

JANUARY 12, 2022

As usual there is an abundance of actionable information contained in this week's curated lists of resources and articles. I recommend you peruse all the titles and choose those items of most interest to your immediate needs and interests. It is like a smorgasbord of tasty information but nobody can eat it all!

First, let's review the audience trending data for our PPM measured markets. This is Holiday Week 3 which also happens to be the week of Christmas where we usually see some disruption in listening patterns. This week we see fairly stable performance in the Cume numbers but there is notable dip in AQH persons as TSL takes a hit during this holiday week:

Los Angeles (Metro 12+ Population 11,469,700)

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500
Oct Monthly - 660,800
Nov Monthly - 678,200
Dec Monthly - 662,200

Hol Week 1 - 706,700
Hol Week 2 - 718,800
Hol Week 3 - 567,300

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100
Nov Monthly - 10,281,100
Dec Monthly - 10,414,000

Hol Week 1 - 10,394,300
Hol Week 2 - 10,489,600
Hol Week 3 - 10,221,300

Riverside/San Bernardino (Metro 12+ Population 2,145,300)

AQH:

July Monthly - 104,500
Aug Monthly - 108,900

Sept Monthly - 114,600
Oct Monthly - 116,900
Nov Monthly - 119,700
Dec Monthly - 114,800

Hol Week 1 - 107,400
Hol Week 2 - 111,400
Hol Week 3 - 89,300

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900
Oct Monthly - 1,928,200
Nov Monthly - 1,936,300
Dec Monthly - 1,904,700

Hol Week 1 - 1,869,100
Hol Week 2 - 1,857,600
Hol Week 3 - 1,832,800

San Diego (Metro 12+ Population 2,873,100)

AQH:

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300
Oct Monthly - 136,000
Nov Monthly - 141,400
Dec Monthly - 131,500

Hol Week 1 - 133,500
Hol Week 2 - 130,000
Hol Week 3 - 101,300

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600
Nov Monthly - 2,481,400
Dec Monthly - 2,518,600

Hol Week 1 - 2,422,200

Hol Week 2 - 2,517,400

Hol Week 3 - 2,351,600

"The meeting of preparation with opportunity generates the offspring we call luck."

- Anthony Robbins

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Fast-Food Advertising: Why Radio Should Be Lovin' It.

Inside Radio (Westwood One Everyone is Listening) January 11, 2022

http://www.insideradio.com/free/fast-food-advertising-why-radio-should-be-lovin-it/article_ea5ca346-72af-11ec-8de5-8b00455c8b8b.html

Getting Ready For Uncle Sam: Tax Prep Services Ramp Up Advertising.

Inside Radio (Media Monitors) January 11, 2022

http://www.insideradio.com/free/getting-ready-for-uncle-sam-tax-prep-services-ramp-up-advertising/article_6d073b2c-72af-11ec-be9e-37602ff75527.html

Auto Advertising Transitions As 'Dealerships Are Learning Consumers Still Need Them.'

(Note: See related article in Management section)

Inside Radio (Borrell) January 10, 2022

http://www.insideradio.com/free/auto-advertising-transitions-as-dealerships-are-learning-consumers-still-need-them/article_046228e2-71e8-11ec-8a4e-27558731a2c6.html

It's Not Just Big Brands Coming To Podcast. So Are Ad Savvy Local Car Dealers.

Inside Radio (Borrell) January 10, 2022

http://www.insideradio.com/podcastnewsdaily/it-s-not-just-big-brands-coming-to-podcast-so-are-ad-savvy-local-car/article_dbfe057c-723e-11ec-810d-1788634d954d.html

Used Vehicles Are Like Gold -- And Dealers Know It

MediaPost January 10, 2022

https://www.mediapost.com/publications/article/370138/used-vehicles-are-like-gold-and-dealers-know-it.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124899&hashid=akE-7z-LS1W9CYmV5M9xXA

6 Easy Ways To Increase Your Sales Today

Radio Ink (Loyd Ford) January 10, 2022

https://radioink.com/2022/01/10/6-easy-ways-to-increase-your-sales-today/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Post-Holiday Bounce Back Continues As Downloads Jump 22%, Driven By Sports Listening.

Inside Radio (PODTRAC) January 10, 2022

http://www.insideradio.com/podcastnewsdaily/post-holiday-bounce-back-continues-as-downloads-jump-22-driven-by-sports-listening/article_bc4032dc-723e-11ec-a11d-dbba9d584c58.html

Position Yourself For Success In the New Year With These Tips

SalesFuel January 8, 2022

<https://salesfuel.com/position-yourself-for-success-in-the-new-year-with-these-tips/>

How to Disrupt Sales Calls (In A Good Way!)

SalesFuel January 8, 2022

<https://salesfuel.com/how-to-disrupt-sales-calls-in-a-good-way/>

Spotify Vs. Radio: AM/FM Still Tops Overall, 45+

All Access January 7, 2022

<https://www.allaccess.com/net-news/archive/story/214442/spotify-vs-radio-am-fm-still-tops-overall-45>

Adele, Morgan Wallen Ruled 2021. Streaming And Podcasting Grew, Radio Dominated.

Inside Radio (MRC Data) January 7, 2022

http://www.insideradio.com/free/adele-morgen-wallen-ruled-2021-streaming-and-podcasting-grew-radio-dominated/article_218b859e-6f86-11ec-b6dd-afaf644d0dad.html

Avoid the Catch-22 of Business Referrals

SalesFuel January 8, 2022

<https://salesfuel.com/avoid-the-catch-22-of-business-referrals/>

Biggest 2022 Ad Issues: Integrated Media Planning/Buying, Measurement

MediaPost January 6, 2022

https://www.mediapost.com/publications/article/370004/biggest-2022-ad-issues-integrated-media-planning.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124878&hashid=IZA7uSulTnimoAz9RMXvmQ

GroupM Finds Backlash To Streaming Ads, Data Deals, Latest Media Technology

MediaPost January 6, 2022

https://www.mediapost.com/publications/article/369969/groupm-finds-backlash-to-streaming-ads-data-deals.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124878&hashid=IZA7uSulTnimoAz9RMXvmQ

Digital Really Can And Should Be Better

Forbes January 6, 2022

<https://www.forbes.com/sites/forbestechcouncil/2022/01/06/digital-really-can-and-should-be-better/?sh=228f9a116a70>

Car market outlook: Recovery to resume in 2022

ING January 6, 2022

<https://think.ing.com/articles/car-market-outlook-recovery-to-resume-in-2022>

CES Generates Abundance Of Automotive News

MediaPost January 5, 2022

https://www.mediapost.com/publications/article/369998/ces-generates-abundance-of-automotive-news.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124864&hashid=akE-7z-LS1W9CYmV5M9xXA

Big Payoff For Brands That Appeal To Black Consumers

MediaPost January 5, 2022

<https://www.mediapost.com/publications/article/369942/big-payoff-for-brands-that-appeal-to-black-consume.html>

The road ahead: How legacy auto brands will level the EV playing field in 2022

Dive January 4, 2022

https://www.marketingdive.com/news/legacy-auto-brands-chase-Tesla-on-EVs/616453/?utm_source=Sailthru&utm_medium=email&utm_campaign=Newsletter%20Weekly%20Roundup:%20Marketing%20Dive:%20Daily%20Dive%2001-08-2022&utm_term=Marketing%20Dive%20Weekender

22 Sales Quotes to Inspire You to Make 2022 Your Best Year Yet

LinkedIn January 3, 2022

https://www.linkedin.com/business/sales/blog/modern-selling/sales-quotes-to-inspire-you-2022?utm_campaign=subscriber&utm_medium=email&hsmi=200237583&hsenc=p2ANqtz-qKZ0XsISa1DXR4WD5UKz4aZF11Xea-ANRGNvGPSy9_piMrgBWBlnaZC3VwLsDQ80vQIE4oytd3lW3q9WC8mi_Klw&utm_content=200237583&utm_source=hs_email

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

As Audiences Continue To Fragment, Media Experts See More Consolidation Ahead.

Inside Radio (Digital Hollywood CES 2022) January 11, 2022

http://www.insideradio.com/free/as-audiences-continue-to-fragment-media-experts-see-more-consolidation-ahead/article_c6b30520-72af-11ec-9fa2-97ad6fc9f78e.html

Kantar: Sportsbooks Tripled Their Radio Ad Spend In 2021.

Inside Radio January 11, 2021

http://www.insideradio.com/free/kantar-sportsbooks-tripled-their-radio-ad-spend-in-2021/article_0b021054-72b0-11ec-bea7-1ff55c9bd262.html

Seven Things For Radio To Watch For In Washington This Year.

Inside Radio January 11, 2021

http://www.insideradio.com/free/seven-things-for-radio-to-watch-for-in-washington-this-year/article_364dc9e2-72b0-11ec-96bf-5fa9fa859f8b.html

Investing in Employee Development is No Longer Optional

The Center For Sales Strategy (Beth Sunshine) January 11, 2022

https://blog.thecenterforsalesstrategy.com/investing-in-employee-development-is-no-longer-optional?utm_campaign=subscriber&utm_medium=email&hsmi=200526976&hsenc=p2ANqtz-bldPYIOHKIH8opSe5Z5lptGCBguakWTUSoFBguyih3lQR-S1-G9R883-YFfsGTF5-4ZGj5jeAORWHvZ8vvBDXLP-grQ&utm_content=200526976&utm_source=hs_email

Auto Dealers To Shift Ad Dollars Away From Broadcast and Cable

(Note: See related article in Sales section)

Broadcasting + Cable (Borrell) January 10, 2021

<https://www.nexttv.com/news/auto-dealers-to-shift-ad-dollars-away-from-broadcast-and-cable>

Here Is What Resonated For Radio Broadcasters At CES 2022.

Inside Radio (Jacobs Media Strategies) January 10, 2022

http://www.insideradio.com/free/here-is-what-resonated-for-radio-broadcasters-at-ces-2022/article_e03167f8-71e7-11ec-9ea2-f31a3ab6e1fd.html

Digital Execs Examine Radio's Top Tech Priorities For 2022.

Inside Radio January 10, 2022

http://www.insideradio.com/free/digital-execs-examine-radio-s-top-tech-priorities-for-2022/article_46bdeff0-71e8-11ec-808a-47bc0f0b3005.html

Byron Allen On Advertisers' Promises To Invest In Black-Owned Media: 'They're All Behind And They're All Guilty.'

Inside Radio January 10, 2022

http://www.insideradio.com/free/byron-allen-on-advertisers-promises-to-invest-in-black-owned-media-they-re-all-behind/article_62371f96-71e7-11ec-9210-cfff15201fec.html

Learning and Development Lessons from the Pandemic

The Center For Sales Strategy (Stephanie Stoll) January 10, 2022

https://blog.thecenterforsalesstrategy.com/learning-and-development-lessons-from-the-pandemic?utm_campaign=subscriber&utm_medium=email&hsmi=200412347&hsenc=p2ANqtz--CprZ7_af66XjM3eMf-Mm_wSxpP-ilEnzO_vJ7hGEXcNKPDIxUFpJdIYkXsY3OLDcZDxbfFS7xMa4O0CYtJkfnWeHlxA&utm_content=200412347&utm_source=hs_email

Jacobs: Treat the Dashboard With Urgency

Broadcasters should "set aside their differences and speak in one voice"

RadioWorld January 9, 2021

https://www.radioworld.com/news-and-business/news-makers/jacobs-treat-the-dashboard-with-urgency?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=D3A178AA-A6C3-4E48-BB44-218A4DD9C430&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

How Much Do You Know About Team Motivation Traits?

SalesFuel January 8, 2022

<https://salesfuel.com/how-much-do-you-know-about-team-motivation-traits/>

The Data War: The Past, Present And Future Of Data In Digital Advertising

Forbes January 7, 2022

<https://www.forbes.com/sites/forbesagencycouncil/2022/01/07/the-data-war-the-past-present-and-future-of-data-in-digital-advertising/?sh=2f64b0ca2ff0>

Why 2022 Will Be The Year Of The Marketer (And The Consumer)

MediaPost January 7, 2022

https://www.mediapost.com/publications/article/370044/why-2022-will-be-the-year-of-the-marketer-and-the.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124876&hashid=MvrWDWYNRcOEFJu_y2GihQ

Full Speed Ahead For NAB in April

(Note: includes NAB Pres. LeGeyst's comments about important relationship of automotive industry and radio)

Radio Ink January 7, 2022

<https://radioink.com/2022/01/07/legeyst-full-speed-ahead-for-nab-in-april/>

Spotify Challenges The Promo Code As It Adds Clickable Podcast Ads To Its App

Inside Radio January 7, 2021

http://www.insideradio.com/podcastnewsdaily/spotify-challenges-the-promo-code-as-it-adds-clickable-podcast-ads-to-its-app/article_8174e72a-6fe0-11ec-9b32-17438a5bdf11.html

Will Enough Radio Companies Agree To RMLC-GMR Settlement?

Inside Radio (RMLC) January 7, 2022

http://www.insideradio.com/free/will-enough-radio-companies-agree-to-rmlc-gmr-settlement/article_a460c826-6f86-11ec-af64-83355382857d.html

MRC Data's 2021 U.S. Year-End Report

US Music Consumption Grew 11.3% in 2021

Podnews (MRC) January 7, 2022

https://mrcdatareports.com/mrc-data-2021-u-s-year-end-report/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2022-01-07

Why Radio Just Shot Itself In The Foot

Jacobs Media Strategies (Fred Jacobs) January 6, 2022

<https://jacobsmedia.com/why-radio-just-shot-itself-in-the-foot/>

To Maximize Revenue, Compliance Process Needs Greater Speed, Efficiency And Transparency.

Inside Radio (RAB) January 6, 2022

http://www.insideradio.com/free/to-maximize-revenue-compliance-process-needs-greater-speed-efficiency-and-transparency/article_83daa90c-6ebc-11ec-8a4c-07d373032a84.html

Biggest 2022 Ad Issues: Integrated Media Planning/Buying, Measurement

MediaPost January 6, 2022

https://www.mediapost.com/publications/article/370004/integrated-cross-platform-media-planning-measure.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124865&hashid=CKfKjD-IQuCPkoXp87oXHg

FCC Adds Social Media to Political Programming Rules

Broadcasting + Cable January 6, 2022

<https://www.nexttv.com/news/fcc-adds-social-media-to-political-programming-rules>

The Power Of Data-Driven Out-Of-Home To Win Voters In The Midterms

MediaPost January 6, 2022

https://www.mediapost.com/publications/article/370017/the-power-of-data-driven-out-of-home-to-win-voters.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124863&hashid=mJekFDXrQpCzIaeSPZoRTw

2022 Broadcasters Regulatory Calendar

David Oxenford - Wilkinson, Barker & Knauer LLP January 7, 2022

ATTACHMENT: [2022 Broadcasters' Calendar](#)

Watch Out, Nielsen ONE, Comscore Is Busily Building A Unified Cross-Platform Measurement Offering Of Its Own

ad exchanger January 5, 2022

https://www.adexchanger.com/platforms/watch-out-nielsen-one-comscore-is-busily-building-a-unified-cross-platform-measurement-offering-of-its-own/?oly_enc_id=0651H4943323A6U

BIA Sees 6% Rise in Radio Revenues in 2022

Radio Online January 4, 2021

<https://news.radio-online.com/articles/b16909/BIA-Sees-6-Rise-in-Radio-Revenues-in-2022>

Senator Wyden Wants 'Tough Regulations' On Facebook, Touts Proposed 'Do Not Track' Law

MediaPost January 4, 2021

https://www.mediapost.com/publications/article/369940/senator-wyden-wants-tough-regulations-on-facebook.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124851&hashid=luLr_TMuTF6QRLmxCvE43g

Streaming Is the New FM

Bouvard says smart speakers and improvements in PPM have changed the conversation

RadioWorld December 27, 2021

https://www.radioworld.com/news-and-business/news-makers/streaming-is-the-new-fm?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=8ED3F0A5-D5C1-455B-BF2C-1116D5328F9E&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

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