

OCTOBER 12, 2022

Hi All,

So much great content to share with you again this week in every category so let's dig in and prepare ourselves to have the best shot at winning...

“The key is not the will to win. Everybody has that. It is the will to prepare to win that is important.”

— Bobby Knight

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

With just less than 4-weeks to go before the election activity is really ramping up. We have been anticipating that the Independent Expenditure category would kick in in the last weeks of the campaign and it did just that. Over \$6.5 million in Independent Expenditures were unleashed yesterday in legislative and statewide races, far and away the single biggest day of this election cycle.

The new spending also propelled two senate races into the top two spots for IE spending, vaulting ahead of the previous leader. We don't yet have any information from AdImpact on how the spending was distributed by medium but we will pass it along when available.

However, we do have a spending alert from AdImpact that Sadler Strategic Media placed a new radio flight from 10/11-11/5 for Rick Caruso in the contest for Los Angeles Mayor. So far we've seen \$45,600 placed in the Los Angeles market.

Also, earlier this week we confirmed with Chirs Lehman at Foundation Public that he had specifically requested the GMMB LA office include Radio in the buy. While the dollars aren't close to the TV and cable budget, it does demonstrate that our briefing with Chis did not fall on deaf ears. For your information, attached is the spending chart for the campaign in various markets:

ATTACHMENT: [Prop 31 Spending Chart](#)

In other Political Advertising news...

With Legalization Of Online Gambling No Sure Bet In California, Sports Betting Coalition Pulls Back On Political Ads.

Inside Radio (WSJ) October 12, 2022

https://www.insideradio.com/free/with-legalization-of-online-gambling-no-sure-bet-in-california-sports-betting-coalition-pulls-back/article_6f1be524-49f6-11ed-9a28-d74c0548d73a.html

PQ Media: Radio Could Rake In \$644 Million In Political Ad Spend This Year.

Inside Radio October 10, 2022

https://www.insideradio.com/free/pq-media-radio-could-rake-in-644-million-in-political-ad-spend-this-year/article_3938de44-486b-11ed-a2a4-f7d940fccbee.html

Political Ad Spending Hits \$1.1 Billion In September - Fourth-Highest Month Ever: AdImpact

MediaPost October 7, 2022

<https://www.mediapost.com/publications/article/378549/political-ad-spending-hits-11-billion-in-septemb.html>

Political Advertisers Are Spending More Than Ever, But Not On Local News

ad exchanger October 5, 2022

https://www.adexchanger.com/publishers/political-advertisers-are-spending-more-than-ever-but-not-on-local-news/?oly_enc_id=0651H4943323A6U

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

ANA's Message To Advertisers: 'Audio Is A Powerhouse Medium.'

Inside Radio October 12, 2022

https://www.insideradio.com/podcastnewsdaily/ana-s-message-to-advertisers-audio-is-a-powerhouse-medium/article_cabc0934-4a4d-11ed-803a-0710fdf0b519.html

7 Ways To Tell Which Sales Team You Are On

Radio Ink (Loyd Ford) October 10, 2022

<https://radioink.com/2022/10/10/7-ways-to-tell-which-sales-team-you-are-on/>

Celebrating Women In Sales Month with Guests Jenn Scilabro and Tracy Wilkinson Important Key Performance Indicators for Sales

The Center For Sales Strategy (Amanda Meade) October 10, 2022

https://blog.thecenterforsalesstrategy.com/celebrating-women-in-sales-month-with-jenn-scilabro-and-tracy-wilkinson?utm_campaign=subscriber&utm_medium=email&hsmi=229056071&hsenc=p2ANqtz--cNH0Nh1OXiTTBCP1TsUk--c_v3kO1uiH3f5hpzo1pOg_etbaoyywOMBziuu3w-UG932kyPaY2STUn4TMle98O8f4MIg&utm_content=229056071&utm_source=hs_email

ATTACHMENT: [4 Key Performance Indicators](#)

Nielsen Research Shows Positive Impact Of Blending Broadcast Radio And Digital In Ad Campaigns.

Inside Radio (Nielsen/Westwood One/Cumulus) October 11, 2022

https://www.insideradio.com/free/nielsen-research-shows-positive-impact-of-blending-broadcast-radio-and-digital-in-ad-campaigns/article_c9d7e2a2-4932-11ed-9984-a335abe66e5c.html

Digital Makes The AM/FM Radio Plan Better And Vice Versa

Westwood One (Pierre Bouvard) October 10, 2022

<https://www.westwoodone.com/blog/2022/10/10/digital-makes-the-am-fm-radio-plan-better-and-vice-versa/>

Responding to Objections Can Be Mastered In 4 Steps

SalesFuel October 8, 2022

<https://salesfuel.com/responding-to-objections-can-be-mastered-in-4-steps/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

ANA: Podcast Ads Open New Opportunities For National Brands To Reach Consumers.

Inside Radio October 12, 2022

https://www.insideradio.com/podcastnewsdaily/ana-podcast-ads-open-new-opportunities-for-national-brands-to-reach-consumers/article_9fea73f8-4a4d-11ed-b413-3fe729c50fd8.html

Why Out-Of-Home Advertising Is Soaring In A Digital World

MediaPost October 12, 2022

<https://www.mediapost.com/publications/article/378667/why-out-of-home-advertising-is-soaring-in-a-digital-world.html>

Stop! Hey, What's The Sound?

Jacobs Media Strategies (Fred Jacobs) October 11, 2022

<https://jacobsmedia.com/stop-hey-whats-the-sound/>

The Value of Consumer Spending Power

Radio Ink (Marc Greenspan) October 10, 2022

<https://radioink.com/2022/10/10/the-value-of-consumer-spending-power/>

Savvy Auto Dealers Are Boosting Recall Of Radio Ads With Streaming Audio.

Inside Radio (WardsAuto) October 10, 2022

https://www.insideradio.com/free/savvy-auto-dealers-are-boosting-recall-of-radio-ads-with-streaming-audio/article_72a01d6a-486a-11ed-bd87-7be34084cdf.html

Did You Hear? Advertising on Streaming Audio Works

WardsAuto September 29, 2022

<https://www.wardsauto.com/dealers/did-you-hear-advertising-streaming-audio-works>

Nielsen: Radio Most Powerful Medium For Reaching Black Americans.

Inside Radio (Katz Radio Group/Nielsen) October 10, 2022.

https://www.insideradio.com/free/nielsen-radio-most-powerful-medium-for-reaching-black-americans/article_8ed9fd70-486a-11ed-9d67-23db1f710e8c.html

What is a Digital Badge? Credentials & Certifications for Your Brand

SalesFuel October 8, 2022

<https://salesfuel.com/what-is-a-digital-badge-credentials-certifications-for-your-brand/>

Discovery Call Questions Don't Matter If You Don't Listen

SalesFuel October 8, 2022

<https://salesfuel.com/discovery-call-questions-dont-matter-if-you-dont-listen/>

Mastercard: September U.S. retail sales sizzle

Chain Store Age October 7, 2022

https://chainstoreage.com/mastercard-september-us-retail-sales-sizzle?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Feeling Pinched, High-Income Consumers Are Shopping Earlier

MediaPost October 7, 2022

https://www.mediapost.com/publications/article/378540/feeling-pinched-high-income-consumers-are-shoppin.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=127866&hashid=akE-7z-LS1W9CYmV5M9xXA

New cars are finally back in stock — but Americans might not be able to afford them

CNBC October 7, 2022

<https://www.cnbc.com/2022/10/07/new-cars-are-finally-back-in-stock-but-they-come-at-a-steep-price.html>

PwC Holiday Outlook: Black Friday Losing Relevance.

Inside Radio October 7, 2022

https://www.insideradio.com/free/pwc-holiday-outlook-black-friday-losing-relevance/article_692997c0-4685-11ed-8b2e-9baa1a705081.html

Triton Monthly Ranker: Double-Digit Streaming Session Increases For Cumulus, EMF, And AccuRadio.

Inside Radio October 7, 2022

https://www.insideradio.com/free/triton-monthly-ranker-double-digit-streaming-session-increases-for-cumulus-emf-and-accuradio/article_ce310c5e-461a-11ed-a1c5-e79445443de3.html

Survey: Retailers ramping up holiday promotions

Chain Store Age October 6, 2022

https://chainstoreage.com/survey-retailers-ramping-holiday-promotions?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Best practices salespeople must focus on as the auto industry evolves

CBT News October 6, 2022

<https://www.cbtnews.com/best-practices-salespeople-must-focus-on-as-the-auto-industry-evolves/>

Celebrating Women In Sales Month with Guest Nicki Harkrider-Probey

(What Indicators Show That A Sales Organization Is On Track?)

The Center For Sales Strategy (Amanda Meade) October 6, 2022

https://blog.thecenterforsalesstrategy.com/women-in-sales-month-nicki-harkrider-probey?utm_campaign=subscriber&utm_medium=email&hsmi=228654602&hsenc=p2ANqtz-9NOZwYHHnC XV1XdYzY9YMIFfabAP_GoiLZs-sdGVcXka_Meym4jsiA8VmU1i-imGRh2PRrA5Rkrow2mdXltWo8QloiUyA&utm_content=228654602&utm_source=hs_email

Report: GEICO, A Top Radio Advertiser, Places Media Account In Review.

Inside Radio (Ad Age) October 6, 2022

https://www.insideradio.com/free/report-geico-a-top-radio-advertiser-places-media-account-in-review/article_60b8d68c-4540-11ed-8039-af78db786c97.html

DEAR BRANDS—HISPANICS ARE MORE THAN HARD WORK AND GREAT FIESTAS

Ad Age October 4, 2022

https://adage.com/article/opinion/dear-brands-hispanics-are-more-hard-work-and-great-fiestas/2437526?utm_source=Sailthru&utm_medium=email&utm_campaign=Subscriptions_CurrentSubscribers_SubscriberExclusives_20221010%202022-10-10&utm_term=Subscriptions-SubscriberExclusive-TrendingArticles-Smartlist-PartA-20220822

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

TOP FIVE SELECTED ARTICLES/RESOURCES

WFA: Nearly 30% Of Big Advertisers Will Cut Budgets Next Year

MediaPost October 12, 2022

https://www.mediapost.com/publications/article/378629/wfa-nearly-30-of-big-advertisers-will-cut-budget.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127907&hashid=OGmwUb-VQzGI9svJRwTnrA

How To Manage A Sales Sinkhole

Radio Ink (Alec Drake) October 10, 2022

<https://radioink.com/2022/10/10/how-to-manage-a-sales-sinkhole/>

Bob Pittman: Brands Are Like People

Jacobs Media Strategies (Fred Jacobs) October 6, 2022

<https://jacobsmedia.com/bob-pittman-brands-are-like-people-2/>

Experiential Marketing Returns Strongly After The Pandemic.

Inside Radio (pq media) October 11, 2022

https://www.insideradio.com/free/experiential-marketing-returns-strongly-after-the-pandemic/article_cbcc8dd4-4931-11ed-a1f8-6b3399857f30.html

Retail Media Is Now 11% Of Total Ad Spend. Here Are 5 Factors Driving That Figure

Forbes October 7, 2022

<https://www.forbes.com/sites/kirimasters/2022/10/07/retail-media-is-now-11-of-total-ad-spend-here-are-5-factors-driving-that-figure/?sh=af8a90370e9b>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Nielsen Completes \$16 Billion Sale to Private Equity Consortium

Deal comes before Nielsen One rollout

Broadcasting+Cable October 11, 2022

https://www.nexttv.com/news/nielsen-completes-dollar16-billion-sale-to-private-equity-consortium?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=0386F546-3AD6-492A-BB37-D0CD94B55A43&utm_source=SmartBrief

NAB Pilot Reports Progress With Google On Support For Radio In Android Automotive.

Inside Radio October 10, 2022

https://www.insideradio.com/free/nab-pilot-reports-progress-with-google-on-support-for-radio-in-android-automotive/article_cb0f027c-486a-11ed-b4f1-df600415ecbe.html

Is Radio Out Of The Appointment Listening Business?

Jacobs Media Strategies (Fred Jacobs) October 10, 2022

<https://jacobsmedia.com/is-radio-out-of-the-appointment-listening-business/>

New Hope For Supporters Of Cannabis Ads As Biden Orders Review Of Marijuana Classification.

Inside Radio October 7, 2022

https://www.insideradio.com/free/new-hope-for-supporters-of-cannabis-ads-as-biden-orders-review-of-marijuana-classification/article_65faf608-461b-11ed-ab0c-4f915c1e0f76.html

FCC Tries, Tries Again With Foreign Programming ID

Broadcasting & Cable October 6, 2022

https://www.nexttv.com/news/fcc-tries-tries-again-with-foreign-programming-id?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=38EAC56A-F87C-4ED5-BBFE-E790241EACB9&utm_source=SmartBrief

Proposed Privacy Bill Draws Support From Coalition Of House Democrats

MediaPost October 6, 2022

https://www.mediapost.com/publications/article/378507/proposed-privacy-bill-draws-support-from-coalition.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=127850&hashid=Xbl3-p0DS1exdHSa15Xu_g

Automotive TV Spending Down 22% In September

MediaPost October 6, 2022

<https://www.mediapost.com/publications/article/378467/automotive-tv-spending-down-22-in-september.html?edition=127836>

Monthly Podcast Listeners Will Hit 125 Million This Year, Says eMarketer. But It Lowers Growth Outlook.

Inside Radio October 6, 2022

https://www.insideradio.com/free/monthly-podcast-listeners-will-hit-125-million-this-year-says-emarketer-but-it-lowers-growth/article_8070c390-4540-11ed-9ba0-1f571a7a2891.html

Members of Congress Share Concern About Geo-Targeting Proposal

Technology could lead radio broadcasters to “exclude rural areas,” 13 Republicans say
RadioWorld October 5, 2022

https://www.radioworld.com/news-and-business/business-and-law/members-of-congress-share-concern-about-geo-targeting-proposal?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=1B0463CA-1BD7-49D0-A12B-F82647BAEE0&utm_source=SmartBrief

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for October Week 1 (September 22 - September 28, 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
Oct Week 2 - 605,000

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

Oct Week 2 - 10,192,500

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 Monthly - 115,800

Oct Week 1 - 119,200
Oct Week 2 - 115,100

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
Oct Week 2 - 1,904,000

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

Oct Week 1 - 127,000
Oct 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 Monthly - 2,398,500

Oct Week 1 - 2,428,500
Oct Week 2 - 2,418,200

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