

OCTOBER 26, 2022

Radio Ink Magazine has announced its list of The Best Managers In Radio for 2022 and I want to kick off this week's installment with a shoutout to two of our current SCBA executive board members who have received this prestigious recognition: Sabina Widmann, President and Regional Radio General Manager, Univision San Diego, and Terry Fahy, Regional Vice President/General, Salem Media Group, Los Angeles. Congratulations to Sabina and Terry. You make us all proud!

As you review the curated lists of exceptional articles and resources provided this week be sure to look beyond just the Top Five categories. Some weeks there is so much great information that it is very difficult to select just five that are the most important. This week is one of those weeks.

Changes come fast in our industry so let's keep our learning up to speed with them:

“Success in management requires learning as fast as the world is changing.”

— Warren Bennis

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

The election is now less than two weeks away and we have provided our political advertising client list with a multitude of reasons to increase the use of radio in their campaigns. In these final two weeks there will likely be some last buys being placed to boost some candidates and issues, especially from the Independent Expenditure organizations. So it is very important that you alert your teams to be especially accessible and responsive to these last minute tactical advertising boosts by the campaigns.

And be sure to read the last article in this section that is a good reminder of the FCC rules regarding political advertising to stay compliant.

Two Weeks To Go, Election Ad Spending Hits Its Peaks

Inside Radio (Adimpact) October 25, 2022

https://www.insideradio.com/free/two-weeks-to-go-election-ad-spending-hits-its-peak/article_b782b158-5432-11ed-855b-fb82e6588abd.html

Caruso's huge ad campaign seems to be paying off in LA mayor's race

The billionaire has erased a double-digit deficit with Rep. Karen Bass in the final weeks of the most expensive mayor's contest in city history.

<https://www.politico.com/news/2022/10/21/bass-caruso-race-tightens-spending-00063018>

Engaging The Multicultural Vote

Katz Media October 21, 2022

https://info.katzmedia.com/katz-local-vote-the-multicultural-vote?utm_campaign=Katz+Local+Vote+2022&utm_medium=email&_hsmi=230604954&_hsenc=p2ANqtz-88U-g9GxvFPEmB_TL9rz5nbFltr-qtF6iaieN9mhGlytVAWKJly-4BAEQKhxAlwu1WNYeprUUzHaEH2opY_HN_BB8VXg&utm_content=230604954&utm_source=hs_email

Election Season Refresher: Political Ad Compliance

CommLawBlog (Jackie Fisher) October 19, 2022

<https://www.commlawblog.com/2022/10/articles/fcc/election-season-refresher-political-ad-compliance/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Heading Into 2023, Here's How One Agency Views Radio/Audio.

Inside Radio October 25, 2022

https://www.insideradio.com/free/heading-into-2023-here-s-how-one-agency-views-radio-audio/article_d28df192-5432-11ed-9a14-c71abab76ae1.html

5 Buying Signs

Radio Ink (Loyd Ford) October 24, 2022

<https://radioink.com/2022/10/24/5-buying-signs/>

How Radio Messaging Needs To Change This Holiday Season.

Inside Radio (RAB/CivicScience) October 24, 2022

https://www.insideradio.com/free/how-radio-messaging-needs-to-change-this-holiday-season/article_a19eb8a0-536f-11ed-a2ee-bb2f4065332c.html

How to Close the Gap and Hit Your Sales Objectives

Steven Rossen Sales Leadership Coaching October 21, 2022

https://starresults.com/close-the-gap/?utm_medium=email&hsmi=230673938&hsenc=p2ANqtz-TOW0ByhriOzaRI-JROBro_vZkDW7YEAGfFquElcYZ3765522tf8e7Er9Y5gYF5JRCVUE7Y6bfmF0vXEbAQHDS5ZELHQ&utm_content=230673938&utm_source=hs_email

How to Map Your Sales Process for 2023

Yesware October 19, 2022

https://www.yesware.com/blog/sales-process-mapping/?utm_medium=email&hsmi=230673938&hsenc=p2ANqtz-9cVqiDRWovb46s46zRfcRgiN3V_t4Xcv5SYU16dHv6MPNCF9JQB9aVysi7-KSTOycL4dDXzTruwRc48eS8yGOYZ3n_dA&utm_content=230673938&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Spot Count: P&G Places Two In Top 10; Progressive Roars Back.

Inside Radio (Media Monitors) October 25, 2022

https://www.insideradio.com/free/spot-count-p-g-places-two-in-top-10-progressive-roars-back/article_c7f685c4-5431-11ed-9ee9-4790c5e52fc9.html

First-Party Data Is Seen As Ad Cookie Alternative. Brands Can Now Use It To Buy Podcast Ads.

Inside Radio (Acast) October 25, 2022

https://www.insideradio.com/podcastnewsdaily/first-party-data-is-seen-as-ad-cookie-alternative-brands-can-now-use-it-to/article_e99b1e84-5485-11ed-b7df-bbbf0c660538.html

Analyst Predicts 'Death of Linear CPMs' with AVOD Coming

Broadcasting+Cable October 25, 2022

https://www.nexttv.com/news/analyst-sees-death-of-linear-cpms-with-avod-coming?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=E090BAE4-ED43-43A7-AE21-8AD7B4990B95&utm_source=SmartBrief

Magellan AI: Top 15 Podcast Advertisers Spent 11% More In Sept.; BetterHelp Holds No. 1.

Inside Radio October 25, 2022

https://www.insideradio.com/podcastnewsdaily/magellan-ai-top-15-podcast-advertisers-spent-11-more-in-september-betterhelp-holds-no-1/article_db40025e-5486-11ed-96c3-43ca7daffd8a.html

Americans still like Black Friday

Chain Store Age October 25, 2022

https://chainstoreage.com/americans-still-black-friday?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Auto Aftermarket Retailers: Fifth Installment Of Category Study Reveals AM/FM Radio And Podcast Listeners, Do-It-Yourselfers, And Mega-Milers Are The Ideal Audiences To Target

Westwood One/Cumulus Media (Pierre Bouvard) October 24, 2022

<https://www.westwoodone.com/blog/2022/10/24/auto-aftermarket-retailers-fifth-installment-of-category-study-reveals-am-fm-radio-and-podcast-listeners-do-it-yourselfers-and-mega-milers-are-the-ideal-audiences-to-target/>

A Worrying Problem Emerges in the Auto Industry

Rising interest rates make auto loans and monthly payments more expensive.

The Street October 24, 2022

<https://www.thestreet.com/technology/new-warnings-car-buyers-need-to-hear>

Best Sales Practices For Driving Quality Referrals

SalesFuel October 22, 2022

<https://salesfuel.com/best-sales-practices-for-driving-quality-referrals/>

Why Sellers Must Adopt Sales Stack Tools to Stay Successful

SalesFuel October 22, 2022

<https://salesfuel.com/why-sellers-must-adopt-sales-stack-tools-to-stay-successful/>

Why LinkedIn is One of the Top Sales Prospecting Tools

SalesFuel October 22, 2022

<https://salesfuel.com/why-linkedin-is-one-of-the-top-sales-prospecting-tools/>

Small businesses brace for cautious holiday shoppers

Associate Press (Mae Anderson) October 16, 2022

<https://apnews.com/article/inflation-health-new-york-covid-63dda562ec80b34f2489e979302e1a1f>

P&G Cuts Back On Ad Spending, Again.

Inside Radio October 21, 2022

https://www.insideradio.com/free/p-g-cuts-back-on-ad-spending-again/article_9d603ad6-5110-11ed-86d4-6712d6160217.html

CGP: Holiday sales growth to slow; home improvement category to outpace other sectors

Chain Store Age October 21, 2022

https://chainstoreage.com/cgp-holiday-sales-growth-slow-home-improvement-category-outpace-other-sectors?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

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

TOP FIVE SELECTED ARTICLES/RESOURCES

GroupM Drops New Evidence Of Disconnect Between Economy And Ad Spending

MediaPost October 24, 2022

https://www.mediapost.com/publications/article/379049/groupm-drops-new-evidence-of-disconnect-between-ec.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128032&hashid=Xbl3-p0DS1exdHSa15Xu_g

GroupM Drops New Evidence Of Disconnect Between Economy And Ad Spending

MediaPost October 25, 2022

<https://www.mediapost.com/publications/article/379049/groupm-drops-new-evidence-of-disconnect-between-ec.html?edition=128032>

U.S. Ad Market Falls For Fourth Consecutive Month, Signals Start Of New Recession

MediaPost October 20, 2022

https://www.mediapost.com/publications/article/378942/us-ad-market-falls-for-fourth-consecutive-month.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128008&hashid=CKfKjD-IQuCPkoXp87oXHg

How To Find And Motivate Great Salespeople

Radio Ink October 21, 2022

<https://radioink.com/2022/10/21/how-to-find-and-motivate-great-salespeople/>

Ad Inflation Rises: Now Projected To Jump 6.2% In North America, 5.2% Worldwide

MediaPost October 20, 2022

<https://www.mediapost.com/publications/article/378956/ad-inflation-rises-now-projected-to-jump-62-in.html?edition=127995>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Look For Low- To Mid-Single Digit Growth For Radio In Third Quarter.

Inside Radio October 26, 2022

https://www.insideradio.com/free/look-for-low--to-mid-single-digit-growth-for-radio-in-third-quarter/article_9252724e-54f8-11ed-97c0-4ba7e3a9d0ec.html

P&G's Marc Pritchard Says the Company Will Significantly Increase Its Investments in Black-Owned Media

Adweek October 26, 2022

https://www.adweek.com/brand-marketing/pgs-marc-pritchard-says-the-company-will-significantly-increase-its-investments-in-black-owned-media/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BreakingNews_Newsletter_221026105231&recip_id=1385784&lyt_id=1385784#

Radio's Fight Over Annual Fees Gets The Attention Of Congress.

Inside Radio October 26, 2022

https://www.insideradio.com/free/radio-s-fight-over-annual-fees-gets-the-attention-of-congress/article_704ff1ee-54f8-11ed-9cd5-2779d71e8500.html

Former FEMA Administrator Calls Out Ford For Removing AM Radio From F-150 Lightning.

Inside Radio October 26, 2022

https://www.insideradio.com/free/former-fema-administrator-calls-out-ford-for-removing-am-radio-from-f-150-lightning/article_fc7e702e-54f7-11ed-b8af-772e0bc96dcc.html

The Six Most Hated Words In Media

Jacobs Media Strategies (Fred Jacobs) October 25, 2022

<https://jacobsmedia.com/the-six-most-hated-words-in-media/>

SMI: National Ad Spend Trend Moves From Plus To Minus In Q3 2022.

Inside Radio (Standard Media Index) October 25, 2022

https://www.insideradio.com/free/smi-national-ad-spend-trend-moves-from-plus-to-minus-in-q3-2022/article_04854408-5432-11ed-b98f-4bee2ed742f7.html

What's Missing On Your 2023 Budget Checklist?

Radio Ink (Alec Drake) October 24, 2022

https://radioink.com/2022/10/24/whats-missing-on-your-2023-budget-checklist/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Facebook and Google face skeptics on Wall Street this week amid digital ads collapse

CNBC October 24, 2022

<https://www.cnbc.com/2022/10/24/facebook-google-face-skeptical-wall-street-this-week-amid-ad-collapse.html>

IPG says ‘majority’ of clients are making contingency plans for a downturn

MarketingDive October 24, 2022

https://www.marketingdive.com/news/ipg-q3-agency-earnings-ad-spending-downturn/634797/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-10-25%20Marketing%20Dive%20Newsletter%20%5Bissue:45501%5D&utm_term=Marketing%20Dive

Locally Targeted Podcasts Are An Emerging Part Of The Audio Frontier.

PodcastNewsDaily October 24, 2022

https://www.podcastnewsdaily.com/news/locally-targeted-podcasts-are-an-emerging-part-of-the-audio-frontier/article_faba1bd2-53ba-11ed-80ae-3ff0e3ab54be.html

Audio Is ‘Under Attack’ From Other Media. But It’s Got New Tools To Make The Sale.

PodcastNewsDaily (ADVERTISINGWEEK) October 24, 2022

https://www.podcastnewsdaily.com/news/audio-is-under-attack-from-other-media-but-it-s-got-new-tools-to-make/article_d73dd55e-53ba-11ed-9736-cbaa7ca26a7b.html

It’s Good To Be Queen

Jacobs Media Strategies (Fred Jacobs) October 24, 2022

<https://jacobsmedia.com/its-good-to-be-queen/>

From NAB New York: Digital Execs On How To Cover The ‘Entire Continuum’ Of Listening.

Inside Radio October 21, 2022

https://www.insideradio.com/podcastnewsdaily/from-nab-new-york-digital-execs-on-how-to-cover-the-entire-continuum-of-listening/article_1e88f216-5160-11ed-9693-932a8dba485e.html

Audio In The Spotlight As Advertising Week Showcases Hottest Media Trends.

Inside Radio October 21, 2022

https://www.insideradio.com/podcastnewsdaily/audio-in-the-spotlight-as-advertising-week-showcases-hottest-media-trends/article_5e795cbe-515e-11ed-a129-47d5e74ff63f.html

Here Come The Gen Z Listeners. And They Have Plenty In Common With The Old Guard.

Inside Radio (Edison Research) October 21, 2022

https://www.insideradio.com/podcastnewsdaily/here-come-the-gen-z-listeners-and-they-have-plenty-in-common-with-the-old/article_e49ab3c8-515f-11ed-8d63-3f205d163c4e.html

ZoneCasting Proposal Takes More Incoming From Capitol Hill.

Inside Radio October 21, 2022

https://www.insideradio.com/free/zonecasting-proposal-takes-more-incoming-from-capitol-hill/article_fb5d0d8a-5110-11ed-8c14-6fa0b2857166.html

INSIDE NIELSEN'S PRICEY HOLD ON TV NETWORKS AND HOW THEY'RE FIGHTING BACK

TV networks might spend tens of millions to end a system that costs more than \$1 billion a year

Ad Age October 20, 2022

https://adage.com/article/media/inside-nielsens-pricey-hold-tv-networks-and-how-theyre-fighting-back/2444386?utm_source=ad-age-wake-up-call-thursday&utm_medium=email&utm_campaign=20221019&utm_content=hero-headline

The FTC looks to take on fake reviews and endorsements

eMarketer October 20, 2022

https://www.insiderintelligence.com/content/ftc-looks-take-on-fake-reviews-endorsements?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%2010.21.2022&utm_content=Retail%20Daily%2010.21.2022&utm_term=eMarketer%20Retail%20Active%20List

Study: Broadcasters Have An Opportunity With Phase-Out Of Third-Party Cookies.

Inside Radio (Borrell) October 20, 2022

https://www.insideradio.com/free/study-broadcasters-have-an-opportunity-with-phase-out-of-third-party-cookies/article_052a72ba-509b-11ed-af92-3b97c790014b.html

Google expands audio ads, brings product feeds into YouTube Discovery ads

eMarketer October 20, 2022

<https://www.insiderintelligence.com/content/google-expands-audio-ads>

Report: More Americans Are Listening To Audio On Mobile Devices.

Inside Radio (Edison Research) October 20, 2022

https://www.insideradio.com/free/report-more-americans-are-listening-to-audio-on-mobile-devices/article_92ce3c18-5083-11ed-9892-b3fd48fc08d4.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for October Week 4 (October 6 - October 12, 2022) and October Full Month.

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 Monthly - 602,100

Oct Week 1 - 615,500

Oct Week 2 - 605,000

Oct Week 3 - 598,900

Oct Week 4 - 589,000

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 Monthly - 10,061,900

Oct Week 1 - 10,180,100

Oct Week 2 - 10,192,500

Oct Week 3 - 9,968,600

Oct Week 4 - 9,906,600

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 Monthly - 117,100

Oct Week 1 - 119,200

Oct Week 2 - 115,100

Oct Week 3 - 117,600

Oct Week 4 - 116,500

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 Monthly - 1,893,700

Oct Week 1 - 1,913,200

Oct Week 2 - 1,904,000

Oct Week 3 - 1,837,700

Oct Week 4 - 1,920,100

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 Monthly - 122,100

Oct Week 1 - 127,000

Oct Week 2 - 120,400

Oct Week 3 - 120,400

Oct Week 4 - 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 Monthly - 2,429,200

Oct Week 1 - 2,428,500

Oct Week 2 - 2,418,200

Oct Week 3 - 2,492,500

Oct Week 4 - 2,377,600

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