 10.03.2022](#)

Facebook Is the Only Game in Town for Digital Political Ads

TikTok and Twitter won't take campaign money, so Meta's social network remains the default winner, even though strategists say the platform is losing its effectiveness.

Bloomberg October 5, 2022

<https://www.bloomberg.com/news/articles/2022-10-05/facebook-is-politicians-last-resort-for-2022-election-ads?leadSource=uverify%20wall>

HOW MIDTERM POLITICAL AD SPENDING COULD HIT A RECORD \$9 BILLION

Tight races and ballot initiatives lead to a surge in spending

Ad Age October 4, 2022

<https://adage.com/article/opinion/how-midterm-political-ad-spending-could-hit-record-9-billion/2437486>

Political Shops Say Shifting Platform Ad Policies Remain Their Top Concern

MediaPost October 4, 2022

https://www.mediapost.com/publications/article/378385/political-shops-say-shifting-platform-ad-policies.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127807&hashid=XOWE7PwDT4-lekA7MLbhQg

Ad Buyers Bet On Programmatic In The Final Push Before The Midterms

ad exchanger October 3, 2022

https://www.adexchanger.com/politics/ad-buyers-bet-on-programmatic-in-the-final-push-before-the-midterms/?oly_enc_id=0651H4943323A6U

Two Incumbent Governors Are Buying Radio Early. Surveys Show They're Having An Impact.

Inside Radio (Media Monitors/Katz Radio Group) October 3, 2022

https://www.insideradio.com/free/two-incumbent-governors-are-buying-radio-early-surveys-show-they-re-having-an-impact/article_52a39ff6-42ec-11ed-91ee-27085727ff52.html

Political Advertising To Increase By More Than 50% Compared To Last Midterm Election Cycle.

Inside Radio (AdImpact) October 3, 2022

https://www.insideradio.com/free/political-advertising-to-increase-by-more-than-50-compared-to-last-midterm-election-cycle/article_8f87b0e2-42ec-11ed-9538-83a4bece2bda.html

Political Ad Spending Ballooning in Final Stretch, As OTT Makes Gains on Share

BIA Advisory Services September 30, 2022

<http://blog.biakelsey.com/index.php/2022/09/30/political-ad-spending-ballooning-in-final-stretch-as-ott-makes-gains-on-share/>

As More Political Advertising Moves Online, State Laws Provide the Regulatory Framework for Disclosures and Recordkeeping.

Broadcast Law Blog (David Oxenford) September 29, 2022

<https://www.broadcastlawblog.com/2022/09/articles/as-more-political-advertising-moves-online-state-laws-provide-the-regulatory-framework-for-disclosures-and-recordkeeping/>

Learning From the 2022 Political Ad Tech Revolution to Prepare for 2024

Adweek September 29, 2022

https://www.adweek.com/media/learning-from-the-2022-political-ad-tech-revolution-to-prepare-for-2024/?utm_content=position_4&utm_source=postup&utm_medium=email&utm_campaign=Media_Newsletter_220930064556&recip_id=1385784&lyt_id=1385784

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How To Convince Prospects That Radio Is A Good Buy In A Recession.

Inside Radio October 3, 2022

https://www.insideradio.com/free/how-to-convince-prospects-that-radio-is-a-good-buy-in-a-recession/article_de7c1878-42ec-11ed-8e2d-e768645b4fd8.html

5 Ways To Be The Best Seller In Your Market

Radio Ink (Pat Bryson) October 3, 2022

<https://radioink.com/2022/10/03/5-ways-to-be-the-best-seller-in-your-market/>

What's Your Value To Your Clients?

Radio Ink (Rick Fink) October 3, 2022

<https://radioink.com/2022/10/03/whats-your-value-to-your-clients/>

Close the Deal With This Leverage During Negotiations

SalesFuel October 1, 2022

<https://salesfuel.com/close-the-deal-with-this-leverage-during-negotiations/>

3 Smart Sales Tips to Boost Renewal Rates

SalesFuel October 1, 2022

<https://salesfuel.com/3-smart-sales-tips-to-boost-renewal-rates/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

A September To Remember: Morning Drive Audiences Up Sharply.

Inside Radio (Nielsen) October 5, 2022

https://www.insideradio.com/free/a-september-to-remember-morning-drive-audiences-up-sharply/article_311d592c-447b-11ed-8318-1b075f527487.html

State Of The American Consumer: September PPM AM/FM Radio Audiences Grow As Office Commutes Hit Post-Pandemic High And School Resumes

Westwood One/Cumulus (Pierre Bouvard) October 4, 2022

<https://westwoodone.com/blog/2022/10/04/state-of-the-american-consumer-september-ppm-am-fm-radio-audiences-grow-as-office-commutes-hit-post-pandemic-high-and-school-resumes/>

RTDNA Study Shows Listeners Trust Local Radio News.

Inside Radio October 4, 2022

https://www.insideradio.com/free/rtdna-study-shows-listeners-trust-local-radio-news/article_47f832e4-43ad-11ed-9c7a-d798ae60664e.html

Podcast CPMs Rose An Average Of Four Percent During September.

Inside Radio (Libsyn's AdvertiseCast) October 3, 2022

https://www.insideradio.com/podcastnewsdaily/podcast-cpms-rose-an-average-of-four-percent-during-september/article_456cba02-433c-11ed-adc5-0f0d5fdd6561.html

Inflation to put U.S. auto industry in low gear

Nasdaq October 3, 2022

<https://www.nasdaq.com/articles/inflation-to-put-u.s.-auto-industry-in-low-gear>

Peacock Pumps Up Spot Radio Promo Plays

Radio+Television Business Report

<https://www.rbr.com/peacock-pumps-up-spot-radio-promo-plays/>

Jungle Scout: U.S. consumers to change holiday shopping plans this year — here's how

Chain Store Age October 3, 2022

https://chainstoreage.com/jungle-scout-us-consumers-change-holiday-shopping-plans-year-heres-how?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=8319H4585489H7M

New Data Demonstrates Radio Listeners Have High Purchase Intent, Making It an Attractive Channel for Local Advertisers

RAB Radio Matters Blog September 27, 2022

http://radiomatters.org/index.php/2022/09/27/new-data-demonstrates-radio-listeners-have-high-purchase-intent-making-it-an-attractive-channel-for-local-advertisers/?utm_source=Radio%20Matters%20Blog&utm_campaign=0511190eff-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-0511190eff-500551657

Consumer confidence rises to five month high

Chain Store Age September 30, 2022

https://chainstoreage.com/consumer-confidence-rises-five-month-high?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Podcast Listening Habits Here To Stay, Says Stanford Neuroscientist.

Inside Radio September 30, 2022

https://www.insideradio.com/free/podcast-listening-habits-here-to-stay-says-stanford-neuroscientist/article_f7f29e78-4105-11ed-9296-df91ab8497c7.html

Outlook: Auto Inventory Improves In September.

Inside Radio (S&P Global Mobility) September 30, 2022

https://www.insideradio.com/free/outlook-auto-inventory-improves-in-september/article_b3513078-4091-11ed-8833-6ba49f808e24.html

Study reveals where consumers will reduce spending

Chain Store Age September 29, 2022

https://chainstoreage.com/study-reveals-where-consumers-will-reduce-spending?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Survey: Black Friday, Cyber Monday lose luster with holiday shoppers

Chain Store Age September 26, 2022

https://chainstoreage.com/survey-black-friday-cyber-monday-lose-luster-holiday-shoppers?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update

55% of Sales Professionals Saw Improved Lead Quality in 2022: What They Could be Doing Right

HubSpot September 26, 2022

https://blog.hubspot.com/sales/improve-lead-quality?utm_medium=email&_hsmi=227790045&_hsenc=p2ANqtz-9nX3lptqxD-9UyN4M605kT4uw3ICu20yYegBADigdDosvfEkRkRIFzhnihZ_24idnDmV7jJgaTCAA6cg03eWGZJco5Fg&utm_content=227790045&utm_source=hs_email

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Ad Industry Critical Of FTC Proposal To Make Endorsement Ads More Transparent.

Inside Radio October 3, 2022

https://www.insideradio.com/podcastnewsdaily/ad-industry-critical-of-ftc-proposal-to-make-endorsement-ads-more-transparent/article_20c83758-433c-11ed-ac12-cf27d03b0eb4.html

Who Is Your Content Manager in Sales?

Radio Ink (Alec Drake) October 3, 2022

https://radioink.com/2022/10/03/who-is-your-content-manager-in-sales/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

The Next Big Battle Between Google and Apple Is for the Soul of Your Car

WSJ October 1, 2022

<https://www.wsj.com/articles/the-next-big-battle-between-google-and-apple-is-for-the-soul-of-your-car-11664596817>

MAGNA: Ad Revenue Set To Pass \$300 Billion For 2022, With Audio Up 7%.

Inside Radio September 29, 2022

https://www.insideradio.com/free/magna-ad-revenue-set-to-pass-300-billion-for-2022-with-audio-up-7/article_89f557ea-3ffb-11ed-9a19-175d380fbeb6.html

Mobile Advertising's Lagging Indicators

MediaPost September 29, 2022

https://www.mediapost.com/publications/article/378216/mobile-advertisings-lagging-indicators.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127788&hashid=IZA7uSulTnimoAz9RMXvmQ

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

A Veritonic Choice For Measuring Audio Campaign Efficacy

Radio+Television Business Report October 4, 2022

<https://www.rbr.com/audioplus-selects-veritonic-to-measure-audio-campaign-performance/>

7 Ways Business Leaders Should Keep Learning and Teaching

Real Leaders October 3, 2022

<https://real-leaders.com/7-ways-business-leaders-should-keep-learning-and-teaching/>

Is There Trouble In Podcasting Land?

Jacobs Media Strategies (Fred Jacobs) October 3, 2022

<https://jacobsmedia.com/is-there-trouble-in-podcastingland/>

Is There Trouble In Podcasting Land? Part 2

Jacobs Media Strategies (Fred Jacobs) October 4, 2022

<https://jacobsmedia.com/is-there-trouble-in-podcasting-land-part-2/>

Hiring Inexperienced Sellers In Small Markets

Radio Ink (Loyd Ford) October 3, 2022

https://radioink.com/2022/10/03/hiring-inexperienced-sellers-in-small-markets/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Ad Tech Companies Are Partnering To Better Measure Cross-Platform Video Audiences

Forbes October 1, 2022

<https://www.forbes.com/sites/bradadgate/2022/10/01/ad-tech-companies-are-partnering-to-better-measure-cross-platform-video-audiences/?sh=64ac19d02a37>

Should B2B Sales Techniques Include Emoji?

SalesFuel October 1, 2022

<https://salesfuel.com/should-b2b-sales-techniques-include-emoji/>

Are Your Sellers Prepared for an Economic Slowdown?

The Center For Sales Strategy (David Robinson) September 30, 2022

https://blog.thecenterforsalesstrategy.com/are-your-sellers-prepared-for-an-economic-slowdown?utm_campaign=subscriber&utm_medium=email&_hsmi=227876614&_hsenc=p2ANqtz-9bV9afPmXLveQoIXzoLnjuj0tTY7hnHbWvFtiXF5K752Y2KYLfuIZKYhx0TQsQ1_BMzc9zkLBd7NXQrMFENYysQiM2Zg&utm_content=227876614&utm_source=hs_email

iHeartMedia and Neustar First to Include Broadcast Radio in End-to-End Marketing Attribution

Neustar Press Release September 29, 2022

https://www.home.neustar/about-us/news-room/press-releases/2022/iheartmedia-and-neustar-include-broadcast-radio-in-end-to-end-marketing%20Attribution?utm_source=house&utm_medium=email&utm_campaign=insert%20campaign%20name%20here&mkt_tok=Mzk5LU9TTS00NjEAAAGHPjfiLHJCWTR_QQ1lnRHgzTNKO95hDaKtflnuS2AmzmoKWGKjhWzCaP3FHc0jAJfJTkO1GttqbwKwnhCOP4axybQUYehiw61kE8p4xNUICGt

House passes antitrust bills targeting tech giants' power

The Hill September 29, 2022

<https://thehill.com/policy/technology/3667500-house-passes-antitrust-bills-targeting-tech-giants-power/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for October Week 1 (September 15 - September 21, 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 Monthly - 599,600

Oct Week 1 - 615,500

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

Oct Week 1 - 10,180,100

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

Oct Week 1 - 119,200

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

Oct Week 1 - 1,913,200

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
Sep Monthly - 118,900

Oct Week 1 - 127,000

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

Oct Week 1 - 2,428,500

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