

DECEMBER 7, 2022

First, a little bit of housekeeping. If your company uses Rackspace hosted exchange for email service you know that there has been a serious ransomware attack on their exchange server. The article below from MediaPost will give you more detail if you are interested. This did affect my SCBA email since it is on the hosted exchange. Be aware that my SCBA email miles.sexton@scba.com is not functioning and Rackspace doesn't know when the problem can be fixed. So I have not received any email at that address since December 1. Liz's email is not on the hosted exchange so she is not affected.

As a workaround Liz has worked with Rackspace to set up a new email for me that is not on the hosted exchange. The new email is miles_sexton@scba.com. So if you have sent anything to the old address since last Friday I have not received it. Please either use point.sexton@gmail.com or miles_sexton@scba.com going forward.

Rackspace Hosted Exchange Outage Causes Email Disruption

MediaPost (Ray Schultz) December 5, 2022

<https://www.mediapost.com/publications/article/380382/rackspace-hosted-exchange-outage-causes-email-disr.html>

This problem caused a lot of workaround since last Friday, but hey, this is Showbiz and the show must go on. So let's get on with this week's curated collection of articles and resources for you. If you are still fine tuning your revenue budgets for 2023 you will find some additional guidance here. If you are looking for help in achieving those revenue budgets you will find plenty of resources for that. And there is also an abundance of research and studies that confirm the value of radio advertising.

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

— Albert Schweitzer

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Massive ABX Study Of TV And AM/FM Radio Ads Reveals Sight, Sound, And Motion Superiority Is A Myth; Plus What Game Of Thrones Teaches Us About The Power Of Audio

Westwood One/Cumulus (Pierre Bouvard) December 5, 2022

<https://www.westwoodone.com/blog/2022/12/05/massive-abx-study-of-tv-and-am-fm-radio-ads-reveals-sight-sound-and-motion-superiority-is-a-myth-plus-what-game-of-thrones-teaches-us-about-the-power-of-audio/>

9 Keys To Sales Greatness

Radio Ink (Loyd Ford) December 5, 2022

<https://radioink.com/2022/12/05/9-keys-to-sales-greatness/>

Trouble Prospecting During the Holidays? Try These Tips

SalesFuel December 5, 2022

<https://salesfuel.com/trouble-prospecting-during-the-holidays-try-these-tips/>

Best Sales Tactics for the Potential Slowdown

SalesFuel December 1, 2022

<https://salesfuel.com/best-sales-tactics-for-the-potential-slowdown/>

Here's How to Increase Sales Without Lowering Prices

SalesFuel December 1, 2022

<https://salesfuel.com/heres-how-to-increase-sales-without-lowering-prices/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Over budget ... and Buying Radio

Borrell Associates December 7, 2022

<https://borrellassociates.com/chart-of-week/>

Radio Paves the Way for Growth

New ways marketers can deepen their engagement with audiences

ANA (RAB) December 6, 2022

<https://www.ana.net/magazines/show/id/forward-2022-12-rab-radio-growth>

The Number 1 Reason Why You Will Fail At Selling Digital Marketing Solutions

The Center For Sales Strategy (Alina McComas) December 6, 2022

<https://blog.thecenterforsalesstrategy.com/the-1-reason-why-you-will-fail-at-selling-digital-marketing-solutions>

Digital Advertising Intelligence: Which Ads Work and Which Don't

SalesFuel December 6, 2022

<https://salesfuel.com/digital-advertising-intelligence-which-ads-work-and-which-dont/>

Report: Radio Reaches Into Gen Z's 'Third Space.'

Inside Radio (XPERI) December 6, 2022

https://www.insideradio.com/free/report-radio-reaches-into-gen-z-s-third-space/article_251bef4c-75ab-11ed-af0e-cf70c33355ce.html

HOW TO BEGIN GENERATING LEADS IN 30 DAYS OR LESS

LEADG2 (Dean Moothart) December 6, 2022

<https://leadg2.thecenterforsalesstrategy.com/blog/how-to-begin-generating-leads-in-30-days-or-less>

3 STEPS TO IMPLEMENTING AN EFFECTIVE SALES ENABLEMENT STRATEGY

LEADG2 (Emily Hartzell) December 6, 2022

<https://leadg2.thecenterforsalesstrategy.com/blog/three-hurdles-to-successfully-implementing-and-using-sales-enablement-tools>

Survey Points To Growing Interest In Streaming Audio Ads Among Local Businesses.

PodcastNewsDaily (Borrell Associates) December 6, 2022

https://www.podcastnewsdaily.com/news/survey-points-to-growing-interest-in-streaming-audio-ads-among-local-businesses/article_23221876-7590-11ed-8c30-1f187c427e78.html

Mobile as a driver of retail sales in 5 charts

eMarketer (Sara Lebow) December 6, 2022

<https://www.insiderintelligence.com/content/mobile-driver-of-retail-sales-5-charts>

Shoppers Are Feeling The Inflationary Pinch As The Holidays Approach: Study Finds

MediaPost (Ray Schultz) December 6, 2022

<https://www.mediapost.com/publications/article/380422/shoppers-are-feeling-the-inflationary-pinch-as-the.html>

Meet Insurance Switchers And The Media That Resonate With Them.

Inside Radio (Nielsen) December 5, 2022

https://www.insideradio.com/free/meet-insurance-switchers-and-the-media-that-resonate-with-them/article_5fe9b6d8-7473-11ed-a5b3-33fde0c4b750.html

Recruitment is a Hot Category Now

Radio Ink (Pat Bryson) December 5, 2022

<https://radioink.com/2022/12/05/recruitment-is-a-hot-category-now/>

How To Diversify Your Sales Story

Radio Ink (Alec Drake) December 5, 2022

<https://radioink.com/2022/12/05/how-to-diversify-your-sales-story/>

The Secret to Your Success Is Differentiation

Radio Ink (Marc Greenspan) December 5, 2022

<https://radioink.com/2022/12/05/the-secret-to-your-success-is-differentiation/>

Financial Brands Ramp Up Advertising

MediaPost (Todd Wasserman) December 5, 2022

<https://www.mediapost.com/publications/article/380375/financial-brands-ramp-up-advertising.html?edition=128506>

Holiday Retail Ad Spending On Podcasts Off To Strong Start.

PodcastNewsDaily (Magellan AI) December 2, 2022

https://www.podcastnewsdaily.com/news/holiday-retail-ad-spending-on-podcasts-off-to-strong-start/article_c581b794-726a-11ed-a070-1f91dce356ee.html

Consumer confidence falls again in November

Chain Store Age December 2, 2022

<https://chainstoreage.com/consumer-confidence-falls-again-november>

Three surprises from Cyber Week 2022

Chain Store Age December 2, 2022

<https://chainstoreage.com/three-surprises-cyber-week-2022>

Nielsen: Radio Still Best Way to Reach Hispanic Audience

Radio Ink (Matthew Keys) December 1, 2022

<https://radioink.com/2022/12/01/nielsen-radio-still-best-way-to-reach-hispanic-audience/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Magna Sees Audio Ad Market Strengthening In Second Half 2023.

Inside Radio December 6, 2022

https://www.insideradio.com/free/magna-sees-audio-ad-market-strengthening-in-second-half-2023/article_39459e28-753d-11ed-985a-6f978441cb89.html

Digital Audio Playing Bigger Role For Audio Ad Spending In 2023, GroupM Says.

Inside Radio (GroupM) December 6, 2022

https://www.insideradio.com/free/digital-audio-playing-bigger-role-for-audio-ad-spending-in-2023-groupm-says/article_1bacb28e-753d-11ed-b0af-674ed7100ee6.html

Why You'll Need More than Business Sense to Thrive in 2023

SalesFuel December 6, 2022

<https://salesfuel.com/why-youll-need-more-than-business-sense-to-thrive-in-2023/>

4 Trends Driving Digital Marketing In 2023

ad exchanger December 5, 2022

<https://www.adexchanger.com/content-studio/4-trends-driving-digital-marketing-in-2023/>

Nine Revisions Later, 2022 Global Ad Consensus Ends Close To Where It Began

MediaPost (Joe Mandese) December 5, 2022

<https://www.mediapost.com/publications/article/380357/nine-revisions-later-2022-global-ad-consensus-end.html?edition=128506>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Why GroupM Is Optimistic About The Advertising Market.

Inside Radio December 7, 2022

https://www.insideradio.com/free/why-groupm-is-optimistic-about-the-advertising-market/article_051cb1ea-760f-11ed-8733-a75ef25840e7.html

LeGeyt Calls On Record Industry To Work With Radio On ‘Comprehensive’ Royalty Approach.

Inside Radio (Variety) December 7, 2022

https://www.insideradio.com/free/legeyt-calls-on-record-industry-to-work-with-radio-on-comprehensive-royalty-approach/article_aae117ba-760f-11ed-b110-ab372ee092aa.html

What’s going on in audio advertising? Spotify grows, podcasts go global, and radio is a safe bet

eMarketer (Arielle Feger) December 6, 2022

<https://www.insiderintelligence.com/content/audio-advertising-spotify-grows-podcasts-go-global-radio-safe-bet>

The ad outlook for next year: Deceleration—but far from a depression

eMarketer (Jeremy Goldman) December 6, 2022

<https://www.insiderintelligence.com/content/ad-outlook-next-year-deceleration-but-far-depression>

Q4 Scatter Pacing Down 39%

MediaPost (Wayne Friedman) December 6, 2022

<https://www.mediapost.com/publications/article/380407/q4-scatter-pacing-down-39.html>

More Musicians Push Congress To Take Lame Duck Action On Radio Royalties.

Inside Radio December 6, 2022

https://www.insideradio.com/free/more-musicians-push-congress-to-take-lame-duck-action-on-radio-royalties/article_95d89452-7591-11ed-ad44-cb159cdc0ea2.html

CRB Issues 9% Cost Of Living Increase On 2023 Streaming Royalties.

Inside Radio (Copyright Royalty Board) December 6, 2022

https://www.insideradio.com/free/crb-issues-9-cost-of-living-increase-on-2023-streaming-royalties/article_8f11a97e-753c-11ed-b917-9380f1eb721d.html

House of Representatives Judiciary Committee to Consider American Music Fairness Act Proposing Sound Recording Performance Royalty on Over-the-Air Broadcasting

Broadcast Law Blog (David Oxenford) December 6, 2022

https://www.broadcastlawblog.com/2022/12/articles/house-of-representatives-judiciary-committee-to-consider-american-music-fairness-act-proposing-sound-recording-performance-royalty-on-over-the-air-broadcasting/?utm_source=David+Oxenford%2C+Esq+--+Broadcast+Law+Blog&utm_campaign=aca0d1d6d7-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-aca0d1d6d7-70422897

Advertisers More Hesitant To Make Cuts, Says’ iHeart’s Bob Pittman.

Inside Radio December 5, 2022

https://www.insideradio.com/free/advertisers-more-hesitant-to-make-cuts-says-iheart-s-bob-pittman/article_b10badf6-7472-11ed-b485-7769b0a6af13.html

NAB Statement Regarding Announced Markup of American Music Fairness Act

NAB December 2, 2022

<https://www.nab.org/documents/newsRoom/pressRelease.asp?id=6593>

Still The Same

Jacobs Media Strategies (Fred Jacobs) December 6, 2022

<https://jacobsmedia.com/still-the-same/>

NBCU's Shell: Ad Market 'Even Worse' In The Last Month

MediaPost (Wayne Friedman) December 5, 2022

<https://www.mediapost.com/publications/article/380380/nbcus-shell-ad-market-even-worse-in-the-last-m.html>

Has Radio Gone Overboard With Personal Endorsement Ads?

Jacobs Media Strategies (Fred Jacobs) December 5, 2022

<https://jacobsmedia.com/has-radio-gone-overboard-with-personal-endorsement-ads/>

Markey Presses Carmakers to Keep AM Radio

Lawmaker says tech solutions are available to avoid EV interference

RadioWorld December 2, 2022

<https://www.radioworld.com/news-and-business/headlines/markey-presses-carmakers-to-keep-am-radio>

How An Economic Slowdown Affects Pricing Strategy

MediaPost (Darwin Liu) December 1, 2022

<https://www.mediapost.com/publications/article/380286/how-an-economic-slowdown-affects-pricing-strategy.html>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 4 (November 17 - November 23, 2022). All metrics show improvement over last week's dip.

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
Dec Week 2 - 582,900

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 Monthly - 10,078,500

Dec Week 1 - 9,975,800
Dec Week 2 - 9,997,400

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
Dec Week 2 - 112,700

Cume:

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
Dec Week 2 - 1,923,500

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
Dec Week 2 - 127,300

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 Monthly - 2,437,200

Dec Week 1 - 2,347,600
Dec Week 2 - 2,459,800

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