

NOVEMBER 16, 2022

The MidTerm Election was over more than a week ago....but the counting goes on. Meanwhile there are a few worthwhile wrapup articles for you in the Political section this week. I had hoped to have a comprehensive recap of the California political ad spending completed for this Update, but unfortunately I contracted COVID-19 and the symptoms have sacked me the last few days. But I am on the road to recovery and will get the full recap and narrative to you either later this week or Monday.

As always, your curated lists of resources and articles hold a wealth of knowledge that can be put into action...

“Knowing is not enough; we must apply. Willing is not enough we must do.”

— Goethe

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Most Audio Listeners Find Political Ads Informative, Not A Turn-Off, Survey Shows.

PodcastNewsDaily November 16, 2022

https://www.podcastnewsdaily.com/news/most-audio-listeners-find-political-ads-informative-not-a-turn-off-survey-shows/article_79c64f3a-65d7-11ed-8da4-17604895d152.html

Look Who Voted

Jacobs Media Strategies (Fred Jacobs) November 15, 2022

<https://jacobsmedia.com/look-who-voted/>

Katz: Two Thirds Of Senate Winners Used Radio In Weeks Before Election Day.

Inside Radio November 11, 2022

https://www.insideradio.com/free/katz-two-thirds-of-senate-winners-used-radio-in-weeks-before-election-day/article_37d678fc-6190-11ed-a393-3fe88339c447.html

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio’s Weekly Reach Rises For The Third Consecutive Month.

Inside Radio (Nielsen) November 14, 2022

https://www.insideradio.com/free/radio-s-weekly-reach-rises-for-the-third-consecutive-month/article_f58186f0-63af-11ed-befa-ebf4171aecce.html

A New Phenomenon Awaits Radio Sales Teams: Millions Of New Businesses.

Inside Radio (Borrell Associates) November 12, 2022

https://www.insideradio.com/free/a-new-phenomenon-awaits-radio-sales-teams-millions-of-new-businesses/article_1c13dec0-63b1-11ed-83db-e7682b5cf2c2.html

Grow Your Sales by Growing Your Skills

Radio Ink (Loyd Ford) November 14, 2022

https://radioink.com/2022/11/14/grow-your-sales-by-growing-your-skills/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

You Need This New Approach to the First Sales Conversation

SalesFuel November 12, 2022

<https://salesfuel.com/you-need-this-new-approach-to-the-first-sales-conversation/>

Creating Opportunities

Radio Ink (Rick Fink) November 14, 2022

https://radioink.com/2022/11/14/rick-fink-column-creating-opportunities/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Survey: Nearly Four In 10 Advertisers Could Fire Their Agencies In 2023.

Inside Radio (SetUp) November 16, 2022

https://www.insideradio.com/free/survey-nearly-four-in-10-advertisers-could-fire-their-agencies-in-2023/article_7fa0c52c-6594-11ed-a2b9-b7b9d8e5d928.html

Vote Of Confidence For Podcasts: American Advertising Federation Launches Podcast.

PodcastNewsDaily November 16, 2022

https://www.podcastnewsdaily.com/news/vote-of-confidence-for-podcasts-american-advertising-federation-launches-podcast/article_a92da97c-65d6-11ed-85a3-bf2793f36aa3.html

As Holidays Approach, Retailers Ratchet Up Radio Ad Presence.

Inside Radio (Media Monitors) November 15, 2022

https://www.insideradio.com/free/as-holidays-approach-retailers-ratchet-up-radio-ad-presence/article_30240c3c-64bf-11ed-a46c-776dd20d1895.html

Back To The Office: Marketers And Agencies Increase Commutes And Days In The Office But Still Lag Behind Average Americans Who Are Exposed More Frequently To Out-of-Home Advertising And AM/FM Radio Ads

Westwood One/Cumulus (Pierre Bouvard) November 14, 2022

<https://www.westwoodone.com/blog/2022/11/14/back-to-the-office-marketers-and-agencies-increase-commutes-and-days-in-the-office-but-still-lag-behind-average-americans-who-are-exposed-more-frequently-to-out-of-home-advertising-and-am-fm-radio-ad/>

How Marketers Are Fighting Rising Ad Costs

Forbes November 14, 2022

<https://www.forbes.com/sites/forbescommunicationscouncil/2022/11/14/how-marketers-are-fighting-rising-ad-costs/?sh=31bf5a512282>

Tesla Earns 8 Times More Profit Per Vehicle Than Auto Industry Volume Leader Toyota

Benzinga November 14, 2022

<https://www.benzinga.com/news/22/11/29694243/tesla-earns-8-times-more-profit-per-vehicle-than-auto-industry-volume-leader-toyota>

The world's biggest media buyer GroupM is telling advertisers that Twitter is a 'high risk' media buy

DIGIDAY November 14, 2022

<https://digiday.com/marketing/never-been-critical-twitters-ad-boycott-is-starting-to-look-like-a-long-goodbye/>

Everything advertisers need to know about holiday marketing in 2022

There is a shift in media channels and a focus on promotional messaging

Ad Age November 14, 2022

<https://mag.adage.com/2022/11/12/everything-advertisers-need-to-know-about-holiday-marketing-in-2022/content.html>

What The 'Blue Light Special' Teaches Radio

Radio Ink (Alec Drake) November 14, 2022

https://radioink.com/2022/11/14/what-the-blue-light-special-teaches-radio/?vgo_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Sales Tactics 101: Your Word Choice Matters

SalesFuel November 12, 2022

<https://salesfuel.com/sales-tactics-101/>

How Sellers Can Improve On Public Speaking

SalesFuel November 12, 2022

<https://salesfuel.com/how-sellers-can-improve-on-public-speaking/>

Edison: Podcasting's Daily Reach Hit 18% During Third Quarter.

Inside Radio November 11, 2022

https://www.insideradio.com/free/edison-podcasting-s-daily-reach-hit-18-during-third-quarter/article_64d2b2da-61e5-11ed-94f4-f73bf9988165.html

By Skipping Broad-Reach Media Like Radio, Marketing Expert Says Brands Risk Failure.

Inside Radio November 11, 2022

https://www.insideradio.com/free/by-skipping-broad-reach-media-like-radio-marketing-expert-says-brands-risk-failure/article_f860c0a6-618f-11ed-9e7f-0347fceb3b3f.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

FTC Told New Regs Could Cost Web Billions in Ad Dollars

NextTV/Broadcasting+Cable November 15, 2022

<https://www.nexttv.com/news/ftc-told-new-regs-could-cost-web-billions-in-ad-dollars>

Round Peg, Square Hole: How to Know If You Have the Right People in the Right Places

The Center For Sales Strategy (Kelly George) November 14, 2022

https://blog.thecenterforsalesstrategy.com/how-to-know-if-you-have-the-right-people-in-the-right-places?utm_campaign=subscriber&utm_medium=email&hsmi=233793167&hsenc=p2ANqtz-8Ae98wYfQdshBTxTRk2PuJR-nMFIYzNMf_ICv_I5aoJFg5pkCJ-YVC5JGRav2aPWHgH_hhEcJ5h9tHE1xs8RTWTGcbfA&utm_content=233793167&utm_source=hs_email

Five Takeaways From Radio's Third Quarter Earnings Season.

Inside Radio November 14, 2022

https://www.insideradio.com/free/five-takeaways-from-radio-s-third-quarter-earnings-season/article_fa1a9cfa-63b0-11ed-b77b-f7f34d450b53.html

Advertiser Update: Spending Cutbacks Are Down, As Is Inflation Impact.

Inside Radio November 14, 2022

https://www.insideradio.com/free/advertiser-update-spending-cutbacks-are-down-as-is-inflation-impact/article_c4a47d36-63ae-11ed-ae1c-e3fbd0daa57c.html

Forecast 2023; What Should be Ahead for Radio

Radio Ink (Mike McVay) November 14, 2022

<https://radioink.com/2022/11/14/forecast-2023-what-should-be-ahead-for-radio/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

With Addition Of Avails And Rate Card Functions, Marketron Aims To Eliminate 'Swivel Chair Effect.'

Inside Radio November 15, 2022

https://www.insideradio.com/free/with-addition-of-avails-and-rate-card-functions-marketron-aims-to-eliminate-swivel-chair-effect/article_f08d918a-652f-11ed-b41e-4769175159da.html

New Rules For FM Towers Go Into Effect. EAS Changes Are Up Next.

Inside Radio November 15, 2022

https://www.insideradio.com/free/new-rules-for-fm-towers-go-into-effect-eas-changes-are-up-next/article_c2e2eb74-64bf-11ed-848d-a75cf94ec26d.html

A Texting Platform Built For Radio, By Radio Pros

Radio+Television Business Report November 15, 2022

<https://www.rbr.com/a-texting-platform-built-for-radio-by-radio-pros/>

Nielsen Rival iSpot Leads \$16M Investment In TVision

MediaPost November 15, 2022

https://www.mediapost.com/publications/article/379800/nielsen-rival-ispot-leads-16m-investment-in-tvisi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128285&hashid=XOWE7PwT4-lekA7MLbhQg

MRC To Continue Accreditation Suspension For Nielsen's National TV Service.

Inside Radio November 15, 2022

https://www.insideradio.com/free/mrc-to-continue-accreditation-suspension-for-nielsen-s-national-tv-service/article_85da5474-64bf-11ed-add6-4fd336fd85c.html

Advertisers Spending More on CTV But Unified View Remains Elusive

Broadcasting+Cable November 14, 2022

<https://www.nexttv.com/news/advertisers-spending-more-on-ctv-but-unified-view-remains-elusive>

What's the sweet spot for podcast ad frequency?

eMarketer November 14, 2022

https://www.insiderintelligence.com/content/podcast-ad-frequency/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20221115COTD&utm_content=Final&utm_term=COTD%20Active%20List

Why Lobbying Matters For Local Broadcasters

TVNewsCheck November 14, 2022

<https://tvnewscheck.com/regulation/article/why-lobbying-matters-for-local-broadcasters/>

IAB Tech Lab To Start Requiring Podcast Companies To Undergo Annual Recertification.

PodcastNewsDaily November 14, 2022

https://www.podcastnewsdaily.com/news/iab-tech-lab-to-start-requiring-podcast-companies-to-undergo-annual-recertification/article_506b6374-6446-11ed-aed8-8b400315b695.html

As The Connected Driver Universe Grows, Advertisers Need To 'Reimagine The Car.'

Inside Radio August 14, 2022

https://www.insideradio.com/free/as-the-connected-driver-universe-grows-advertisers-need-to-reimagine-the-car/article_a38253b8-63ad-11ed-aa24-2b78d10e276a.html

Is Your Radio Station A Utility Or A Brand?

Jacobs Media Strategies (Fred Jacobs) November 14, 2022

<https://jacobsmedia.com/is-your-radio-station-a-utility-or-a-brand/>

The Ad Council Appoints 18 New Members to its Board of Directors

Adweek November 10, 2022

https://www.adweek.com/agencySpy/the-ad-council-appoints-18-new-members-to-its-board-of-directors/179245/?utm_content=position_8&utm_source=postup&utm_medium=email&utm_campaign=AgencySpy_Newsletter_221114150139&utm_id=1385784

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 3 (October 27 - November 2, 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
Nov Week 3 - 596,700

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

Nov Week 3 - 10,149,700

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

Nov Week 3 - 118,500

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
Nov Week 3 - 1,845,800

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
Nov Week 3 - 123,600

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

Nov Week 3 - 2,452,700

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031