

NOVEMBER 23, 2022

If you are still fine tuning your revenue forecasts and budgets for 2023 in this very fluid economic environment (and I think many of you are), there is some good new information in this week's Midweek Roundup that you will find helpful. Plus lots of great sales tips and training materials, usable research to support the use of radio advertising, audience research (the November Full Month results have no turkeys) and so much more....a literal feast for your brain.

Of course tomorrow is Thanksgiving, a wonderful day to gather with family and friends, share fun times, a great meal and be thankful. And, for some of us, to watch some exciting football games (while really rooting for our fantasy football team players)! There are also some fantastic World Cup matches to watch, But, while doing so, it is important to remember that...

Learning is not a spectator sport.

– D. Blocher

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Welcome To Consumer iQ: Actionable Intelligence For Your Sales Team.

Inside Radio (Nielsen) November 21, 2022

https://www.insideradio.com/free/welcome-to-consumer-iq-actionable-intelligence-for-your-sales-team/article_823f0234-6978-11ed-a061-2b032cfa06b6.html

Improving Digital Conversations and Sales

The Center For Sales Strategy (Alina McComas) November 21, 2022

https://blog.thecenterforsalesstrategy.com/improving-digital-conversations-and-sales?utm_campaign=subscriber&utm_medium=email&_hsmt=234778141&_hsenc=p2ANqtz-71209CvhwXHinl113DEss50i899iH2B2mA1TWLGCAlhkBkClgepYtZKp8dEsVJivSpjm5U2NNSxL79MLB1WxAkOmDkg&utm_content=234778141&utm_source=hs_email

Cutting Radio From Marketing Budgets Can Be a Bad Idea for Paid Search Performance, Colling Media Ad Agency Explains

Yahoo (CISION) November 17, 2022

<https://www.yahoo.com/now/cutting-radio-marketing-budgets-bad-134700206.html>

Dave Ramsey On Radio Ad Sales In Current Economy: Look For 'Inflation-Proof' Clients.

Inside Radio November 17, 2022

https://www.insideradio.com/free/dave-ramsey-on-radio-ad-sales-in-current-economy-look-for-inflation-proof-clients/article_5157f9a2-6660-11ed-a50a-231ccc7cff68.html

Follow These Best Sales Tips From Top Performers

SalesFuel November 19, 2022

<https://salesfuel.com/follow-these-best-sales-tips-from-top-performers/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

A Big Local Ad Opportunity In 2023 Is All The New Businesses That Have Sprouted Up.

Inside Radio (Borrell Associates) November 23, 2022

https://www.insideradio.com/free/a-big-local-ad-opportunity-in-2023-is-all-the-new-businesses-that-have-sprouted/article_e3f0ac92-6b0a-11ed-8caa-9f79f301bd19.html

Radios Dominate In-Car Listening In Latest Share Of Ear Research.

Inside Radio (Edison Research) November 22, 2022

https://www.insideradio.com/free/radios-dominate-in-car-listening-in-latest-share-of-ear-research/article_b842ff1c-6a99-11ed-a682-af1c77f48459.html

Edison's "Share Of Ear" Q3 2022: AM/FM Radio Streaming Listening Surges, Now 20% Bigger Than Ad-Supported Spotify And Pandora Combined, And Podcast Audiences Explode

Westwood One/Cumulus (Pierre Bouvard) November 21, 2022

<https://www.westwoodone.com/blog/2022/11/21/edisons-share-of-ear-q3-2022-am-fm-radio-streaming-listening-surges-now-20-bigger-than-ad-supported-spotify-and-pandora-combined-and-podcast-audiences-explode/>

Pharma, Restaurants, Apparel, and Travel Had Best October In Five Years, Says SMI.

Inside Radio (Standard Media Index) November 22, 2022

https://www.insideradio.com/free/pharma-restaurants-apparel-and-travel-had-best-october-in-five-years-says-smi/article_562daeec-6a3c-11ed-805d-f3da97508126.html

Spot 10: Progressive's Big Move, Cannabis Service Hits Airwaves.

Inside Radio (Media Monitors) November 22, 2022

https://www.insideradio.com/free/spot-10-progressive-s-big-move-cannabis-service-hits-airwaves/article_d1cdb7fa-6a3b-11ed-81b9-c3938c379290.html

Edison Shows Daily Podcast Listening Is Again Growing After Big Pandemic Bounce In 2020.

PodcastNewsDaily November 22, 2022

https://www.podcastnewsdaily.com/news/edison-shows-daily-podcast-listening-is-again-growing-after-big-pandemic-bounce-in-2020/article_5e3f2c40-6a8d-11ed-86f3-2f4af74f4b2d.html

Magellan AI: Top 15 Advertisers Spent Less Last Month, Even As Some Brands Put More Into Podcasts.

Inside Radio (Magellan AI) November 22, 2022

https://www.podcastnewsdaily.com/news/magellan-ai-top-15-advertisers-spent-less-last-month-even-as-some-brands-put-more/article_a1489ab6-6a8e-11ed-9991-572629805520.html

You Can't Hide Money

Radio Ink (Loyd Ford) November 21, 2022

https://radioink.com/2022/11/21/you-cant-hide-money/?vgo_ee=g4MdIlvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Blame It On Radio? Home Improvement Retailers' Q3 Revenues Top Expectations.

Inside Radio (Media Monitors) November 21, 2022

https://www.insideradio.com/free/blame-it-on-radio-home-improvement-retailers-q3-revenues-top-expectations/article_0268f732-6977-11ed-92af-1f6d68f1c4f6.html

Our Clients' Internal Dialogue

Radio Ink (Pat Bryson) November 21, 2022

<https://radioink.com/2022/11/21/our-clients-internal-dialogue/>

How A Successful Salesperson Reads the Prospect

SalesFuel November 19, 2022

<https://salesfuel.com/how-a-successful-salesperson-reads-the-prospect/>

2 Sales Behaviors That Sellers Should Stop Now

SalesFuel November 19, 2022

<https://salesfuel.com/2-sales-behaviors-that-sellers-should-stop-now/>

Americans See Radio As Safe Haven In Deepening Sea Of Misinformation, Survey Says.

Inside Radio (Magna and Zefr) November 18, 2022

https://www.insideradio.com/free/americans-see-radio-as-safe-haven-in-deepening-sea-of-misinformation-survey-says/article_09c8a022-6729-11ed-8a96-cb83b8bfc526.html

Holiday Shopping Is Strong, Say Analysts, But Promotions Will Be Key To Driving Sales.

Inside Radio (National Retail Federation) November 18, 2022

https://www.insideradio.com/free/holiday-shopping-is-strong-say-analysts-but-promotions-will-be-key-to-driving-sales/article_c59273e2-6728-11ed-901a-5b1c595fe0dd.html

CarMax Breakdown A Bad Sign For Entire Auto Industry

Forbes October 18, 2022

<https://www.forbes.com/sites/jonmarkman/2022/11/18/carmax-breakdown-a-bad-sign-for-entire-auto-industry/?sh=7cf9f7357db8>

NEVER ANSWER THE QUESTION YOU'RE ASKED UNTIL YOU DO 3 THINGS

Leadership Freak November 17, 2022

<https://leadershipfreak.blog/2022/11/17/never-answer-the-question-youre-asked-until-you-do-3-things/>

The Auto Industry Is the Economy's Best Hope Right Now

The Washington Post (Bloomberg) November 16, 2022

https://www.washingtonpost.com/business/the-auto-industry-is-the-economys-best-hope-right-now/2022/11/16/508d5482-65a6-11ed-b08c-3ce222607059_story.html

U.S. FBI director says TikTok poses national security concerns

Reuters (David Shepardson) November 15, 2022

<https://www.reuters.com/business/media-telecom/us-fbi-director-says-tiktok-poses-national-security-concerns-2022-11-15/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Economy, Ad Spending Discussed on 'Local Marketing Trends'

Radio Ink (Borrell Associates) November 22, 2022

(Note: This is a 24 minute podcast and worth listening to).

<https://radioink.com/2022/11/22/economy-ad-spending-discussed-on-local-marketing-trends/>

SMI: Market Data Implies 'Normalization,' Not Necessarily Recession

MediaPost November 22, 2022

https://www.mediapost.com/publications/article/380003/smi-market-data-implies-normalization-not-nece.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128360&has_hid=XOWE7PwDT4-lekA7MLbhQg

Borrell Revises Local Ad Forecast Upward, Calling For 3.2% Gain In 2023.

Inside Radio November 18, 2022

https://www.insideradio.com/free/borrell-revises-local-ad-forecast-upward-calling-for-3-2-gain-in-2023/article_47a0d996-6729-11ed-8a10-97259e437263.html

6 Weeks to Impact 2023

The Center For Sales Strategy (Elissa Nauful) November 17, 2022

https://blog.thecenterforsalesstrategy.com/6-weeks-to-impact-2023?utm_medium=email&hsmi=234469618&hsenc=p2ANqtz-9B7nzLbqJcryFuBRgl7TZt_zQvzRtxG9kJ-NsWM-7WhmmowLGh1MNoSanW4ZR1QhINgm0AZASpcQkvgt7PT9cx4MZrsA&utm_content=234469618&utm_source=hs_email

Ad Market Falls For 5th Consecutive Month In October, Defies Robust Agency Projections

MediaPost November 16, 2022

<https://www.mediapost.com/publications/article/379824/ad-market-falls-for-5th-consecutive-month-in-octob.html>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Local Podcasts Are Growing. Monetizing Them Requires Patience.

Inside Radio (RAB/Amplifi Media) November 23, 2022

https://www.insideradio.com/free/local-podcasts-are-growing-monetizing-them-requires-patience/article_a4751f6c-6b0a-11ed-8ffc-37a5f49f9c90.html

Will Electric Cars Kill AM Radio?

Radio Ink November 23, 2022

<https://radioink.com/2022/11/23/will-electric-cars-kill-am-radio/>

Spot TV Revenue: Flat To Down In '23 After Banner Political Year

TVNewsCheck November 22, 2022

<https://tvnewscheck.com/uncategorized/article/spot-tv-revenue-flat-to-down-in-23-after-banner-political-year/>

House Judiciary Chair Jerrold Nadler To Lead Radio Royalty Push In Lame Duck Session.

Inside Radio November 22, 2022

https://www.insideradio.com/free/house-judiciary-chair-jerrold-nadler-to-lead-radio-royalty-push-in-lame-duck-session/article_378cd2ba-6a3c-11ed-9492-0b9e00b9c15d.html

Advertisers Oppose Privacy Rules, Watchdogs Call For Curbs

MediaPost November 21, 2022

<https://www.mediapost.com/publications/article/380001/advertisers-oppose-possible-privacy-rules-while-w.html>

Five Key Traits For A Sales Manager In 2023

Radio Ink (Alec Drake) November 21, 2022

https://radioink.com/2022/11/21/five-key-traits-for-a-sales-manager-in-2023/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

Nathan Simington Says FCC's AM Revitalization Work Is Far From Done.

Inside Radio November 21, 2022

https://www.insideradio.com/free/nathan-simington-says-fcc-s-am-revitalization-work-is-far-from-done/article_6431bcc8-6978-11ed-9045-9719eb5825ea.html

Dear Radio Industry: Yes, You Can Ditch Twitter

Jacobs Media Strategies (Seth Resler) November 21, 2022

https://jacobsmedia.com/dear-radio-industry-yes-you-can-ditch-twitter/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=a13b4d46b7-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-a13b4d46b7-179898762

IAB Projects Podcast Ad Spending To Grow 8% In 2023 Despite Softer Digital Ad Market.

PodcastNewsDaily November 18, 2022

https://www.podcastnewsdaily.com/news/iab-projects-podcast-ad-spending-to-grow-8-in-2023-despite-softer-digital-ad-market/article_087d4f76-6768-11ed-9ae8-8f4cfd03ca0f.html

While Ad Spend's Down A Fifth Consecutive Month, Agencies Still Aren't Using The 'R Word.'

Inside Radio (Standard Media Index) November 17, 2022

https://www.insideradio.com/free/while-ad-spends-down-a-fifth-consecutive-month-agencies-still-arent-using-the-r-word/article_ef3c8cb0-665f-11ed-b159-5bc45953a14a.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 4 (November 3 - November 9, 2022) and November Full Month, 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 Monthly - 583,000

Nov Week 1 - 574,900
Nov Week 2 - 591,300
Nov Week 3 - 596,700
Nov Week 4 - 569,100

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 Monthly - 10,078,500

Nov Week 1 - 9,998,000
Nov Week 2 - 10,082,600
Nov Week 3 - 10,149,700
Nov Week 4 - 10,083,900

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 Monthly - 116,300

Nov Week 1 - 116,800
Nov Week 2 - 117,200
Nov Week 3 - 118,500
Nov Week 4 - 112,700

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 Monthly - 1,868,200

Nov Week 1 - 1,910,100
Nov Week 2 - 1,888,400
Nov Week 3 - 1,845,800
Nov Week 4 - 1,828,500

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 Monthly - 122,200

Nov Week 1 - 122,700
Nov Week 2 - 125,300
Nov Week 3 - 123,600
Nov Week 4 - 117,600

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 Monthly - 2,437,200

Nov Week 1 - 2,453,400
Nov Week 2 - 2,454,700
Nov Week 3 - 2,452,700
Nov Week 4 - 2,388,000

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031