

FEBRUARY 9, 2022

As always there is an abundance of great information for you in your curated lists this week, so let's jump right in....

“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Top Five Selected Articles/Resources

'Third Re-Emergence' Of Consumers Will Drive Media Habits

MediaPost February 9, 2022

https://www.mediapost.com/publications/article/371051/third-re-emergence-of-consumers-will-drive-media.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125234&hashid=o5sexdpQRQeeqa1Ux78qbw

Study Finds People More Aware Of Ads Next To Unsafe Content, A Third Hold Advertiser Responsible

MediaPost February 4, 2022

https://www.mediapost.com/publications/article/370912/study-finds-people-more-aware-of-ads-next-to-unsaf.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125181&hashid=Xbl3-p0DS1exdHSa15Xu_g

As COVID Cases Drop, Signs Point To Late February-Early March Retail Foot Traffic Surge.

Inside Radio (Westwood One) February 8, 2022

http://www.insideradio.com/free/as-covid-cases-drop-signs-point-to-late-february-early-march-retail-foot-traffic-surge/article_c77d6aec-88b5-11ec-b803-2b4091d1426d.html

Optimizing Political Ad Spending

Radio Ink (Nielsen) February 4, 2022

<https://radioink.com/2022/02/04/optimizing-political-ad-spending/>

Americans May Love Social Media, But Survey Finds It's Radio That They Trust.

Inside Radio (MRI-Simmons) February 3, 2022

http://www.insideradio.com/free/americans-may-love-social-media-but-survey-finds-it-s-radio-that-they-trust/article_870935aa-84cc-11ec-813e-670dc49c576c.html

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

Out-Of-Home Workers Nearly Three Times More Likely To Be AM/FM Listeners.

Inside Radio (Nuwoodoo) February 9, 2022

http://www.insideradio.com/free/out-of-home-workers-nearly-three-times-more-likely-to-be-am-fm-listeners/article_eab03014-897b-11ec-889a-bf90d200e029.html

Survey: TV Viewing Hitting Record Lows

tvtech February 9, 2022

<https://www.tvtechnology.com/news/survey-tv-viewing-hitting-record-lows>

Here's What An Advertiser Could Get On Radio For The Price Of A Super Bowl Ad.

Inside Radio February 8, 2022

http://www.insideradio.com/free/here-s-what-an-advertiser-could-get-on-radio-for-the-price-of-a-super/article_50ae3346-88b6-11ec-b571-13f64c831e0b.html

Valentine's Day: In-store shopping, dining out rebounds; inflation concerns

Chain Store Age February 7, 2022

https://chainstoreage.com/valentines-day-store-shopping-dining-out-rebounds-inflation-concerns?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

19 Time-Saving Strategies and Tools for Sales Teams

The Center For Sales Strategies (Amanda Meade) February 7, 2022

https://blog.thecenterforsalesstrategy.com/19-time-saving-strategies-and-tools-for-sales-teams?utm_campaign=subscriber&utm_medium=email&hsmi=203129215&hsenc=p2ANqtz--lJuUOM1e-LP3K_aomUyslGHST956Avhy8PbX816mIrxKposm0uGemuf9HGJ06pZ7jXPeLXmhn5uBVCLwPKdW2SaZcxg&utm_content=203129215&utm_source=hs_email

Macy's Returns To a Tepid Spot 10 For Radio

Radio + Television Business Report February 7, 2022

<https://www.rbr.com/mm-spot-10-radio-020722/>

More Than Half Of Marketers Plan To Increase Podcast Ad Spending This Year, Survey Finds

Inside Radio (WARC) February 7, 2022

http://www.insideradio.com/podcastnewsdaily/more-than-half-of-marketers-plan-to-increase-podcast-ad-spending-this-year-survey-finds/article_b9fd2ffa-8843-11ec-88f4-6f665de11c27.html

Helping Local Business Word Of Mouth

Radio Ink (Loyd Ford) February 7, 2022

<https://radioink.com/2022/02/07/helping-local-business-word-of-mouth/>

Managing Your New Year's Sales Resolutions

SalesFuel February 5, 2022

<https://salesfuel.com/managing-your-new-years-sales-resolutions/>

Build Trust With Prospects From the Very Beginning

SalesFuel February 5, 2022

<https://salesfuel.com/build-trust-with-prospects-from-the-very-beginning/>

Emotional Selling: How to Do It to Inspire More Sales

SalesFuel february 5, 2022

<https://salesfuel.com/emotional-selling-how-to-do-it-to-inspire-more-sales/>

Study: Radio Can Make A Difference Reaching Swing Voters This Election Year.

Inside Radio (Nielsen) February 4, 2022

http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article_6c55744a-858e-11ec-970a-53dae01b9136.html

Radio Paired with Social Media and Podcasts Cross-Targets Young Adults.

Inside Radio (The Media Audit) February 4, 2022

http://www.insideradio.com/free/radio-paired-with-social-media-and-podcasts-cross-targets-young-adults/article_8f02a248-858d-11ec-ad89-b7e043ef27ea.html

Analyst Sees No Quick Relief From New-Vehicle Shortages

WardsAuto February 2, 2022

<https://www.wardsauto.com/dealers/analyst-sees-no-quick-relief-new-vehicle-shortages>

Automotive TV Spending Flattens Out, Impressions Wane

MediaPost January 3, 2022

https://www.mediapost.com/publications/article/370900/automotive-tv-spending-flattens-out-impressions-w.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125181&hashid=Xbl3-p0DS1exdHSa15Xu_g

NPD: Restaurant industry will recover 98% of pre-pandemic orders by yearend

Chain Store Age January 32, 2022

<https://chainstoreage.com/npd-restaurant-industry-will-recover-98-pre-pandemic-orders-yearend>

Predictions 2022: Ad Fraud

ExchangeWire January 25, 2022

<https://www.exchangewire.com/blog/2022/01/25/predictions-2022-ad-fraud/>

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING

Top Five Selected Articles/Resources

Analyst: Radio 'Shakes Off' Omicron With Limited Impact On Ad Trends.

Inside Radio (B. Riley) February 9, 2022

http://www.insideradio.com/free/analyst-radio-shakes-off-omicron-with-limited-impact-on-ad-trends/article_07a92d10-897c-11ec-bea6-e749698074d6.html

RAB Report Shows Radio's Digital Revenue Up 33% For 2021, Projects 22% Growth For 2022

All Access February 8, 2022

<https://www.allaccess.com/net-news/archive/story/215428/rab-report-shows-radio-s-digital-revenue-up-33-for>

IAB Warns of Digital Measurement 'Blackout' as Cookies Expire

Broadcasting + Cable February 8, 2022

<https://www.nexttv.com/news/iab-warns-of-digital-measurement-blackout-as-cookies-expire>

How media conglomerates are plotting the future of measurement and identity

NBCUniversal's moves in advance of the Olympics and the Super Bowl hint at what's to come at the upfronts and beyond.

Marketing Dive February 8, 2022

https://www.marketingdive.com/news/how-media-conglomerates-are-plotting-the-future-of-measurement-and-identity/618422/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-02-08%20Marketing%20Dive%20Newsletter%20%5Bissue:39625%5D&utm_term=Marketing%20Dive

Amazon Makes It Easier To Onboard To Its Alexa Radio Skills Kit.

Inside Radio February 4, 2022

http://www.insideradio.com/free/amazon-makes-it-easier-to-onboard-to-its-alexa-radio-skills-kit/article_4304988c-858e-11ec-9072-2fda66de013a.html

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

Podcast Ad Frequency Hit New Record In Q4. How Much Is Too Much?

Inside Radio (Podsights Benchmark Reports) February 9, 2022

http://www.insideradio.com/podcastnewsdaily/podcast-ad-frequency-hit-new-record-in-q4-how-much-is-too-much/article_76256088-89d1-11ec-aaa2-47d87889b5b7.html

Why Radio Doesn't Care About Gen Z (But Why It Should)

Jacobs Media Strategies (Fred Jacobs) February 8, 2022

<https://jacobsmedia.com/why-radio-doesnt-care-about-gen-z-and-why-it-should/>

Radio Music License Committee, Global Music Rights Sign Agreement

All Access February 7, 2022

<https://www.allaccess.com/net-news/archive/story/215333/radio-music-license-committee-global-music-rights->

New IAB Task Force Focus On Creating New Digital Ad Standards In Privacy-Focused World.

Inside Radio February 7, 2022

http://www.insideradio.com/podcastnewsdaily/new-iab-task-force-focus-on-creating-new-digital-ad-standards-in-privacy-focused-world/article_e59880fc-8842-11ec-ba71-93e87d68d99b.html

The Future Of Audio Advertising – From The Agency Perspective.

Inside

Inside Radio February 7, 2022

http://www.insideradio.com/free/the-future-of-audio-advertising-from-the-agency-perspective/article_f97a6dc2-87ef-11ec-98db-ff4bffa1564e.html

NIELSEN AND P&G LOOK TO HELP MINORITY-OWNED MEDIA BEAT DATA HURDLES THAT BLOCK AD SPENDING

Ad Age February 7, 2022

https://adage.com/article/media/nielsen-joins-pg-help-minority-owned-media-beat-data-hurdles-block-ad-spending/2397716?utm_source=ad-age-news-alerts&utm_medium=email&utm_campaign=20220207&utm_content=hero-headline

Downloads Topped 400 Million Last Month As iHeart Holds No. 1 In Podtrac's Monthly Rankings.

Inside Radio February 4, 2022

http://www.insideradio.com/podcastnewsdaily/downloads-topped-400-million-last-month-as-iheart-holds-no-1-in-podtrac-s-monthly/article_13a883e4-85e0-11ec-980c-cb33408fd0f5.html

What Does A Transactional Digital Landscape Look Like?

MediaPost February 2, 2022

https://www.mediapost.com/publications/article/370843/what-does-a-transactional-digital-landscape-look-l.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125182&hashid=13ziehw8S-6SGyiO6J0RFg

PODCASTERS ARE LETTING SOFTWARE PICK THEIR ADS — IT’S ALREADY GOING AWRY

The Verge January 4, 2022

<https://www.theverge.com/2022/1/4/22865034/podcast-programmatic-spotify-ad-network>

Broadcasters Tell Congress: We Want To Negotiate ‘Holistic’ Royalties Deal.

Inside Radio February 3, 2022

http://www.insideradio.com/free/broadcasters-tell-congress-we-want-to-negotiate-holistic-royalties-deal/article_e606bc94-84cc-11ec-b7c3-0fe1bcb7782e.html

Here are the audience trends for our PPM markets for January Week 3 (January 20-26, 2022). A very positive trend to see all metrics up incrementally as we move out of the Holiday media consumption mode.

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
Jan Week 2 - 552,200
Jan Week 3 - 600,700

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
Jan Week 2 - 9,835,600
Jan Week 3 - 10,047,000

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
Jan Week 2 - 93,000
Jan Week 3 - 100,900

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
Jan Week 2 - 1,800,500
Jan Week 3 - 1,801,400

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
Jan Week 2 - 116,900
Jan Week 3 - 122,900

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
Jan Week 2 - 2,358,500
Jan Week 3 - 2,377,600

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