

JANUARY 26, 2022

This week there is another change in the format of the Midweek Resource Roundup. Since Radio's audience metrics have almost fully recovered from the worst days of the pandemic lock down, the weekly trend numbers will now be posted at the end of the report. We know you are very interested in tracking these market performance metrics and we will keep you up to date. Starting this week we will jump right into the important resources and articles that are essential for staying on top of our game.

“Knowledge workers own the means of production. It is the knowledge between their ears. And it is a totally portable and enormous capital asset.”

– Peter Drucker Management Challenges for the 21st Century, 1999

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Top Five Selected Articles/Resources

Note To Broadcast Sales: Consumers No Longer Think In Terms Of Radio Or TV, But Audio And Video.

Inside Radio (FUTURI) January 26, 2022

http://www.insideradio.com/free/note-to-broadcast-sales-consumers-no-longer-think-in-terms-of-radio-or-tv-but/article_a62722ee-7e7d-11ec-9658-6bcd326a379e.html

Knowledge is Power

Radio Ink (Rick Fink) January 24, 2022

https://radioink.com/2022/01/24/knowledge-is-power/?vgo_ee=g4MdlIvetgiR1mkR7kij4Bl1h38V58Ke8bVrp%2FmcsM%3D

How to Handle High-Pressure Sales Situations

SalesFuel January 22, 2022

<https://salesfuel.com/how-to-handle-high-pressure-sales-situations/>

Sales Behaviors That Can Break Your Deal

SalesFuel January 22, 2022

<https://salesfuel.com/sale-behaviors-that-can-break-your-deal/>

Effective Ad Packages Combine Social Reach with Listenership

Insights say advertising is more substantial when social media and radio are combined

RadioWorld January 20, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/effective-ad-packages-combine-social-reach-with-listenership?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=65629DE4-3CB3-43FF-8C8B-03713809A0F3&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

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

'It's Getting Better:' AQH Listening At 90% Of Pre-COVID Level.

Inside Radio (Radio Research Consortium) January 21, 2022

http://www.insideradio.com/free/it-s-getting-better-aqh-listening-at-90-of-pre-covid-level/article_abaa4d70-7a8d-11ec-9749-ebc911e8ac50.html

P&G Boosts Media Airings By 14% To Lead Top 100 Ranking

MediaPost January 24, 2022

https://www.mediapost.com/publications/article/370547/pg-boosts-media-airings-by-14-to-lead-top-100-ra.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125068&hashid=o5sexdpQRQeeqa1Ux78qbw

Kohl's Puts Its \$240 Million Media Account Up for Review

ADWEEK January 24, 2022

https://www.adweek.com/agencies/kohls-puts-its-240-million-media-account-up-for-review/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BreakingNews_Newsletter_220124112847&lyt_id=1385784

Leading Local Insights - Expectations for Automotive in 2022 (BIA podcast)

BIA Advisory Services January 25, 2022

<https://www.buzzsprout.com/1663015/9949659>

What Aristotle Can Teach You About Sales

The Center for Sales Strategy (Greg Giersch) January 25, 2022

https://blog.thecenterforsalesstrategy.com/what-aristotle-can-teach-you-about-sales?utm_campaign=subscriber&utm_medium=email&hsmi=201865788&hsenc=p2ANqtz-8W27FMtmPKGcep3uHnP0V0C08_TXwEBQwkNCmSOIYJZWwnTQ1eD1ZxX6qGLq5_tEAQoIPqWzvEDIBVrQ634YOfuCi6A&utm_content=201865788&utm_source=hs_email

4 Appointment-Setting Best Practices to Get That First Meeting

SalesFuel January 22, 2022

<https://salesfuel.com/4-appointment-setting-best-practices-to-get-that-first-meeting/>

Keep A Close Eye On These 5 Facebook Ad Trends For 2022

Forbes January 22, 2022

<https://www.forbes.com/sites/allbusiness/2022/01/22/keep-a-close-eye-on-these-5-facebook-ad-trends-for-2022/?sh=188c367acfb8>

NRF 2022: Key Takeaways from Retail Execs

Chain Store Age January 21, 2022

https://chainstoreage.com/nrf-2022-key-takeaways-retail-exec?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Deloitte: Key retail priorities for 2022 include employee retention

Chain Store Age January 21, 2022

https://chainstoreage.com/deloitte-key-retail-priorities-2022-include-employee-retention?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Magellan: Top 15 Advertisers Spent \$35 Million On Podcasts Last Month.

Inside Radio January 21, 2022

http://www.insideradio.com/free/magellan-top-15-advertisers-spent-35-million-on-podcasts-last-month/article_3bc73cac-7a8d-11ec-937e-2bf26d59bfa3.html

Opinion: 'Bad Buyer Behavior' Ruining Relationships Between Agencies And Salespeople.

Inside Radio (Ad Age) January 21, 2022

http://www.insideradio.com/free/opinion-bad-buyer-behavior-ruining-relationships-between-agencies-and-salespeople/article_fb58f11a-7a8c-11ec-b91b-772ee45871c5.html

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING

Top Five Selected Articles/Resources

Compared To 2020, Radio Ad Spend Was Up In Three Of 2021's Four Quarters

Inside Radio (Standard Media Index) January 24, 2022

http://www.insideradio.com/free/compared-to-2020-radio-ad-spend-was-up-in-three-of-2021s-four-quarters/article_16576d0c-7cef-11ec-8aac-a7d013247668.html

Dentsu Revises Outlooks Upward, Last Of Big 4 To Boost Industry's Consensus

MediaPost January 26, 2022

https://www.mediapost.com/publications/article/370575/dentsu-revises-outlooks-upward-last-of-big-4-to-b.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125080&hashid=XOWE7PwDT4-lekA7MLbhQg

Seven Takeaways From Jacobs Media's CES Webinar.

Inside Radio January 21, 2022

http://www.insideradio.com/free/seven-takeaways-from-jacobs-media-s-ces-webinar/article_ce0cde78-7a8d-11ec-9917-97c69ed554a5.html

Digital Advertising Revenue Market To Reach \$460 Billion By 2024

MTC January 23, 2021

<https://www.martechcube.com/digital-advertising-revenue-market-to-reach-460-billion-by-2024/>

Networks And Advertisers Are Looking To Replace Nielsen

Forbes January 20, 2022

<https://www.forbes.com/sites/bradadgate/2022/01/20/networks-and-advertisers-are-looking-to-replace-nielsen/?sh=13d378fa381b>

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

Twitter Adds Free Performance Ad Tools To Woo Advertisers

MediaPost January 25, 2022

https://www.mediapost.com/publications/article/370576/twitter-adds-free-performance-ad-tools-to-woo-adve.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125072&hshid=MvrWDWYNRcOEFJu_y2GIhQ

Concern over big tech's encroachment into the auto industry raised by internet rights' groups 'The expansion of Google, Amazon, Apple, and Facebook into the auto sector spells trouble for workers and consumers.'

daily dot January 25, 2022

<https://www.dailydot.com/debug/big-tech-auto-industry-groups-warn/>

FCC Says New Sponsor ID Rules Are About 'Reasonable Diligence,' Not Free Speech.

Inside Radio January 25, 2022

http://www.insideradio.com/free/fcc-says-new-sponsor-id-rules-are-about-reasonable-diligence-not-free-speech/article_ce6a794c-7db8-11ec-8f57-ffc64e10c5a2.html

Nielsen Pulls Back From The Nuclear Option Of Delisting Stations From Ratings Reports.

Inside Radio January 25, 2022

http://www.insideradio.com/free/nielsen-pulls-back-from-the-nuclear-option-of-delisting-stations-from-ratings-reports/article_16ffbb4a-7db9-11ec-b956-f7e11cb5d99d.html

Differentiating Your Brand in a Crowded Segment

Tuesdays With Coleman January 25, 2022

<https://colemaninsights.com/coleman-insights-blog/differentiating-your-brand-in-a-crowded-segment>

Podtrac: Last Week's Download Tally Was Up 28% From A Year Ago.

Inside Radio January 25, 2022

http://www.insideradio.com/podcastnewsdaily/podtrac-last-week-s-download-tally-was-up-28-from-a-year-ago/article_5dc1eb8e-7e09-11ec-9755-3b2adc2bad1d.html

Over 200 House Members Now Support Free Radio

Radio Ink January 24, 2022

<https://radioink.com/2022/01/24/lrfa-picks-up-more-support/>

How to NOT Micromanage Your Team

The Center For Sales Strategy (Beth Sunshine) January 24, 2022

https://blog.thecenterforsalesstrategy.com/how-to-not-micromanage-your-team?utm_campaign=subscriber&utm_medium=email&hsmi=201735079&hsenc=p2ANqtz--mV2MBHppcDmxMwwXAPlb4R6gEv_MuY6pdTHlhpR7SegmYZzglkYEE1Bv_tE3QLkey2M2hdMlOG_81Lcw6PsoiLcaMVv&utm_content=201735079&utm_source=hs_email

Bandwidth On The Run

Jacobs Media Strategies (Fred Jacobs) January 24, 2022

<https://jacobsmedia.com/bandwidth-on-the-run/>

Four House Members Sign Both Anti-Royalty Resolution And Bill To Create Radio Royalty.

Inside Radio January 24, 2022

http://www.insideradio.com/free/four-house-members-sign-both-anti-royalty-resolution-and-bill-to-create-radio-royalty/article_073ab720-7d62-11ec-8b03-a72309d819e8.html

Is Old Music Killing New Music?

Old songs now represent 70 percent of the U.S. music market. Even worse: The new-music market is actually shrinking.

The Atlantic January 23, 2021

https://www.theatlantic.com/ideas/archive/2022/01/old-music-killing-new-music/621339/?utm_source=pocket&utm_medium=email&utm_campaign=pockethits

Ad Market Expands For 10th Consecutive Month, But Shows Sharp Deceleration In December

MediaPost January 21, 2022

https://www.mediapost.com/publications/article/370490/ad-market-expands-for-10th-consecutive-month-but.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125031&has_hid=0GmwUb-VQzGl9svJRwTnrA

For U.S. Sports Bettors, It's FanDuel and DraftKings — and Then Everyone Else

Morning Consult January 20, 2022

<https://morningconsult.com/2022/01/20/sports-betting-brands-usage-fanduel-draftkings/>

U.S. Advertising, Marketing Spend Up Nearly 22% In 2021

MediaPost January 20, 2022

https://www.mediapost.com/publications/article/370466/us-advertising-marketing-spend-up-nearly-22-in.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125028&hashid=Xbl3-p0DS1exdHSa15Xu_g

Audio Logos Are Powerful, in Radio and Beyond

Veritonic ranks aural 'logos' that best project brand identities

RadioWorld January 19, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/audio-logos-are-powerful-in-radio-and-beyond?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=238A6D19-DA3D-48F7-B05E-44F01999CCB4&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

HERE ARE THE AUDIENCE TRENDS FOR OUR PPM MARKETS FOR JANUARY WEEK 1 (JAN 6TH-12, 2022)

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

Jan Week 1 - 562,400

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

Jan Week 1 - 9,697,700

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

Jan Week 1 - 96,100

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

Jan Week 1 - 1,792,200

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 - 118,500

[Jan Week 1 - 115,500](#)

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 - 2,420,100

[Jan Week 1 - 2,334,400](#)

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