

NOVEMBER 2, 2022

Halloween may be over but the treats just keep coming in this week's Midweek Resource Roundup. We have curated essential articles and resources to help us learn, adapt and innovate in order to remain competitive and grow...

The enterprise that does not innovate ages and declines. And in a period of rapid change such as the present, the decline will be fast.

-- Peter Drucker

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Note: This first article in the Political category from David Oxenford is very important in these closing days to the election and it is an essential read.

With A Week to Go Before the Midterm Elections, Watch for Last Minute Unfounded Attack Ads – The Potential Liability of Stations for False Claims in Ads from PACs, Parties and Other Noncandidate Groups

Broadcast Law Blog (David Oxenford) November 1, 2022

<https://www.broadcastlawblog.com/>

Political Ad Spending Hit Another High Last Week; October Topped \$2 Billion.

Inside Radio (AdImpact) November 1, 2022

https://www.insideradio.com/free/political-ad-spending-hit-another-high-last-week-october-topped-2-billion/article_351f9dec-59b5-11ed-92af-db4660136bef.html

Political Advertising Jumps on Sports Programming: Viamedia

Broadcasting+Cable October 31, 2022

<https://www.nexttv.com/news/political-advertising-jumps-on-sports-programming-viamedia>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Nielsen Audio Today 2022

A focus on Hispanic consumers

ATTACHMENT: [Nielsen 2022 Audio Today – Focus on Hispanic Consumers](#)

Recession-Proofing Dealership Advertising

Approach your media partners and ask for creative support. Ask how these reps can stretch your dollar.

Wards Automotive October 25, 2022

<https://www.wardsauto.com/dealers/recession-proofing-dealership-advertising>

SPOOKY Things Sales Managers (and Their Team) Should Avoid

The Center for Sales Strategy October 25, 2022

https://blog.thecenterforsalesstrategy.com/sales-managers-should-avoid-when-leading-sales-teams?utm_medium=email&_hsmi=231497520&_hsenc=p2ANqtz-8i7RPY_ILeri1vQx4hxbCHKttvJU4EE_BycuXBvoocyFOOyACx4n4QFNmdk6oTaHc7kbsvtR1oWB0P8pLnWX2QUC8g&utm_content=231497520&utm_source=hs_email

3 Emails to Send After the Sale Has Ended

SalesFuel October 29, 2022

<https://salesfuel.com/3-emails-to-send-after-the-sale-has-ended/>

Effective Calls to Action Can Lead to Closed Sales

SalesFuel October 29, 2022

<https://salesfuel.com/an-effective-call-to-action-can-help-close-the-deal/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Podcast CPMs Held Steady In October Says AdvertiseCast.

PodcastNewsDaily (AdvertiseCast) November 1, 2022

https://www.podcastnewsdaily.com/news/podcast-cpms-held-steady-in-october-says-advertisecast/article_c67532cc-5a08-11ed-8686-cb0c9a0e6b25.html

'Bring Lawyers, Guns And Money': Legal Services Hit Airwaves.

Inside Radio (Media Monitors) November 1, 2022

https://www.insideradio.com/free/bring-lawyers-guns-and-money-legal-services-hit-airwaves/article_49d18292-59b4-11ed-a194-470daa6a1509.html

HOLIDAY SHOPPING BY THE NUMBERS

Katz Radio Group (Lisa Cirigliano Director Radio Insights and Analytics) November 1, 2022

https://info.katzradiogroup.com/holiday-shopping-by-the-numbers-oct-2022?utm_campaign=Radio%20Insights%202022&utm_medium=email&_hsmi=231493066&_hsenc=p2ANqtz-9JHzfoj4QeG93vIHyyqe8nZqWNNON2_3aNsXmuaddgpEPXGZbmKrbSvQjS4OnX5IVQv_B1cNjAKSKYcgjR-p25afOdow&utm_content=231493066&utm_source=hs_email

Survey reveals which categories will see holiday increases — and decreases

Chain Store Age November 1, 2022

https://chainstoreage.com/survey-reveals-which-categories-will-see-holiday-increases-and-decreases?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS_A+Day+Breaker

Holiday Fortune-Telling

MediaPost October 31, 2022

https://www.mediapost.com/publications/article/379302/holiday-fortune-telling.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128119&hashid=akE-7z-LS1W9CYmV5M9xXA

Audio Has A Prominent Role At The Association Of National Advertisers Masters Of Marketing Conference Where CMOs Demonstrated That Diverse And Emotional Creative Generate Powerful Sales Effect

Westwood One (Pierre Bouvard) October 31, 2022

<https://www.westwoodone.com/blog/2022/10/31/audio-has-a-prominent-role-at-the-association-of-national-advertisers-masters-of-marketing-conference-where-cmos-demonstrated-that-diverse-and-emotional-creative-generate-powerful-sales-effec/>

Automotive Buyers Are In For A Wait

MediaPost October 31, 2022

https://www.mediapost.com/publications/article/379321/automotive-buyers-are-in-for-a-wait.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128119&hashid=akE-7z-LS1W9CYmV5M9xXA

Spoken Word Audio Consumption on the Rise

New report says 131 million people in the U.S. are daily spoken word audio listeners

RadioWorld (Edison Research) October 31, 2022

https://www.radioworld.com/news-and-business/spoken-word-audio-consumption-on-the-rise?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=0E710664-CD6C-48DF-A03A-1DF3573E7D1C&utm_source=SmartBrief

Impact of Swings in Consumer Spending on Retailers

Chain Store Age October 31, 2022

https://chainstoreage.com/impact-swings-consumer-spending-retailers?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

CDMs Show Car Listening Dominates In AM Drive, Although Yet To Hit Pre-Pandemic Levels.

Inside Radio (Radio Research Consortium) October 31, 2022

https://www.insideradio.com/free/cdms-show-car-listening-dominates-in-am-drive-although-yet-to-hit-pre-pandemic-levels/article_52a3aa68-58eb-11ed-9721-bf5edcf8cc29.html

A Lesson Learned From a Friend in Iceland

Radio Ink (Pat Bryson) October 31, 2022

<https://radioink.com/2022/10/31/a-lesson-learned-from-a-friend-in-iceland/>

While Many Consumers Are Still Willing Spenders, Retailers Are More Fearful Of Recession.

Inside Radio (FirstInsight) October 31, 2022

https://www.insideradio.com/free/while-many-consumers-are-still-willing-spenders-retailers-are-more-fearful-of-recession/article_d9a21da2-58ea-11ed-9ff8-ab3c5767b762.html

HOW CONTENT EDUCATES CUSTOMERS AND HELPS YOU SELL FASTER

LeadG2 October 28, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/how-content-educates-customers-and-helps-you-sell-faster?utm_medium=email&_hsmi=231497520&_hsenc=p2ANqtz-53glectWA998KEZxalXlbfShSRM3G58jRkt_WS5T3JuAcz5M4VnTqmrDQqfH79Et3k_Qq070lujbdktyt-ErHoXelw&utm_content=231497520&utm_source=hs_email

Tapping the brakes on auto industry recovery in 2022

American Journal of Transportation October 28, 2022

<https://ajot.com/premium/ajot-tapping-the-brakes-on-auto-industry-recovery-in-2022>

Total Audio Listening, Including Radio, Is Up From 2021 Among Internet Users.

Inside Radio (Intelligence/eMarketer) October 27, 2022

https://www.insideradio.com/free/total-audio-listening-including-radio-is-up-from-2021-among-internet-users/article_852836dc-55d2-11ed-8049-7758c37452fc.html

P&G's Pritchard Pulls A Bait-and-Switch, Calls For End Of 'General Market'

MediaPost October 26, 2022

https://www.mediapost.com/publications/article/379138/pgs-pritchard-pulls-a-bait-and-switch-calls-for.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128095&has_hid=IZA7uSulTnimoAz9RMXvmQ

Forrester: Five retail predictions for 2023

Chain Store Age October 26, 2022

https://chainstoreage.com/forrester-five-retail-predictions-2023?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&oly_enc_id=8319H4585489H7M

The B2B Buying Cycle Is Revving Up

Marketers must tell their story faster — and to an increasingly wider circle of prospects

ANA October 26, 2022

https://www.ana.net/magazines/show/id/btob-2022-10-sales-cycles?st3=221028newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=221028-newsstandnow-non&_zs=FANij1&_zl=BDaf8

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

TOP FIVE SELECTED ARTICLES/RESOURCES

How to Help Veteran Salespeople Increase Their Digital Sales

The Center For Sales Strategy (Alina McComas) November 1, 2022

https://blog.thecenterforsalesstrategy.com/how-to-help-veteran-salespeople-increase-their-digital-sales?utm_campaign=subscriber&utm_medium=email&_hsmi=232072150&_hsenc=p2ANqtz-9TyYsZAmfuE-JUGvZh_D4VnOMb4Xh6DGJOPzt7-i08bddLtyhpzIC2WkDYRV8XB3RywUqNbe2ogVubCF8v0RmKpX004Q&utm_content=232072150&utm_source=hs_email

The Media Recession Is Coming, The Media Recession Is Coming -- Or Is It?

MediaPost October 31, 2022

<https://www.mediapost.com/publications/article/379234/the-media-recession-is-coming-the-media-recession.html?edition=128096>

Let's Turn Sales on Its Ear

Radio Ink (Loyd Ford) October 30, 2022

<https://radioink.com/2022/10/30/lets-turn-sales-on-its-ear/>

How to Avoid Sales Rep Burnout

SalesFuel October 29, 2022

<https://salesfuel.com/how-to-avoid-sales-rep-burnout/>

How to Approach Setting Realistic Sales Goals in 2023

The Center For Sales Strategy (Elissa Nauful) November 2, 2022

https://blog.thecenterforsalesstrategy.com/how-to-approach-setting-realistic-sales-goals-in-2023?utm_campaign=subscriber&utm_medium=email&_hsmi=232233396&_hsenc=p2ANqtz--W4YtfzaHplXXJbz32nsw0SSFYyVq_YYIVFH5YS7KWusMmzqVNgk5vv_0wqfH4nM340GiheAS68u2ZJ_6eldnFvZf6Zg&utm_content=232233396&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

ADJUST TO A HYBRID WORK ENVIRONMENT WITH BETH SUNSHINE

LeadG2 November 2, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/adjust-to-a-hybrid-work-environment-with-beth-sunshine?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=232243698&_hsenc=p2ANqtz-8qH0rkU2MwHO6CaZ5kUhr9myyGPxh2NAz9T4TgxhIXVnswQJ1JZH_m6Nx29PKc1RcXX3gQp0GFGVVlrl3Ti0aw3hOENA&utm_content=232243698&utm_source=hs_email

Supporters Gear Up For Lame Duck Push For Radio Royalty Legislation.

Inside Radio November 2, 2022

https://www.insideradio.com/free/supporters-gear-up-for-lame-duck-push-for-radio-royalty-legislation/article_bb1b5350-5a7d-11ed-9c73-d7169ba2f2b3.html

60 Artists Join Effort to Tax Radio

Radio Ink November 2, 2022

https://radioink.com/2022/11/02/60-artists-join-effort-to-tax-radio/?vgo_ee=g4MdllvetgiR1mkr7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

FCC commissioner says government should ban TikTok

Axios November 1, 2022

<https://www.axios.com/2022/11/01/interview-fcc-commissioner-says-government-should-ban-tiktok>

Podcasting Shakes Off Ad Slowdown During Q3 To Grow 3%, While Ad Loads Ticked Lower.

PodcastNewsDaily (Magellan AI) November 1, 2022

https://www.podcastnewsdaily.com/news/podcasting-shakes-off-ad-slowdown-during-q3-to-grow-3-while-ad-loads-ticked-lower/article_f6bd5508-5a09-11ed-bf41-9b40cd48853d.html

Why Mobile First Is Radio's Road Back

Jacobs Media Strategies (Fred Jacobs) November 1, 2022

<https://jacobsmedia.com/why-mobile-first-is-radios-road-back/>

How Radio Can Successfully Build New Products

Jacobs Media Strategies (Fred Jacobs) November 2, 2022

<https://jacobsmedia.com/how-radio-can-successfully-build-new-products/>

NABOB Ends Support For ZoneCasting

Radio Ink November 1, 2022

<https://radioink.com/2022/11/01/nabob-ends-support-for-zonecasting/>

GroupM Stands Pat On Ad Economy, Cites Q3 Media Earnings

MediaPost October 31, 2022

https://www.mediapost.com/publications/article/379294/groupm-stands-pat-on-ad-economy-cites-q3-media-earnings.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128123&hashid=Xbl3-p0DS1exdHSa15Xu_g

Recreating Radio Not Really Working For Amazon

Radio Ink October 31, 2022

<https://radioink.com/2022/10/31/recreating-radio-not-really-working-for-amazon/>

One tip for leaders trying to communicate organizational change

Moe Carrick October 28, 2022

<https://moecarrick.com/one-tip-for-leaders-trying-to-communicate-organizational-change/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 1 (October 13 - October 19, 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 Monthly - 602,100

Nov Week 1 - 574,900

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 Monthly - 10,061,900

Nov Week 1 - 9,998,000

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

Nov Week 1 - 116,800

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

Nov Week 1 - 1,910,100

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

Nov Week 1 - 122,700

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

Nov Week 1 - 2,453,400

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