

FEBRUARY 16, 2022

Super Bowl related stories dominated both the media and advertising trade publications in the past week, but there are still plenty of important articles and resources in your curated lists for this week's edition. It was a week jammed with lots of sports news so here are a couple of quotes from two sports greats to set the mood for this week's learning growth:

"If you want to be a better player, you have to prepare, prepare, and prepare some more."

- Kobe Bryant, The Mamba Mentality

"You've got to be relentless. If you want something bad enough, you have to go get it."

- Aaron Donald, LA Rams defensive great after Super Bowl LVI win.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

[Top Five Selected Articles/Resources](#)

Analysts Don't Think Car Dealerships Will Be Back To Normal Until 2023.

Inside Radio (LMC Automotive) February 16, 2022

http://www.insideradio.com/free/analysts-don-t-think-car-dealerships-will-be-back-to-normal-until-2023/article_60fe304a-8e31-11ec-a5b8-4b8d64043955.html

2022 Digital Advertising Trends Media Sales Professionals Should Know

Aspire by Marketron undated

<https://aspire.marketron.com/2022-digital-advertising-trends-media-sales-professionals-should-know/>

Focus On What Salespeople Can Control

Radio Ink (Loyd Ford) February 14, 2022

https://radioink.com/2022/02/14/focus-on-what-salespeople-can-control/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Analysis: Radio Fills The Political Ad Gap, Reaching Voters That TV Cannot.

Inside Radio February 11, 2022

http://www.insideradio.com/free/analysis-radio-fills-the-political-ad-gap-reaching-voters-that-tv-cannot/article_ec13b266-8b0e-11ec-9f21-7fbb6cfba77c.html

Smarter Sales Goals: 3 Steps to Get You Started

SalesFuel February 12, 2022

<https://salesfuel.com/smarter-sales-goals-3-steps-to-get-you-started/>

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

RRC Drives The Point Home: In-Car Listening Has Returned To Early-2020 Levels In CDMs.

Inside Radio (Radio Research Consortium's) February 15, 2022

http://www.insideradio.com/free/rrc-drives-the-point-home-in-car-listening-has-returned-to-early-2020-levels-in/article_dc1b573a-8e31-11ec-8bcb-93817727f980.html

Here's How Radio Buyers Destroy Audience Reach With Misinformed Buying Dictates.

Inside Radio (Westwood One - Bouvard) February 15, 2022

http://www.insideradio.com/free/here-s-how-radio-buyers-destroy-audience-reach-with-misinformed-buying-dictates/article_1fc3b856-8e32-11ec-91d8-cb55c601ff24.html

Brick-and-mortar helps drive strong global retail spend in 2021

Chain Store Age February 14, 2022

https://chainstoreage.com/brick-and-mortar-helps-drive-strong-global-retail-spend-2021?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Auto production restarts after the Ambassador Bridge is cleared.

New York Times February 14, 2022

<https://www.nytimes.com/2022/02/14/business/canada-protest-auto-supply-chain.html>

Another Week of Stability At Spot Radio

Radio + Television Business Report February 14, 2022

<https://www.rbr.com/another-week-of-stability-at-spot-radio/>

New Research Shows Adults 50+ Are “Powerful Consumers Who Should Not Be Ignored” By Advertisers.

Inside Radio February 14, 2022

http://www.insideradio.com/free/new-research-shows-adults-50-are-powerful-consumers-who-should-not-be-ignored-by-advertisers/article_f2b8c9b8-8d79-11ec-a8c3-6bdeee7725fb.html

Car dealers are raising prices. Automakers are pushing back. Consumers are stuck in between. Ford and GM have warned dealerships to stop selling vehicles above MSRP, but such markups are now pervasive across the industry amid supply shortages

Washington Post February 12, 2022

<https://www.washingtonpost.com/business/2022/02/12/ford-gm-dealer-markups/>

Why It's Okay to Hear No During Discovery

SalesFuel February 12, 2022

<https://salesfuel.com/why-its-okay-to-hear-no-during-discovery/>

Impress Buyers With These 2 Tips

SalesFuel February 12, 2022

<https://salesfuel.com/impress-buyers-with-these-2-tips/>

Radio Stations' Digital Sales Increased by 33% in 2021

RadioWorld (RAB) February 10, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/radio-stations-digital-sales-increased-by-33-in-2021?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=24F4147F-55F0-4867-A470-FDFFE7CD4200&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Study: Those Working Outside the Home Listen to More Radio

RadioWorld (Nuwoodoo) February 11, 2022

https://www.radioworld.com/news-and-business/headlines/study-those-working-outside-the-home-more-likely-listeners-to-radio?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=24F4147F-55F0-4867-A470-FDFFE7CD4200&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Visa: Omicron's impact on consumer spending modest in January

Chain Store Age February 11, 2022

https://chainstoreage.com/visa-omicrons-impact-consumer-spending-modest-january?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Consumer sentiment falls sharply (in February)

Chain Store Age February 11, 2022

https://chainstoreage.com/consumer-sentiment-falls-sharply?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Top Ten Podcast Advertisers Doubled Spending In 2021; BetterHelp Was Top Spender.

Inside Radio (Magellan AI) February 11, 2022

http://www.insideradio.com/podcastnewsdaily/top-ten-podcast-advertisers-doubled-spending-in-2021-betterhelp-was-top-spender/article_b1a36554-8b5e-11ec-9f21-93c2bb6318c4.html

Car Sellers Urged To Keep Advertising. 'Dealers Need To Stay Engaged' Say Experts.

Inside Radio (Cox Automotive) February 10, 2022

http://www.insideradio.com/free/car-sellers-urged-to-keep-advertising-dealers-need-to-stay-engaged-say-experts/article_f2948000-8a48-11ec-9965-5365861b4c6d.html

Radio Is a Home Run for Advertisers Targeting Younger Minor League Baseball Fans.

Inside Radio (The Media Audit) February 10, 2022

http://www.insideradio.com/free/radio-is-a-home-run-for-advertisers-targeting-younger-minor-league-baseball-fans/article_97a9e3d8-8a48-11ec-95d8-dfb4bfa5a4c0.html

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

Top Five Selected Articles/Resources

NAB's Curtis LeGeyt Says It's Time For FCC To 'Reorient' How It Thinks About Broadcasting.

Inside Radio February 16, 2022

http://www.insideradio.com/free/nab-s-curtis-legeyt-says-it-s-time-for-fcc-to-reorient-how-it-thinks/article_a7ebc814-8efe-11ec-8b94-2f0201fda5eb.html

Controversial Super Bowl Political Ads on Local Stations – Why They Can't Be Pulled

Broadcast Law Blog (Dave Oxenford) February 14, 2022

https://www.broadcastlawblog.com/2022/02/articles/controversial-super-bowl-political-ads-on-local-stations-why-they-cant-be-pulled/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=f9ca860c23-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-f9ca860c23-70422897

Ad Cost Inflation Projected To Lag Consumer Price Inflation

MediaPost February 14, 2022

https://www.mediapost.com/publications/article/371170/ad-cost-inflation-projected-to-lag-consumer-price.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125283&hashid=0GmwUb-VQzGI9svJRwTnRA

How to Constantly Evaluate Your Team - What Their Strengths Are And Where to Invest Support?

The Center For Sales Strategy (Amanda Meade) February 14, 2022

https://blog.thecenterforsalesstrategy.com/how-to-constantly-evaluate-your-team-what-their-strengths-are-and-where-to-invest-support?utm_campaign=subscriber&utm_medium=email&_hsmi=203842794&_hsenc=p2ANqtz--UUE7wYRdxJaP0r6N1WTNASRPYsbvOxPOPb6WViUw0rB8qLZSD91x1UInDPQw1OZZHhMLObRLAT6g24ALhwU9pn-72vA&utm_content=203842794&utm_source=hs_email

FCC's New Definition of Qualified Candidate Takes Effect Next Month

Broadcasting + Cable February 11, 2022

<https://www.nexttv.com/news/fccs-new-definition-of-qualified-candidate-takes-effect-next-month>

Curated Articles/Resources for Reference, Background and Tracking

Google To Limit Cross-Device Tracking On Android Phones

MediaPost February 16, 2022

https://www.mediapost.com/publications/article/371252/google-to-limit-cross-device-tracking-on-android-p.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125318&hashid=MvrWDWYNRcOEFJu_y2GIhQ

Trade Desk cuts out middlemen like Google with direct access to premium ad inventory

MARKETINGDIVE February 15, 2022

https://www.marketingdive.com/news/trade-desk-cuts-out-middlemen-like-google-with-direct-access-to-premium-ad/618857/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-02-15%20Marketing%20Dive%20Newsletter%20%5Bissue:39784%5D&utm_term=Marketing%20Dive

To reach Hispanic consumers, marketing nuance is key

IAB SmartBrief February 14, 2022

https://corp.smartbrief.com/original/2022/02/to-reach-hispanic-consumers-marketing-nuance-is-key?utm_source=brief

The 'Great Resignation' Is Touching Radio. But Executives See Opportunities In The Challenge.

Inside Radio February 14, 2022

http://www.insideradio.com/free/the-great-resignation-is-touching-radio-but-execs-see-opportunities-in-the-challenge/article_b599bf82-8d7a-11ec-9c53-cb29815f8257.html

Podcasts Reach An Inflection Point

MediaPost February 11, 2022

https://www.mediapost.com/publications/article/371142/podcasts-reach-an-inflection-point.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125275&hashid=mJekFDXrQpCzIaeSPZoRTw

RAB One Of The Founding Members Of Newly-Formed World Radio Alliance.

Inside Radio February 11, 2022

http://www.insideradio.com/free/rab-one-of-the-founding-members-of-newly-formed-world-radio-alliance/article_afa0547e-8b0e-11ec-aeb1-4b46158c2022.html

Survey Points To Growing Interest In Branded Podcasts Among Ad Agencies And Marketers.

Inside Radio (Advertiser Perceptions) February 10, 2022

http://www.insideradio.com/podcastnewsdaily/survey-points-to-growing-interest-in-branded-podcasts-among-ad-agencies-and-marketers/article_684f0e20-8a97-11ec-ac90-c799b7108755.html

IAB warns of 'measurement blackout' as marketer priorities remain misaligned

MARKETINGDIVE February 9, 2022

<https://www.marketingdive.com/news/iab-warns-of-measurement-blackout-as-marketer-priorities-remain-misaligne/618566/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for January Week 4 (January 27- February 2, 2022) and the Full Month of January. Overall the weeks in the January survey showed incremental audience growth coming out of the usual holiday seasonal dips.

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

AQH:

Nov Monthly - 678,200

Dec Monthly - 662,200

Hol Monthly - 613,500

Jan Monthly - 580,600

Jan Week 1 - 562,400

Jan Week 2 - 552,200

Jan Week 3 - 600,700

Jan Week 4 - 607,000

Cume:

Nov Monthly - 10,281,100

Dec Monthly - 10,414,000

Hol Monthly - 10,147,400

Jan Monthly - 9,902,300

Jan Week 1 - 9,697,700

Jan Week 2 - 9,835,600

Jan Week 3 - 10,047,000

Jan Week 4 - 10,029,000

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

AQH:

Nov Monthly - 119,700

Dec Monthly - 114,800

Hol Monthly - 95,700

Jan Monthly - 99,400

Jan Week 1 - 96,100
Jan Week 2 - 93,000
Jan Week 3 - 100,900
Jan Week 4 - 107,600

Cume:

Nov Monthly - 1,936,300
Dec Monthly - 1,904,700
Hol Monthly - 1,810,400

Jan Monthly - 1,810,400

Jan Week 1 - 1,792,200
Jan Week 2 - 1,800,500
Jan Week 3 - 1,801,400
Jan Week 4 - 1,847,700

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

AQH:

Nov Monthly - 141,400
Dec Monthly - 131,500
Hol Monthly - 118,500

Jan Monthly - 119,000

Jan Week 1 - 115,500
Jan Week 2 - 116,900
Jan Week 3 - 122,900
Jan Week 4 - 120,600

Cume:

Nov Monthly - 2,481,400
Dec Monthly - 2,518,600
Hol Monthly - 2,420,100

Jan Monthly - 2,351,900

Jan Week 1 - 2,334,400
Jan Week 2 - 2,358,500

Jan Week 3 - 2,377,600

Jan Week 4 - 2,337,100

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