

OCTOBER 19, 2022

There is literally something for everyone in this week's Resource Roundup so let's see what content this week can help us learn and move toward greatness...

“Success isn't always about greatness. It's about consistency. Consistent hard work gains success. Greatness will come.”

— Dwayne Johnson

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Liz Fancher put on her Miller Kaplan X-Ray glasses and pulled together a 2022 Vs 2020 comparison of the radio advertising expenditures on Radio in Los Angeles and San Diego. Looking at Los Angeles, when comparing August 2022 YTD vs. August 2020 YTD, spending on political issues grew 726%. Candidate spending is down 45%.

There are two attached spreadsheets for both Los Angeles and San Diego showing aggregate market spending (no individual station data). The Political Advertiser spreadsheet has advertisers broken out by year. The Political Category History spreadsheet breaks out spending by month starting August 2020 – August 2022 for candidates and political issues.

These figures are only through August so we may see some significant changes by the time the election is over.

ATTACHMENT: [LA Political Advertisers 2022 vs 2020](#)

ATTACHMENT: [LA Political Category History 2022 vs 2020](#)

ATTACHMENT: [SD Political Advertisers 2022 VS 2020](#)

ATTACHMENT: [SD Political Category History](#)

In the article below note that two of the top political advertisers are here in our markets and both are thanks to placement by Sheri Sadler, Sadler Strategic Media, Inc.

Here Are Radio's Top Political Advertisers In 2022, So Far.

Inside Radio (Media Monitors) October 18, 2022

https://www.insideradio.com/free/here-are-radio-s-top-political-advertisers-in-2022-so-far/article_fe2c470e-4eb5-11ed-ba2a-9738656bc009.html

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

6 Powerful Keys To Growing 2023 Sales

Radio Ink (Loyd Ford) October 17, 2022

<https://radioink.com/2022/10/17/6-powerful-keys-to-growing-2023-sales/>

How To Be The Number One Resource For Your Client

Radio Ink (Pat Bryson) October 17, 2022

<https://radioink.com/2022/10/17/how-to-be-the-number-one-resource-for-your-client/>

Selling Research Reveals Why Reps Are Losing Sales

SalesFuel October 16, 2022

<https://salesfuel.com/selling-research-reveals-why-reps-are-losing-sales/>

How to Build Confidence in Sales

SalesFuel October 16, 2022

<https://salesfuel.com/how-to-build-confidence-in-sales/>

Language Differentiation Contributes to Effective Selling

SalesFuel October 16, 2022

<https://salesfuel.com/language-differentiation-contributes-to-effective-selling/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Back in Action: U.S. Consumers Lead the Return to In-Store Shopping

StreetFight (Stephanie Miles) October 19, 2022

<https://streetfightmag.com/2022/10/19/back-in-action-u-s-consumers-lead-the-return-to-in-store-shopping%EF%BF%BC/>

The growing dealership dilemma: Get big or get out

CBT News October 17, 2022

<https://www.cbtnews.com/the-growing-dealership-dilemma-get-big-or-get-out/>

IBM: Economic, other worries replace COVID-19 concerns among holiday shoppers

Chain Store Age October 17, 2022

https://chainstoreage.com/ibm-economic-other-worries-replace-covid-19-concerns-among-holiday-shoppers?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

How Post-Pandemic Shopping Habits Affect Black Friday and Cyber Monday

StreetFight October 17, 2022

<https://streetfightmag.com/2022/10/17/how-post-pandemic-shopping-habits-affect-black-friday-and-cyber-monday/>

Passive Job Seekers Outnumber Active Job Seekers Two To One; Companies Can Reach Them And Hiring Managers With Audio, The Soundtrack Of The American Worker

Westwood One (Pierre Bouvard) October 17, 2022

<https://westwoodone.com/blog/2022/10/17/passive-job-seekers-outnumber-active-job-seekers-two-to-one-companies-can-reach-them-and-hiring-managers-with-audio-the-soundtrack-of-the-american-worker/>

Study: Co-Listening Is Growing, And It's Helping Digital Audio Expand Its Reach.

PodcastingNewsDaily October 17, 2022

https://www.podcastnewsdaily.com/podcastnewsdaily/study-co-listening-is-growing-and-it-s-helping-digital-audio-expand-its-reach/article_143bf944-4e3f-11ed-9602-47264768710d.html

Four In Ten Consumers Show Interest In On-Demand Content From Local AM/FM Personalities.

PodcastNewsDaily October 17, 2022

https://www.podcastnewsdaily.com/podcastnewsdaily/four-in-ten-consumers-show-interest-in-on-demand-content-from-local-am-fm-personalities/article_d775f73a-4e3e-11ed-8a70-7bd6f1b91683.html

Understanding CLV

Radio Ink (Rick Fink) October 17, 2022

https://radioink.com/2022/10/17/understanding-clv/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Baseball Fans Who Listen To Games On Radio Are More Open To Ads, Survey Shows.

Inside Radio (Katz Radio Group) October 17, 2022

https://www.insideradio.com/free/baseball-fans-who-listen-to-games-on-radio-are-more-open-to-ads-survey-shows/article_63697876-4dd5-11ed-9bc0-4f38bb9880c7.html

'Audio Omnivores' Is How Ipsos Describes Audio Habits Of Affluent Americans.

Inside Radio October 14, 2022

https://www.insideradio.com/podcastnewsdaily/audio-omnivores-is-how-ipsos-describes-audio-habits-of-affluent-americans/article_bdfc13f0-4bde-11ed-8c79-3fc9c0456035.html

Competitive Info: Cable, Broadcast Net Reach Still Falling.

Inside Radio (MoffettNathanson) October 14, 2022

https://www.insideradio.com/free/competitive-info-cable-broadcast-net-reach-still-falling/article_3e756fb4-4b8e-11ed-a9e9-af90ba7131ff.html

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

Inside Radio October 14, 2022

https://www.insideradio.com/free/ana-podcast-ads-open-new-opportunities-for-national-brands-to-reach-consumers/article_c621b364-4b8e-11ed-8e67-53ceee6c9d4b.html

Core retail sales inch up in September

Chain Store Age October 14, 2022

https://chainstoreage.com/core-retail-sales-inch-september?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker

Consumer sentiment ticks up

Chain Store Age October 14, 2022

https://chainstoreage.com/consumer-sentiment-ticks?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Social users don't trust Facebook

eMarketer (Sara Lebow) October 13, 2022

https://www.insiderintelligence.com/content/social-users-trust-facebook?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=I120221014COTD&utm_content=Final&utm_term=COTD%20Active%20List

How State Farm Uses Audio To Build 'A Full Envelope Around Our Customer.'

Inside Radio October 13, 2022

https://www.insideradio.com/free/how-state-farm-uses-audio-to-build-a-full-envelope-around-our-customer/article_284ad0b6-4abd-11ed-b64c-7f22efd56acd.html

As Gen Z Puts Its Stamp On Media, Audio Holds Up Better Than Other Traditional Outlets.

Inside Radio (Horizon Media) October 13, 2022

https://www.insideradio.com/podcastnewsdaily/as-gen-z-puts-its-stamp-on-media-audio-holds-up-better-than-other-traditional/article_cbf47a7a-4b15-11ed-92da-6f71a9549ead.html

DIGITAL SALES STRATEGY: Understanding the Digital Scoreboard

The Center ForSales Strategy (Alina McComas) October 11, 2022

https://blog.thecenterforsalesstrategy.com/blog/bid/106109/digital-sales-strategy-understanding-the-digital-scoreboard?utm_medium=email&_hsmi=229602063&_hsenc=p2ANqtz-8tB3leaztrb4TPIqoNSPwPfl532LVoiWS3RDV0IDIrAvohkUWbBs9aiFRspkLF8GyLBuGEvBj3Ub50F7-edp5XP2qjDg&utm_content=229602063&utm_source=hs_email

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

TOP FIVE SELECTED ARTICLES/RESOURCES

With Consumer Spending Still Strong, Advertisers Are Poised To Stay The Course In Q4.

Inside Radio (Advertiser Perceptions) October 19, 2022

https://www.insideradio.com/free/with-consumer-spending-still-strong-advertisers-are-poised-to-stay-the-course-in-q4/article_74400bba-4f88-11ed-a598-7b4f62c27778.html

Radio Q3 Preview: National Biz Stabilizes, Local Holds Up Well.

Inside Radio (B. Riley Financial) October 17, 2022

https://www.insideradio.com/free/radio-q3-preview-national-biz-stabilizes-local-holds-up-well/article_831d3860-4dd5-11ed-b46f-071a220b50b7.html

ATTACHMENT: [Q3-2022-AP-Client-Newsletter](#)

Can You Take And Hold The Reservation?

Radio Ink (Alec Drake) October 17, 2022

https://radioink.com/2022/10/17/can-you-take-and-hold-the-reservation/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Do You Make a Decision When Every Option Looks Bad?

Knowledge at Wharton October 14, 2022

https://knowledge.wharton.upenn.edu/article/how-do-you-make-a-decision-when-every-option-looks-bad/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=10-19-2022&utm_content=How+Do+You+Make+a+Decision+When+Every+Option+Looks+Bad

How to Use Continuous Learning to Create Unstoppable Sales Teams

Sales Hacker (Stephanie Middaugh) October 10, 2022

https://www.saleshacker.com/continuous-learning/?utm_medium=email&_hsmi=229602063&_hsenc=p2ANqtz-wlpXhFSfzpfY2ST7HyfJvq0wW8p1Y6o2kSsmdQFpO_BSXYDtntp5Ryg7FLSKJshXxvcFdexFd5GvcEx9xHXsUrnCLEA&utm_content=229602063&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Big Brands Are Embracing Audio, But Where Those Ads Turn Up Remains A Critical Factor.

Inside Radio (Advertising Week) October 19, 2022

https://www.insideradio.com/free/big-brands-are-embracing-audio-but-where-those-ads-turn-up-remains-a-critical-factor/article_36c11496-4f88-11ed-b2ee-6f1793f28f49.html

FCC Head Supports Bills Aimed At Squelching ‘Foreign Propaganda’

Radio+Television Business Report (Adam Jacobson) October 18, 2022

<https://www.rbr.com/fcc-head-supports-bills-aimed-at-squelching-foreign-propaganda/>

Rep. Cathy McMorris Rodgers Warns FCC to Stay in Regulatory Lane

NextTV October 19, 2022

<https://www.nexttv.com/news/rep-cathy-mcmorris-rodgers-warns-fcc-to-stay-in-regulatory-lane>

Survey Finds Older Adults Are Slowly Warming To Streaming Audio.

Inside Radio (Broadbeam Media) October 18, 2022

https://www.insideradio.com/free/survey-finds-older-adults-are-slowly-warming-to-streaming-audio/article_9eaedd60-4eb4-11ed-8df8-232bd69882d8.html

Congress Steps Into Fight Over Foreign Programming Disclosures On Radio.

Inside Radio October 18, 2022

https://www.insideradio.com/free/congress-steps-into-fight-over-foreign-programming-disclosures-on-radio/article_dd1539c2-4eb5-11ed-a327-8faac91bbdda.html

Maryland judge strikes down nation's first tax on digital advertising

MarketWatch October 17, 2022

<https://www.marketwatch.com/story/maryland-judge-strikes-down-nations-first-tax-on-digital-advertising-01666049119>

Here's What Your Radio Station Should Put in Its Website Sidebars

Jacobs Media Strategies (Seth Resler) October 17, 2022

https://jacobsmedia.com/heres-radio-station-put-website-sidebars/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=5070cb0843-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-5070cb0843-179898762

The Guys Who Owned The Position On "Positioning"

Jacobs Media Strategies (Fred Jacobs) October 14, 2022

<https://jacobsmedia.com/the-guys-who-owned-the-position-on-positioning/>

Edison: Podcasts Are Now Top Platform For Consuming Spoken Word/Personality Audio.

Inside Radio October 14, 2022

https://www.insideradio.com/podcastnewsdaily/edison-podcasts-are-now-top-platform-for-consuming-spoken-word-personality-audio/article_21b7238a-4bdf-11ed-90ab-9ba84586884c.html

Marketron Upgrades Give Restricted Ad Categories Like Cannabis Access To Digital Ads.

Inside Radio October 14, 2022

https://www.insideradio.com/free/marketron-upgrades-give-restricted-ad-categories-like-cannabis-access-to-digital-ads/article_61899e62-4b8e-11ed-9000-afa8b511619c.html

6 Steps for Setting Measurable Goals to Avoid "Productivity Paranoia"

Radical Candor October 14, 2022

<https://www.radicalcandor.com/setting-goals-productivity-paranoia/>

TuneIn, Live365 Partner to Expand Internet Radio Broadcasters' Reach

Live365 broadcasters can now access TuneIn On Air services
RadioWorld October 14, 2022

https://www.radioworld.com/news-and-business/tunein-live365-partner-to-expand-internet-radio-broadcasters-reach?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=0028EE53-D484-4783-BA20-2EFF2C25C159&utm_source=SmartBrief

IAB and IAB Tech Lab Come Together With Guidelines Addressing New State Privacy Laws.

Inside Radio October 13, 2022

https://www.insideradio.com/podcastnewsdaily/iab-and-iab-tech-lab-come-together-with-guidelines-addressing-new-state-privacy-laws/article_5a0b3940-4b14-11ed-b3a4-5bc3d6a91803.html

California privacy regulations have implications beyond the state

eMarketer October 10, 2022

https://www.insiderintelligence.com/content/california-privacy-regulations-have-implications-beyond-state?utm_source=newsletter&utm_medium=email&utm_campaign=eDaily%20%20Weekender%2010.14.2022&utm_term=emdaily&utm_content=eDaily%20%20Weekender%2010.14.2022

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for October Week 3 (September 29 - October 5, 2022). Curious slip in the LA data this week. Not sure what to make of it. Maybe related to Yom Kippur activities? We will watch to see if any trend develops.

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
Oct Week 3 - 598,900

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
Oct Week 3 - 9,968,600

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
Oct Week 3 - 117,600

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 Monthly - 1,901,400

Oct Week 1 - 1,913,200
Oct Week 2 - 1,904,000
Oct Week 3 - 1,837,700

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
Oct Week 3 - 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

Oct Week 3 - 2,492,500

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