

NOVEMBER 30, 2022

I hope everyone had a wonderful Thanksgiving celebration and, don't worry, there are no leftovers in this week's Resource Roundup. Everything here is fresh and tasty for your consumption. New information on economic and revenue forecasting. Great sales training resources. New research studies to reinforce the value of radio advertising.

We are eager to learn and determined to win so let's get on with it....

“If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you.”

– Zig Ziglar

POLITICAL ADVERTISING NEWS, INFORMATION AND RESOURCES

Analysis: Ballot Initiative Ad Spending Hit New Highs In 2022.

Inside Radio (AdImpact) November 29, 2022

https://www.insideradio.com/free/analysis-ballot-initiative-ad-spending-hit-new-highs-in-2022/article_df0e8a38-6faf-11ed-9241-07b276bdf6e2.html

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio Gets High Scores In Usage And Effectiveness In Latest Borrell Advertiser Survey.

Inside Radio (Borrell Associates) November 30, 2022

https://www.insideradio.com/free/radio-gets-high-scores-in-usage-and-effectiveness-in-latest-borrell-advertiser-survey/article_9302267e-7084-11ed-bb37-e711be9e9108.html

Balancing Your Marketing Strategy With Digital And Traditional Methods

Forbes November 29, 2022

<https://www.forbes.com/sites/theyec/2022/11/29/balancing-your-marketing-strategy-with-digital-and-traditional-methods/?sh=12ffe1fc6cb3>

Experts Agree, This Is Not The Time For Brands To Cut Ad Spend.

Inside Radio (WSJ) November 29, 2022

https://www.insideradio.com/free/experts-agree-this-is-not-the-time-for-brands-to-cut-ad-spend/article_83e5126c-6faf-11ed-a7b7-a336224b2559.html

Report: Social Media Overhyped As Sales Tool

MediaPost (Todd Wasserman) November 28, 2022 ,

https://www.mediapost.com/publications/article/380153/report-social-media-overhyped-as-sales-tool.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128423&hshid=CKfKjD-IQuCPkoXp87oXHg

Five Tips From Matt Sunshine To Prepare Sellers For A Successful 2023.

Inside Radio (The Center For Sales Strategy) November 28, 2022

https://www.insideradio.com/free/five-tips-from-matt-sunshine-to-prepare-sellers-for-a-successful-2023/article_a0da65ac-6ef1-11ed-aff9-13fd0c732c04.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Cumulus Media And Signal Hill Insights' Podcast Download – Fall 2022 Report: Watching Podcasts Generates Advertising Attentiveness Greater Than Linear TV; Advertiser Use Of Podcasts Soars To Record Levels

Westwood One/Cumulus (Pierre Bouvard) November 29, 2022

<https://www.westwoodone.com/blog/2022/11/29/cumulus-media-and-signal-hill-insights-podcast-download-fall-2022-report-watching-podcasts-generates-advertising-attentiveness-greater-than-linear-tv-advertiser-use-of-podcasts-so/>

Record Cyber Monday sales reach \$11.3 billion, driven by deep discounting

eMarketer (Arielle Feger) November 29, 2022

https://www.insiderintelligence.com/content/record-cyber-monday-sales-reach-11-3-billion-driven-by-deep-discounting?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%2011.29.22&utm_content=Retail%20Daily%2011.29.22&utm_term=eMarketer%20Retail%20Active%20List

Black Friday in-store traffic up 3%

Chain Store Age (Sensormatic Solutions) November 28, 2022

https://chainstoreage.com/black-friday-store-traffic-3?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

How Brands Can Navigate the Economic Downturn

StreetFight (Paul Donato) November 29, 2022

https://streetfightmag.com/2022/11/29/brands-navigating-the-economic-downturn/?utm_source=Street+Fight+List&utm_campaign=dc187e5d33-EMAIL_CAMPAIGN_11_9_2021_21_21_COPY_01&utm_medium=email&utm_term=0_c0d1b13c61-dc187e5d33-381603370&mc_cid=dc187e5d33&mc_eid=281a8bbec8

Podcast Listeners Are Different — and That's Good for Brands

Why podcasts are a particularly effective advertising channel

ANA November 22, 2022

https://www.ana.net/magazines/show/id/forward-2022-11-sxmmedia-podcasts-for-brands?st3=221128smartbrief&utm_medium=email&utm_source=smartbrief&utm_campaign=mkc2211-da

How Co-op Advertising is Fueling Localized Marketing Programs

StreetFight (Joseph Zappa) November 28, 2022

https://streetfightmag.com/2022/11/28/co-op-advertising-fueling-localized-marketing-programs/?utm_source=Street+Fight+List&utm_campaign=f12434dff3-EMAIL_CAMPAIGN_11_9_2021_21_21_COPY_01&utm_medium=email&utm_term=0_c0d1b13c61-f12434dff3-381603370&mc_cid=f12434dff3&mc_eid=281a8bbec8

Trust Lives Above the Fold

Radio Ink (Alec Drake) November 28, 2022

https://radioink.com/2022/11/28/trust-lives-above-the-fold/?vgo_ee=g4MdlIvvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Is It Time to Revisit One of the Most Basics of Sales?

SalesFuel November 26, 2022

<https://salesfuel.com/is-it-time-to-revisit-one-of-the-most-basics-of-sales/>

Sales Burnout Affects Nearly 90% of Sellers

SalesFuel November 26, 2022

<https://salesfuel.com/sales-burnout-affects-nearly-90-of-sellers/>

Personalize Each Pitch for Sales Success

SalesFuel November 26, 2022

<https://salesfuel.com/personalize-each-pitch-for-sales-success/>

Don't Just Hunt The Opportunity – Be The Opportunity

Radio Ink (Loyd Ford) November 25, 2022

<https://radioink.com/2022/11/25/dont-just-hunt-the-opportunity-be-the-opportunity/>

The ABCs of digital marketing acronyms

Media Update November 24 2022

<https://www.mediaupdate.co.za/marketing/153109/the-abcs-of-digital-marketing-acronyms>

New-Vehicle Sales Rise in November as Inventory Improves; Key Financial Metrics Remain Strong but Show Signs of Moderation

J. D. Power November 23, 2022

<https://www.jdpower.com/business/press-releases/jd-power-lmc-automotive-forecast-november-2022>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

BIA Issues 2023 U.S. Local Advertising Revenue Estimates

BIA Advisory Services November 30, 2022

<http://blog.biakelsey.com/index.php/2022/11/30/bia-issues-2023-u-s-local-advertising-revenue-estimates/>

And here are some additional insights on the BIA 2023 forecast:

2023 Local Ad Forecast: Slight Overall Dip, 15% Drop For TV

MediaPost (Karlene Lukovitz) November 30, 2022

https://www.mediapost.com/publications/article/380229/2023-local-ad-forecast-slight-overall-dip-15-dr.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128441&hashid=XOWE7PwDT4-lekA7MLbhQg

Leading Local Insights

Economic Influencers on the 2023 U.S. Local Advertising Marketplace

(Note: This is about a 13 minute podcast)

BIA Advisory Services November 29, 2022

<https://www.buzzsprout.com/1663015/11781504>

In-Car Radio Trends Revealed at WorldDAB Summit 2022

RadioWorld November 28, 2022

https://www.radioworld.com/news-and-business/in-car-radio-trends-revealed-at-worlddab-summit-2022?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=0EB0B518-A7D2-4FD7-884D-A86EA03237AD&utm_source=SmartBrief

Digital Audio Will Be One Of 2023's Fastest Growing Local Ad Segments Says Borrell.

PodcastNewsDaily (Borrell Associates) November 28, 2022

https://www.podcastnewsdaily.com/news/digital-audio-will-be-one-of-2023-s-fastest-growing-local-ad-segments-says-borrell/article_7a220c52-6f47-11ed-b419-cf0470a4ca53.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

How to Manage The 3 Career Stages of Salespeople

The Center For Sales Strategy (Trey Morris) November 29, 2022

https://blog.thecenterforsalesstrategy.com/how-to-manage-the-3-career-stages-of-salespeople?utm_campaign=subscriber&utm_medium=email&hsmi=235906921&hsenc=p2ANqtz--6t0VzJjAfn4EtF1sYZ25L2F800MJ03iKJrI8G2WD0wCB5-udXABlIIN5QaElpsjmMPE3dbKLt6W0hXxjUJN-g6CBw&utm_content=235906921&utm_source=hs_email

Study Sees Opening For Radio To Embrace Podcasts And Reap Benefits Of ‘Renewed Interest In Audio.’

PodcastNewsDaily November 29, 2022

https://www.podcastnewsdaily.com/news/study-sees-opening-for-radio-to-embrace-podcasts-and-reap-benefits-of-renewed-interest-in/article_2d0a9e70-700a-11ed-b4a2-972a570f13de.html

Has Alexa Become “A Wasted Opportunity” For Amazon?

Jacobs Media Strategies (Fred Jacobs) November 29, 2022

<https://jacobsmedia.com/has-alexa-become-a-wasted-opportunity-for-amazon/>

What’s In Store For Media In 2023? Kantar Offers Some Clues.

Inside Radio (Kantar) November 29, 2022

https://www.insideradio.com/free/what-s-in-store-for-media-in-2023-kantar-offers-some-clues/article_02944178-6fb0-11ed-9b4c-2ff5b3e568fe.html

ATTACHMENT: [Media Trends & Predictions 2023 | Kantar Media](#)

State Broadcasters Ask Senate To Make Big Tech-Focused Bill A Lame Duck Priority.

Inside Radio November 29, 2022

https://www.insideradio.com/free/state-broadcasters-ask-senate-to-make-big-tech-focused-bill-a-lame-duck-priority/article_f0b045a2-701c-11ed-a687-23303d553ee5.html

Radio Is Boring? (Yes, We Can Fix That)

Jacobs Media Strategies (Fred Jacobs) November 28, 2022

<https://jacobsmedia.com/radio-is-boring-yes-we-can-fix-that/>

Are You a Commodity or a Brand?

Radio Ink (Randy Lane) November 27, 2022

<https://radioink.com/2022/11/27/are-you-a-commodity-or-a-brand/>

A New Way To Think About Your KPIs

Root November 28, 2022

<https://www.rootinc.com/a-new-way-to-think-about-your-kpis/>

Consumers Will Keep Finding More Time For Audio, But Analysis Says It Will Go To Digital.

Inside Radio (Activate Consulting) November 28, 2022

https://www.insideradio.com/free/consumers-will-keep-finding-more-time-for-audio-but-analysis-says-it-will-go-to/article_30384c9c-6ef1-11ed-8d01-27314f667d66.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 4 (November 10 - November 16, 2022). A bit of a dip in most of the data this week so we will have to see if it's just an off week or if any trends develop.

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

Dec Week 1 - 570,800

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

Dec Week 1 - 9,975,800

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

Dec Week 1 - 110,500

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 Monthly - 1,868,200

Dec Week 1 - 1,824,500

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

Dec Week 1 - 117,800

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

Dec Week 1 - 2,347,600



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