

NOVEMBER 9, 2022

The election is all over...except for the counting! And when it comes to counting dollars you will see in the one article in the Political section below that the advertising spending hit an all time high in this Midterm Election. As we saw in the September MKA X-ray numbers, here in California spending on statewide ballot measures was up massively while candidate spending was substantially lower when we compare 2022 to 2020 levels. A few hotly contested propositions and a lack of competitive candidate races (except for the LA Mayor's race) are the likely causes. We will provide the X-ray numbers for October when available and we will also provide a comprehensive recap of the distribution of the spending across media types as soon as AdImpact provides the final tallies.

Meanwhile, we have a lot to learn and think about in the curated articles and resources in this week's Roundup...

“He who learns but does not think, is lost! He who thinks but does not learn is in great danger.”
-Confucius

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Final Ad Spending Numbers Aren't In Yet In But 2022 Is Already A Record-Setting Midterm.

Inside Radio (AdImpact) November 8, 2022

https://www.insideradio.com/free/final-ad-spending-numbers-aren-t-in-yet-in-but-2022-is-already-a-record/article_92fb39a8-5f3c-11ed-aac6-bbeab6d444a4.html

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

New Research Reveals 9 Secrets That Will Make You An Expert Negotiator

Barking Up The Wrong Tree November 9, 2022

<https://bakadesuyo.com/2022/11/negotiator/>

Making Radio's Case To Holiday Retail Ad Buyers.

Inside Radio (Katz Radio Group) November 7, 2022

https://www.insideradio.com/free/making-radio-s-case-to-holiday-retail-ad-buyers/article_b8d454f4-5e72-11ed-b6f4-e3b0706388fa.html

BIA Forecasts Radio Will Capture 6.5% Of Holiday Retail Ad Budgets.

Inside Radio (BIA Advisory Services) November 3, 2022

https://www.insideradio.com/free/bia-forecasts-radio-will-capture-6-5-of-holiday-retail-ad-budgets/article_4aac08ca-5b55-11ed-8862-83de7a21682a.html

Avoid These Mistakes In Digital Prospecting

Radio Ink (Alec Drake) November 7, 2022

<https://radioink.com/2022/11/07/avoid-these-mistakes-in-digital-prospecting/>

Prepare Now To Set Your 2023 Sales On Fire

Radio Ink (Loyd Ford) November 7, 2022

https://radioink.com/2022/11/07/loya-ford-2023-sales-prepare-now/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Survey: Radio 'Most Effective Media Platform' For CBD Advertisers.

Inside Radio (Provoke) November 8, 2022

https://www.insideradio.com/free/survey-radio-most-effective-media-platform-for-cbd-advertisers/article_5c10e2ac-5ffb-11ed-9ea5-77e06e29b2d6.html

Home Improvement Retailers Ramp Up Pre-Holiday Spot Count.

Inside Radio (Media Monitors) November 8, 2022

https://www.insideradio.com/free/home-improvement-retailers-ramp-up-pre-holiday-spot-count/article_4bb7f824-5f3c-11ed-a0e4-ef07e64ca96e.html

Are ad agencies actually advising their clients to quit Twitter?

The Drum November 8, 2022

<https://www.thedrum.com/news/2022/11/08/are-ad-agencies-actually-advising-their-clients-quit-twitter>

Two Case Studies: AM/FM Radio And Podcasts Work For Pet Supplies Retailers

Westwood One/Cumulus Media (Pierre Bouvard) November 7, 2022

<https://www.westwoodone.com/blog/2022/11/07/two-case-studies-am-fm-radio-and-podcasts-work-for-pet-retailers/>

Dealing with Objections About Your Listeners

Radio Ink (Marc Greenspan) November 7, 2022

https://radioink.com/2022/11/07/dealing-with-objections-about-your-listeners/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Be Tenacious: The Fortune is in the Follow-Up

Radio Ink (Rick Fink) November 7, 2022

https://radioink.com/2022/11/07/be-tenacious-the-fortune-is-in-the-follow-up/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How growth in connected cars impacts marketing opportunities

eMarketer November 7, 2022

https://www.insiderintelligence.com/content/how-growth-connected-cars-impacts-marketing-opportunities?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%202011.8.2022&utm_content=Retail%20Daily%2011.8.2022&utm_term=eMarketer%20Retail%20Active%20List

AdLarge Publishes Podcast Buying Guide

Podcast Business Journal November 7, 2022

https://podcastbusinessjournal.com/adlarge-publishes-podcast-buying-guide/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

ATTACHMENT: [The Podcast Buying Guide](#)

Which Type Accounts For 60% of The Dollars Sold?

Radio Ink (Pat Bryson) November 6, 2022

<https://radioink.com/2022/11/06/which-type-accounts-for-60-of-the-dollars-sold/>

Sales Negotiation Techniques & Closing Deals

SalesFuel November 5, 2022

<https://salesfuel.com/sales-negotiation-techniques/>

Sales Professionals Should Do These Two Things When Prospecting

SaleFuel November 5, 2022

<https://salesfuel.com/sales-professionals-should-do-these-two-things-when-prospecting/>

2023's Scariest Challenges: Prepare Now to Hit Your Goals Next Year

SalesFuel November 5, 2022

<https://salesfuel.com/2023s-scariest-challenges-prepare-now-to-hit-your-goals-next-year/>

NRF predicts 'healthy' holiday sales as growth slows amid inflation

Chain Store Age November 3, 2022

https://chainstoreage.com/nrf-predicts-healthy-holiday-sales-growth-slows-amid-inflation?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

5 Strategies from Top-Performing Sellers that Lead to Better Discovery Questions

LinkedIn November 1, 2022

https://www.linkedin.com/business/sales/blog/modern-selling/winning-strategies-for-better-discovery-questions?utm_medium=email&hsmi=232561195&hsenc=p2ANqtz-9Gu5HfbsZtfdOOA1mHkKizDp2YPZq35uCaftiZFcy2-2FhzUBeCVB2DRVXCcvQxzgZ8naHdbmf5crXI5Y-0SvGdjzfaQ&utm_content=232561195&utm_source=hs_email

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Digital will account for 71.8% of US media ad spend this year, up 16 percentage points from 2019—and growing

eMarketer November 7, 2022

<https://www.insiderintelligence.com/content/digital-us-media-ad-spend>

Study: OOH Gaining Share Of Ad Budgets

MediaPost November 7, 2022

https://www.mediapost.com/publications/article/379532/study-oo-h-gaining-share-of-ad-budgets.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128211&hashid=CKfKjD-IQuCPkoXp87oXHg

A Quick Guide to Acquiring Top Sales Talent to Build an Effective Organization

The Center For Sales Strategy (Kate Rehling) November 7, 2022

https://blog.thecenterforsalesstrategy.com/a-quick-guide-to-acquiring-top-sales-talent-to-build-an-effective-organization?utm_campaign=subscriber&utm_medium=email&hsmi=232852294&hsenc=p2ANqtz--qwVmQ2F4PRbmp2H1fAuB1BntV7MlvdhGcNhnaz4X9XZgdpJrwUDv2C2wff81x_H8sbzVFLG7kdRgXGw8KC-tFntMug&utm_content=232852294&utm_source=hs_email

Lessons Learned From 2020 Will Mitigate Advertising Downturn, Pittman Says.

Inside Radio November 4, 2022

https://www.insideradio.com/free/lessons-learned-from-2020-will-mitigate-advertising-downturn-pittman-says/article_f12e3332-5c11-11ed-bef0-975b7f740b40.html

Edison: Different Audio Devices For Different Demos.

PodcastNewsDaily (Edison Research) November 3, 2022

https://www.podcastnewsdaily.com/news/edison-different-audio-devices-for-different-demos/article_f56b0c44-5b95-11ed-b4be-0bd24f4d0e4c.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Borrell Associates Provides Preview Of Local Advertising Forecast.

Inside Radio November 9, 2022

https://www.insideradio.com/free/borrell-associates-provides-preview-of-local-advertising-forecast/article_a149a71a-5ffa-11ed-854a-af8355c6375b.html

As retailers sell more ads, marketers' frustrations and fears grow

Old tensions with CPGs resurface amid whispers that retail media is unprofitable and increasingly a cost of doing business with merchants.
Marketing Dive November 8, 2022

https://www.marketingdive.com/news/retail-media-marketing-ad-spending-fees/635969/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-11-08%20Marketing%20Dive%20Newsletter%20%5Bissue:45836%5D&utm_term=Marketing%20Dive

Radio's Polycrisis: It's Different This Time

Jacobs Media Strategies (Fred Jacobs) November 8, 2022

<https://jacobsmedia.com/radios-polycrisis-its-different-this-time/>

It Could Be Worse – You Could Be Spotify

Jacobs Media Strategies (Fred Jacobs) November 9, 2022

<https://jacobsmedia.com/it-could-be-worse-you-could-be-spotify/>

A Call For Multicultural Media Investment To Marketing Leaders

Radio+Television Business Report (Adam Jacobson) November 7, 2022

<https://www.rbr.com/a-call-for-multicultural-media-investment-to-marketing-leaders/>

Another Pandemic Disruption: Listening To Out-Of-State Station Streams Is Up.

Inside Radio (Pew Research) November 7, 2022

https://www.insideradio.com/free/another-pandemic-disruption-listening-to-out-of-state-station-streams-is-up/article_d6d6ef52-5e72-11ed-89eb-7fb38c64daf8.html

What the Kroger-Albertsons merger tells us about the future of retail media networks

eMarketer (Sara Lebow) November 4, 2022

https://www.insiderintelligence.com/content/what-kroger-albertsons-merger-tells-us-about-future-of-retail-media-networks?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%2011.4.2022&utm_content=Retail%20Daily%2011.4.2022&utm_term=eMarketer%20Retail%20Active%20List

Media Bureau Developing Recommendations On Zonecasting, FCC Chair Says.

Inside Radio November 4, 2022

https://www.insideradio.com/free/media-bureau-developing-recommendations-on-zonecasting-fcc-chair-says/article_2e0cd426-5c11-11ed-93b9-bbe4727bd63a.html

Gen Z May Have More Faith In Social Media, But It's Local Media That Has The Most Trust.

Inside Radio (Pew Research) November 3, 2022

https://www.insideradio.com/free/gen-z-may-have-more-faith-in-social-media-but-it-s-local-media-that/article_d065bf20-5b54-11ed-a13b-7b31f1a7023b.html

Trustworthy Accountability Group Rolls Out 'Transparency' Certification

MediaPost November 3, 2022

<https://www.mediapost.com/publications/article/379414/trustworthy-accountability-group-rolls-out-transp.html>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 2 (October 20 - October 26, 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
Nov Week 2 - 591,300

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
Nov Week 2 - 10,082,600

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

Nov Week 1 - 116,800
Nov Week 2 - 117,200

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
Nov Week 2 - 1,888,400

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
Nov Week 2 - 125,300

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
Nov Week 2 - 2,454,700

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