

**JANUARY 19, 2022**

Along with the new year I thought we would try out a slightly new format for your Weekly Resource Roundup. When you get to the curated lists of resources and articles below you will find that each section starts off with a collection of the [Top 5 Selected Articles/Resources](#) for the week. These are the articles and resources that, in my opinion, are the most important for you to read. My hope is that this will save you some time and help focus on the most useful information.

Following the Top 5 you will still find the curated lists of other articles and resources that are also important for reference, background and tracking. You might even disagree with my opinion on the top 5 and find something else that is more important and useful to your needs.

I welcome your feedback on this new format and any suggestions you have to make this resource as helpful and easy to consume as possible.

First up is a look at the Nielsen audience trends for Week 4 and the Full Month of the Holiday Survey. This Week 4 includes the New Year's Holiday and corresponds to the calendar week of December 30, 2021, to January 5, 2022, so if you have low expectations you won't be disappointed. It was a soft week but the Holiday Survey still looks pretty good in spite of it.

For you San Diego folks there is a delay in the upload of the Week 4 and full Holiday Survey data but I should have that data available for you sometime tomorrow.

### **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 Monthly - 613,500](#)

[Hol Week 1 - 706,700](#)  
[Hol Week 2 - 718,800](#)  
[Hol Week 3 - 567,300](#)  
[Hol Week 4 - 443,100](#)

**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 Monthly - 10,147,400

Hol Week 1 - 10,394,300  
Hol Week 2 - 10,489,600  
Hol Week 3 - 10,221,300  
Hol Week 4 - 9,375,300

**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 Monthly - 95,700

Hol Week 1 - 107,400  
Hol Week 2 - 111,400  
Hol Week 3 - 89,300  
Hol Week 4 - 73,300

**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 Monthly - 1,810,400

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

Hol Week 4 - 1,672,700

**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 Monthly - TBD

Hol Week 1 - 133,500  
Hol Week 2 - 130,000  
Hol Week 3 - 101,300  
Hol Week 4 - TBD

**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 Monthly - TBD

Hol Week 1 - 2,422,200  
Hol Week 2 - 2,517,400  
Hol Week 3 - 2,351,600  
Hol Week 4 - TBD

**“Read at every wait; read at all hours; read within leisure; read in times of labor; read as one goes in; read as one goes out. The task of the educated mind is simply put: read to lead.”**

— Cicero

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

**[Top Five Selected Articles/Resources](#)**

**Achieving 2022 Sales Goals Requires Being Proactive Yet Flexible, Radio Execs Say.**

Inside Radio January 14, 2022

[http://www.insideradio.com/free/achieving-2022-sales-goals-requires-being-proactive-yet-flexible-radio-execs-say/article\\_828b227e-7511-11ec-a891-e343265004c0.html](http://www.insideradio.com/free/achieving-2022-sales-goals-requires-being-proactive-yet-flexible-radio-execs-say/article_828b227e-7511-11ec-a891-e343265004c0.html)

**Using Radio Silver Bullets To Grow Revenue**

Radio Ink (Loyd Ford) January 17, 2022

<https://radioink.com/2022/01/17/using-radio-silver-bullets-to-grow-revenue/>

**Qualitative-Is There a Right Approach?**

Radio Ink (Marc Greenspan) January 17, 2022

[https://radioink.com/2022/01/17/qualitative-is-there-a-right-approach/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/01/17/qualitative-is-there-a-right-approach/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

**Why Your Clients Should Take Advantage of Local Advertising in 2022**

SalesFuel January 14, 2022

<https://salesfuel.com/why-your-clients-should-take-advantage-of-local-advertising-in-2022/>

**A Focus On Impressions In Latest 'Power of Broadcast in Colorado' Study.**

Inside Radio (Nielsen) January 13, 2022

[http://www.insideradio.com/free/a-focus-on-impressions-in-latest-power-of-broadcast-in-colorado-study/article\\_e5e5766c-7444-11ec-b78c-0713f82feb58.html](http://www.insideradio.com/free/a-focus-on-impressions-in-latest-power-of-broadcast-in-colorado-study/article_e5e5766c-7444-11ec-b78c-0713f82feb58.html)

**[Curated Articles/Resources for Reference, Background and Tracking](#)**

**P&G Unseats Uncle Sam As Radio's Top Advertiser Of 2021.**

Inside Radio (Media Monitors) January 19, 2022

[http://www.insideradio.com/free/p-g-unseats-uncle-sam-as-radio-s-top-advertiser-of-2021/article\\_e3ba8aa6-78f6-11ec-ab83-0f1a63505064.html](http://www.insideradio.com/free/p-g-unseats-uncle-sam-as-radio-s-top-advertiser-of-2021/article_e3ba8aa6-78f6-11ec-ab83-0f1a63505064.html)

**BBQ and Business Acumen**

The Center For Sales Strategy (Trey Morris) January 18, 2022

[https://blog.thecenterforsalesstrategy.com/demonstrating-business-acumen?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=201177779&\\_hsenc=p2ANqtz--xy3HIH7AI1d0XPodbF5Re0thcbUu6d7iwRkSwDhtjthIbZln6LIJxur4rzcJETxKTprittLElqZADb66kYTropotWiw&utm\\_content=201177779&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/demonstrating-business-acumen?utm_campaign=subscriber&utm_medium=email&_hsmi=201177779&_hsenc=p2ANqtz--xy3HIH7AI1d0XPodbF5Re0thcbUu6d7iwRkSwDhtjthIbZln6LIJxur4rzcJETxKTprittLElqZADb66kYTropotWiw&utm_content=201177779&utm_source=hs_email)

**How To Improve Your Relationships With Customers**

Radio Ink (James Bahm) January 18, 2022

[https://radioink.com/2022/01/18/three-promises-to-improve-relationships-with-customers/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/01/18/three-promises-to-improve-relationships-with-customers/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Study: Podcasts Deliver Food-To-Go Audiences**

MediaPost January 17, 2022

[https://www.mediapost.com/publications/article/370362/study-podcasts-deliver-food-to-go-audiences.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=124983&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/370362/study-podcasts-deliver-food-to-go-audiences.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=124983&hashid=akE-7z-LS1W9CYmV5M9xXA)

### **Holiday Retail Sales Hit A Record \$886.7 Billion, With Key Growth At Clothing And General Merch Outlets.**

Inside Radio (NRF) January 18, 2022

[http://www.insideradio.com/free/holiday-retail-sales-hit-a-record-886-7-billion-with-key-growth-at-clothing-and/article\\_f92228d6-782e-11ec-a16f-97d6d6f11c83.html](http://www.insideradio.com/free/holiday-retail-sales-hit-a-record-886-7-billion-with-key-growth-at-clothing-and/article_f92228d6-782e-11ec-a16f-97d6d6f11c83.html)

### **Good Start To 2022 As Podcast Downloads Up 21% Versus A Year Ago.**

Inside Radio (PODTRAC) January 18, 2022

[http://www.insideradio.com/podcastnewsdaily/good-start-to-2022-as-podcast-downloads-up-21-versus-a-year-ago/article\\_c651dbc8-7887-11ec-b84d-27e115a255ad.html](http://www.insideradio.com/podcastnewsdaily/good-start-to-2022-as-podcast-downloads-up-21-versus-a-year-ago/article_c651dbc8-7887-11ec-b84d-27e115a255ad.html)

### **7 Biggest Online Advertising Blunders**

Forbes January 16, 2022

<https://www.forbes.com/sites/henrydevries/2022/01/16/7-biggest-online-advertising-blunders/?sh=79e68a96f4ce>

### **Hold That Thought**

Radio Ink (Rick Fink) January 17, 2022

[https://radioink.com/2022/01/17/hold-that-thought/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/01/17/hold-that-thought/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Automobiles boost U.S. business inventories in November**

Economic Times January 15, 2022

<https://auto.economictimes.indiatimes.com/news/industry/automobiles-boost-u-s-business-inventories-in-november/88908741>

<https://auto.economictimes.indiatimes.com/news/industry/automobiles-boost-u-s-business-inventories-in-november/88908741>

### **How to Beat the Anxiety of Networking**

SalesFuel January 15, 2022

<https://salesfuel.com/how-to-beat-the-anxiety-of-networking/>

### **What Not to Say to Prospects — And What to Do Instead**

SalesFuel January 15, 2022

<https://salesfuel.com/what-not-to-say-to-prospects-and-what-to-do-instead/>

### **5 Closing Habits to Adopt NOW**

SalesFuel January 15, 2022

<https://salesfuel.com/5-closing-habits-to-adopt-now/>

### **Radio Scores with Advertisers Targeting College Basketball Fans and Their Big Purchases.**

Inside Radio (The Media Audit) January 13, 2022

[http://www.insideradio.com/free/radio-scores-with-advertisers-targeting-college-basketball-fans-and-their-big-purchases/article\\_a33ddce6-7444-11ec-9076-1f645042f996.html](http://www.insideradio.com/free/radio-scores-with-advertisers-targeting-college-basketball-fans-and-their-big-purchases/article_a33ddce6-7444-11ec-9076-1f645042f996.html)

### **4 Surefire Signs It's Time to Walk Away from a Prospect**

Linked In January 11, 2022

<https://www.linkedin.com/business/sales/blog/modern-selling/when-to-walk-away-from-a-deal-in-sales>

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

### **Top Five Selected Articles**

#### **Comscore Adds Voter Data To Digital Media Targeting, Can Segment 'Behaviorally'**

MediaPost January 13, 2022

<https://www.mediapost.com/publications/article/370237/comscore-adds-voter-data-to-digital-media-targetin.html>

#### **Three Media Trends To Watch In 2022**

TVNewsCheck January 18, 2022

<https://tvnewscheck.com/top-news/business/article/three-media-trends-to-watch-in-2022/>

#### **The Urgency of Brand Building: A Conversation with Pierre Bouvard**

Coleman Insights January 18, 2022

<https://colemaninsights.com/coleman-insights-blog/the-urgency-of-brand-building-a-conversation-with-pierre-bouvard>

#### **Why Is U.S. Radio Sitting Out The Audio Renaissance?**

Jacobs Media Strategies (Fred Jacobs) January 19, 2022

<https://jacobsmedia.com/why-is-u-s-radio-sitting-out-the-audio-renaissance/>

#### **Ad-Supported Media's Share Of Consumer Time Declined In 2021, While Time Spent Was Even With 2020.**

Inside Radio (pqmedia) January 13, 2022

[http://www.insideradio.com/free/ad-supported-medias-share-of-consumer-time-declined-in-2021-while-time-spent-was-even/article\\_4d4a5994-7445-11ec-8b8d-8f7ca29f05c0.html](http://www.insideradio.com/free/ad-supported-medias-share-of-consumer-time-declined-in-2021-while-time-spent-was-even/article_4d4a5994-7445-11ec-8b8d-8f7ca29f05c0.html)

### **Curated Articles/Resources for Reference, Background and Tracking**

#### **Best Ad Length? Study Shows It's 30 Seconds.**

Inside Radio January 19, 2022

[http://www.insideradio.com/free/best-ad-length-study-shows-its-30-seconds/article\\_c94fdda6-78f6-11ec-adea-2b35f07d7749.html](http://www.insideradio.com/free/best-ad-length-study-shows-its-30-seconds/article_c94fdda6-78f6-11ec-adea-2b35f07d7749.html)

### **Survey Points To Big Opportunity For Podcasters Among B2B Brand Marketers.**

Inside Radio (Casted) January 19, 2022

[http://www.insideradio.com/free/survey-points-to-big-opportunity-for-podcasters-among-b2b-brand-marketers/article\\_121142f6-78f6-11ec-ae8f-5bae40645931.html](http://www.insideradio.com/free/survey-points-to-big-opportunity-for-podcasters-among-b2b-brand-marketers/article_121142f6-78f6-11ec-ae8f-5bae40645931.html)

### **'22 Will Be Spot TV's 'Year Of The Test'**

TVNewsCheck January 19, 2022

<https://tvnewscheck.com/top-news/business/article/22-will-be-spot-tvs-year-of-the-test/>

### **Thanks To Technology, Did Radio's In-Car Cume Just Go Up?**

Jacobs Media Strategies (Fred Jacobs) January 18, 2022

<https://jacobsmedia.com/thanks-to-technology-did-radios-in-car-cume-just-go-up/>

### **Who Is NBCU's First Cross-Platform TV Measurement Partner?**

Radio + Television Business Report January 13, 2022

<https://www.rbr.com/who-is-nbcus-first-cross-platform-tv-measurement-partner/>

### **As COVID Cases Spike, It's Work From Home Again For Many.**

Inside Radio (RAB) January 18, 2022

[http://www.insideradio.com/free/as-covid-cases-spike-it-s-work-from-home-again-for-many/article\\_66cdb8a4-7830-11ec-aaec-27ea735b96e8.html](http://www.insideradio.com/free/as-covid-cases-spike-it-s-work-from-home-again-for-many/article_66cdb8a4-7830-11ec-aaec-27ea735b96e8.html)

### **It's Not Just GMR. Radio Working On New Deals With ASCAP And BMI.**

Inside Radio January 18, 2022

[http://www.insideradio.com/free/it-s-not-just-gmr-radio-working-on-new-deals-with-ascap-and-bmi/article\\_d34260bc-782f-11ec-adc7-fba58eddd0b3.html](http://www.insideradio.com/free/it-s-not-just-gmr-radio-working-on-new-deals-with-ascap-and-bmi/article_d34260bc-782f-11ec-adc7-fba58eddd0b3.html)

### **New Bill Would Outlaw Most Forms Of Behavioral Targeting**

MediaPost January 18, 2022

<https://www.mediapost.com/publications/article/370406/new-bill-would-outlaw-most-forms-of-behavioral-tar.html>

### **Ad Industry, Business Groups Urge Congress To Create National Privacy Standard**

MediaPost January 14, 2022

<https://www.mediapost.com/publications/article/370312/ad-industry-business-groups-urge-congress-to-crea.html>

### **Sports betting will keep booming in 2022, but some see risks in growth**

Washington Post January 14, 2022

<https://www.washingtonpost.com/sports/2022/01/14/legal-sports-betting-states-2022/>

### **Retail Media Overtakes CTV As Advertising's Biggest Impetus**

MediaPost January 14, 2022

[https://www.mediapost.com/publications/article/370301/retail-media-overtakes-ctv-as-advertisings-bigges.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=124957&h\\_ashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/370301/retail-media-overtakes-ctv-as-advertisings-bigges.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124957&h_ashid=IZA7uSulTnimoAz9RMXvmQ)

### **Advertisers can now run clickable podcast ads on Spotify**

eMarketer January 10, 2022

<https://www.emarketer.com/content/advertisers-now-run-clickable-podcast-ads-on-spotify?ecid=NL1001>

### **Digital ad spending outlook blows past previous forecasts**

eMarketer January 13, 2022

<https://www.emarketer.com/content/digital-ad-spending-outlook-blows-past-previous-forecasts>

### **The Metaverse Is Coming. What's It Mean For Radio?**

Inside Radio January 13, 2022

[http://www.insideradio.com/free/the-metaverse-is-coming-what-s-it-mean-for-radio/article\\_3000bb1c-7445-11ec-95e2-eb8f2b2892d5.html](http://www.insideradio.com/free/the-metaverse-is-coming-what-s-it-mean-for-radio/article_3000bb1c-7445-11ec-95e2-eb8f2b2892d5.html)

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