

August 23, 2023

Hi All,

This week you will see more articles pertaining to political advertising as we begin to ramp up into next year's Presidential Primaries and General Election. Of particular relevance in today's curated collection of articles is Paul Jacobs' piece entitled "Why Radio Needs To Get More Political".

The SCBA has given a lot of attention and effort to increase radio's share of the political spending here in California. We have continued to nurture our relationships with the political consultants, campaign managers and ad buyers since last year's election. We have sent them quarterly emails that feature 3-4 articles and research pieces that show radio's tremendous reach, strength in reaching voters and its value in boosting effectiveness of both digital and television advertising.

Our next outreach to them will be next month and we will increase the frequency of our outreach through the remainder of this year and into next year's election cycles.

And it is worth another reminder since next year is a Presidential Election year, the California primary moves from June to March 5, 2024. That means we will enter the 45-day LUR period on January 20, 2024. With the race to replace Senator Diane Feinstein looking to be hotly contested it is very likely that the political advertising activity will start ramping up in Q4, 2023.

“Never stop learning and never stop thinking and asking, ‘Why not?’”

– Steven Levi

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Pew Research Center Provides Key Facts About Radio Listening In The U.S.

Inside Radio, August 21, 2023

https://www.insideradio.com/free/pew-research-center-provides-key-facts-about-radio-listening-in-the-u-s/article_502fe596-3fe8-11ee-9481-fbf0fcdc910e.html

New Insights About Today's Local Ad Buyers

Borrell, August 21, 2023

ATTACHMENT: [New Insights About Today's Local Ad Buyers – Borrell's Q2 Survey | August 2023](#)

Unlocking The Door to Sales Success – Part Three

Radio Ink (Alec Drake), August 21, 2023

<https://radioink.com/2023/08/21/unlocking-the-door-to-sales-success-part-three/>

Are Your Discovery Calls Reaching Today's B2B Buyer?

SalesFuels (tim Londergan) August 19, 2023

<https://salesfuel.com/are-your-discovery-calls-reaching-todays-b2b-buyer/>

5 Tips on How to Create a Great First Impression That Lasts

SalesFuel (Jessica Helinski) August 19, 2023

<https://salesfuel.com/5-tips-on-how-to-create-a-great-first-impression-that-lasts/>

Radio's Reach Shifted Further To Digital In Q2

Radio Ink, August 17, 2023

<https://radioink.com/2023/08/17/radios-reach-shifted-further-to-digital-in-q2/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***Forget the sales funnel — it's all about the 'infinity loop'**

And PR has a huge role to play.

PR Daily (Allison Carter), August 23, 2023

[https://www.prdaily.com/forget-the-sales-funnel-its-all-about-the-infinity-loop/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+\(2023-08-23\)&utm_content=article+title&utm_term=2&oly_enc_id=3247H0847412E0H](https://www.prdaily.com/forget-the-sales-funnel-its-all-about-the-infinity-loop/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2023-08-23)&utm_content=article+title&utm_term=2&oly_enc_id=3247H0847412E0H)

Survey: Promotions, Loyalty Programs Score High Among Radio Listeners For Restaurants.

Inside Radio (Provoke Insights) August 22, 2023

https://www.insideradio.com/free/survey-promotions-loyalty-programs-score-high-among-radio-listeners-for-restaurants/article_8e701914-40b7-11ee-85da-033477429f73.html

***Advertiser Perceptions: Podcast Advertising Consideration And Spending Intention Grow To Nine-Year High Among Agencies And Marketers**

Westwood One/Cumulus (Pierre Bouvard), August 21, 2023

<https://www.westwoodone.com/blog/2023/08/21/advertiser-perceptions-podcast-advertising-consideration-and-spending-intention-grow-to-nine-year-high-among-agencies-and-marketers/>

***The Message Is The Answer In Your Radio Recipe**

Radio Ink (Pat Bryson), August 21, 2023

<https://radioink.com/2023/08/21/the-message-is-the-answer-in-your-radio-recipe/>

Late Night Is Where It's At For Wendy's, Radio's Top QSR Advertiser.

Inside Audio Advertising, August 21, 2023

<https://www.insideaudiomarketing.com/post/late-night-is-where-it-s-at-for-wendy-s-radio-s-top-qsr-advertiser>

***Boost Productivity by Adopting These Email Management Best Practices**

SalesFuel (Jessica Helinski) August 19, 2023

<https://salesfuel.com/boost-productivity-by-adopting-these-email-management-best-practices/>

Strategies For Success: Overcoming Election Cycle Advertising Challenges

AdExchanger (Mario Diez), August 18th, 2023

https://www.adexchanger.com/data-driven-thinking/strategies-for-success-overcoming-election-cycle-advertising-challenges/?oly_enc_id=0651H4943323A6U

U.S. consumer spending remains strong in July — but not in all categories

Chain Store Age (Marianne Wilson), August 17, 2023

<https://chainstoreage.com/us-consumer-spending-remains-strong-july-not-all-categories>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Why Radio Needs To Get More Political

Jacobs Media Strategies (Fred Jacobs), August 23, 2023

<https://jacobsmedia.com/why-radio-needs-to-get-more-political/>

Candidates' TV Ad-Buy Meal: Does That Come With An On-Air Interview Side?

MediaPost (Wayne Friedman), August 23, 2023

(Note: This issue isn't isolated to just TV. Be very sensitive to this issue in Radio as the political season heats up).

https://www.mediapost.com/publications/article/388435/candidates-tv-ad-buy-meal-does-that-come-with-an.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131404&hashid=XOWE7PwDT4-lekA7MLbhQg

Threat Report Finds Malvertising Accelerating Due To Weak Ad Market

MediaPost (Joe Mandese), August 17, 2023

https://www.mediapost.com/publications/article/388277/threat-report-finds-malvertising-accelerating-due.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131360&hashid=IZA7uSulTnimoAz9RMXvmQ

Don't Overlook Local Political Advertising Spend in 2023; Key Issues & Races Driving Spend Now

BIA Advisory Services (Suzanne Ackley), August 17, 2023

<http://blog.biakelsey.com/index.php/2023/08/17/dont-overlook-local-political-advertising-spend-in-2023-key-issues-races-driving-spend->

[now/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local Media %26 Technology Daily 103](https://www.localmedia.com/technology-daily/2023/08/15/retail-media-networks-everything-ad-buyers-and-sellers-need-to-know-about-the-125-billion-trend/)

RETAIL MEDIA NETWORKS—EVERYTHING AD BUYERS AND SELLERS NEED TO KNOW ABOUT THE \$125 BILLION TREND

Despite challenges, the category is still in growth mode

Ad Age (Adrienne Pasquarelli), August 15, 2023.

https://adage.com/article/marketing-news-strategy/retail-media-networks-2023-brand-and-agency-guide/2509616?utm_source=Sailthru&utm_medium=email&utm_campaign=SubscriberExclusive Editorial&utm_term=Editorial-SubscriberExclusiveEmailSeries-Weekly-20230119

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

How to Develop a Leadership Mindset to Control Success

The Center For Sales Strategy (Stephanie Stoll), August 23, 2023

https://blog.thecenterforsalesstrategy.com/how-to-develop-a-leadership-mindset-to-control-success?utm_campaign=subscriber&utm_medium=email&_hsmi=271424988&_hsenc=p2ANqtz--8847uco0Q5MYp-pCGiohk1VY8ZFNsdSI4D9ZC9V9bPrvCQoLWbL6dDHpUlVxCKA78GH05YH23Q4af0cqW2rRgtnt8-A&utm_content=271424988&utm_source=hs_email

***National TV Spending Falls 11% Summer-To-Date, Live Broadcast Viewing Drops 25%**

MediaPost (Wayne Friedman), August 22, 2023

https://www.mediapost.com/publications/article/388468/national-tv-spending-falls-11-summer-to-date-liv.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131404&hashid=XOWE7PwT4-lekA7MLbhQg

***Transforming Words into Profits: Harnessing the Power of Storytelling to Motivate Your Sales Team**

The Center For Sales Strategy (Kate Rehling), August 22, 2023

https://blog.thecenterforsalesstrategy.com/transforming-words-into-profits?utm_campaign=subscriber&utm_medium=email&_hsmi=271264172&_hsenc=p2ANqtz-wNjnSF0zVwiMLY-QiuhekIpTtPMtgGSH5Q_Mwefo9gW40yIM1gk2zVcjrWSs_fuqKsMBlyaZm-7BTBGHpQXcqD5dRA&utm_content=271264172&utm_source=hs_email

What's Needed To Resolve Radio's Standoff With ASCAP And BMI? Patience And A 2024 Calendar.

Inside Radio, August 22, 2023

https://www.insideradio.com/free/what-s-needed-to-resolve-radio-s-standoff-with-ascap-and-bmi-patience-and-a/article_1cc5911c-40b8-11ee-bf8b-c7f3244f0c79.html

***The Sales Meeting Opportunity**

Radio Ink (Loyd Ford), August 21, 2023

<https://radioink.com/2023/08/21/loyd-ford-the-sales-meeting-opportunity/>

Headlines That Radio Needs To Be Aware Of

Radio Ink (Buzz Knight), August 21, 2023

<https://radioink.com/2023/08/21/two-tv-headlines-that-radio-needs-to-be-aware-of/>

With AM's Place On The Line, NAB Ups Lobbying Spend During First Half Of 2023.

Inside Radio August 21, 2023

https://www.insideradio.com/free/with-am-s-place-on-the-line-nab-ups-lobbying-spend-during-first-half-of/article_79ee2d52-3fe8-11ee-b654-e344c2fbb2f3.html

Analyst: U.S. OTT Boom Years Are Over

MediaPost (Karlene Lukovitz), August 21, 2023

<https://www.mediapost.com/publications/article/388390/analyst-us-ott-boom-years-are-over.html>

Selection: 5 Data-Backed Facts You Should Know

The Center For Sales Strategy (Beth Sunshine), August 21, 2023

https://blog.thecenterforsalesstrategy.com/selection-5-data-backed-facts-you-should-know?utm_campaign=subscriber&utm_medium=email&_hsmi=271091921&_hsenc=p2ANqtz--ei7Na02krUEA34kFfW1auskZNPxDZhkCZoaG7IMhJixJ0mBPOKXWEhnK4Mm2bMvRIQMwvgH74djuv9emR5q-SakVJvA&utm_content=271091921&utm_source=hs_email

Radio and Maui: A Failure To Communicate?

Jacobs Media Strategies (Fred Jacobs), August 21, 2023

<https://jacobsmedia.com/radio-and-maui-a-failure-to-communicate/>

How to Identify the Best Character Traits During a Job Interview

SalesFuel (C. Lee Smith) August 19, 2023

<https://salesfuel.com/how-to-identify-the-best-character-traits-during-a-job-interview/>

RMLC Requests Consolidation of ASCAP and BMI Proceeding on Radio Music Royalties – A Step Toward a Unified Process for Resolving All Music Royalty Issues?

Broadcast Law Blog (David Oxenford), August 18, 2023

<https://www.broadcastlawblog.com/2023/08/articles/rmlc-requests-consolidation-of-ascap-and-bmi-proceeding-on-radio-music-royalties-a-step-toward-a-unified-process-for-resolving-all-music-royalty-issues/>

***Ad Industry Urges California Lawmakers To Reject New Data Broker Bill**

MediaPost (Wendy Davis) August 17, 2023

https://www.mediapost.com/publications/article/388334/ad-industry-urges-california-lawmakers-to-reject-n.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131360&hashid=IZA7uSulTnimoAz9RMXvmQ

***7 Digital Mistakes Radio Stations Make That Can Hurt Event Ticket Sales**

Jacobs Media Strategies (Seth Resler), August 14, 2023

https://jacobsmedia.com/7-digital-mistakes-radio-stations-with-their-big-station-festival-ticket-sales/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20103

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 3 (August 3 - August 9, 2023). After last week's Cume growth, all three of our PPM markets saw conversion to AQH growth. but only San Diego enjoyed more Cume growth this week, while Los Angeles and Riverside/San Bernardino had some minor Cume slippage.

Los Angeles (Metro 12+ Population 11,234,700)

AQH:

Oct Monthly - 602,100
Nov Monthly - 583,000
Dec Monthly - 559,700
Hol Monthly - 563,000

Jan Monthly - 568,900
Feb Monthly - 567,900
Mar Monthly - 557,900

Apr Monthly - 568,400
May Monthly - 569,800
Jun Monthly - 545,400

Jul Monthly - 531,200

Aug Week 1 - 506,800

Aug Week 2 - 513,100

Aug Week 3 - 515,300

Cume:

Oct Monthly - 10,061,900
Nov Monthly - 10,078,500
Dec Monthly - 9,951,100
Hol Monthly - 9,827,100

Jan Monthly - 9,888,500

Feb Monthly

- 9,877,500
Mar Monthly - 9,745,300

Apr Monthly - 9,876,200
May Monthly - 10,022,400
Jun Monthly - 9,802,500

Jul Monthly - 9,701,700

Aug Week 1 - 9,645,200
Aug Week 2 - 9,773,300
Aug Week 3 - 9,571,100

Riverside/San Bernardino (Metro 12+ Population 2,166,600)

AQH:

Oct Monthly - 117,100
Nov Monthly - 116,300
Dec Monthly - 107,700
Hol Monthly - 102,100

Jan Monthly - 107,300
Feb Monthly - 109,200
Mar Monthly - 105,700

Apr Monthly - 107,800
May Monthly - 117,100
Jun Monthly - 106,000

Jul Monthly - 97,400

Aug Week 1 - 95,600
Aug Week 2 - 94,900
Aug Week 3 - 97,200

Cume:

Oct Monthly - 1,893,700
Nov Monthly - 1,868,200
Dec Monthly - 1,852,300
Hol Monthly - 1,791,600

Jan Monthly

- 1,774,500
Feb Monthly - 1,833,000
Mar Monthly - 1,825,200

Apr Monthly - 1,836,200
May Monthly - 1,872,800
Jun Monthly - 1,851,900

Jul Monthly - 1,848,900

Aug Week 1 - 1,824,600
Aug Week 2 - 1,900,800
Aug Week 3 - 1,827,600

San Diego (Metro 12+ Population 2,881,200)

AQH:

Oct Monthly - 122,100
Nov Monthly - 122,200
Dec Monthly - 117,300
Hol Monthly - 106,200

Jan Monthly - 106,100
Feb Monthly - 113,000
Mar Monthly - 108,800

Apr Monthly - 110,100
May Monthly - 109,200
Jun Monthly - 102,800

Jul Monthly - 102,200

Aug Week 1 - 111,900
Aug Week 2 - 103,600
Aug Week 3 - 114,900

Cume:

Oct Monthly - 2,429,200
Nov Monthly - 2,437,200



Dec Monthly

- 2,373,200
Hol Monthly - 2,255,600

Jan Monthly - 2,276,400
Feb Monthly - 2,327,200
Mar Monthly - 2,342,300

Apr Monthly - 2,363,200
May Monthly - 2,358,300
Jun Monthly - 2,325,900

Jul Monthly - 2,340,500

Aug Week 1 - 2,339,200
Aug Week 2 - 2,360,000
Aug Week 3 - 2,401,400

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