

FEBRUARY 23, 2022

Below is another great collection of resources and articles to help sharpen your competitive edge. Also below are the audience trend reports for our Nielsen PPM markets for February Week 1 and it holds good news all around.

“It is the very nature of knowledge that it changes fast and that today’s certainties will be tomorrow’s absurdities.”

– Peter Drucker Post-Capitalist Society, 1993

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

[Top Five Selected Articles/Resources](#)

Small Businesses, While Challenged, Should 'Continue The Momentum' In 2022.

Inside Radio (Thrive Analytics) February 22, 2022

http://www.insideradio.com/free/small-businesses-while-challenged-should-continue-the-momentum-in-2022/article_ff5e7802-93c3-11ec-b3a9-3f6cdd5cec94.html

Everything You Need To Know About Social Selling

The Center For Sales Strategy (Amanda Meade) February 21, 2022

https://blog.thecenterforsalesstrategy.com/everything-you-need-to-know-about-social-selling?utm_campaign=subscriber&utm_medium=email&_hsmi=204560050&_hsenc=p2ANqtz-8Vj1kM3_LWXWhv2kHdYh5aOOyze8ldbtkk46Yw-NLYKwzZEzUv7pOGVZI8n5Lty7CFBWxsMJ4a-yl3sLzqFrIQgCw&utm_content=204560050&utm_source=hs_email

Bring Up Your Competitors When Selling? This Sales Leader Says – Yes.

LinkedIn February 15, 2022

<https://www.linkedin.com/business/sales/blog/modern-selling/bring-up-the-competition-in-a-sales-call-proactively>

Discovery Call Formula: Checklist & Questions to Qualify Prospects

Yesware February 10, 2022

<https://www.yesware.com/blog/discovery-call/>

Emotion + Behavior Change Create Buying – Not Selling

Radio Ink (Loyd Ford) February 21, 2022

https://radioink.com/2022/02/21/emotion-behavior-change-create-buying-not-selling/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

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

Here's Where Consumers Will Splurge in 2022

SalesFuel February 23, 2022

<https://salesfuel.com/heres-where-consumers-will-splurge-in-2022/>

Digital Advertising Fraud Expected To Hit \$68B Globally In 2022

MediaPost (Juniper Research) February 22, 2022

https://www.mediapost.com/publications/article/371418/digital-advertising-fraud-expected-to-hit-68b-glo.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125375&hashid=Xbl3-p0DS1exdHSa15Xu_g

Blue Pill Red Pill in the Needs Analysis

The Center For Sales Strategies (Greg Giersch) February 22, 2022

https://blog.thecenterforsalesstrategy.com/blue-pill-red-pill-in-the-needs-analysis?utm_campaign=subscriber&utm_medium=email&_hsmi=204680776&_hsenc=p2ANqtz-iruRGnvxqO0a_00pqJ5kD8-0lbZq0zqXGPVq_dsbZcv7h1xm9hjJ5B2TgLRdcpe23eypMRQ1kEUsv0NRNirBAk8RQ&utm_content=204680776&utm_source=hs_email

Car Discounts Not Coming Back, Says Largest Dealership Group

Kelly Blue Book (AutoNation) February 21, 2022

<https://www.kbb.com/car-news/car-discounts-not-coming-back-says-largest-dealership-group/>

Linear TV Ad Frequency Still Too High In The U.S. And Europe, Study Finds

MediaPost February 21, 2022

<https://www.mediapost.com/publications/article/371404/linear-tv-ad-frequency-still-too-high-in-the-us.html?edition=125362>

Who's In – Who's Out? (Getting past the gatekeepers)

Radio Ink (Rick Fink) February 21, 2022

https://radioink.com/2022/02/21/whos-in-whos-out/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Don't Let A Credibility Gap Kill A Sale

SalesFuel February 19, 2022

<https://salesfuel.com/dont-let-a-credibility-gap-kill-a-sale/>

Relationship Selling Is The Way to Win Buyers' Hearts

SalesFuel February 19, 2022

<https://salesfuel.com/relationship-selling-is-the-way-to-win-buyers-hearts/>

CFO survey: 55% of retailers to raise prices in 2022; No. 1 risk to business is ...

Chain Store Age February 16, 2022

https://chainstoreage.com/cfo-survey-55-retailers-raise-prices-2022-no-1-risk-business?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

Auto Industry Shocked To Learn People Just Want To Be Able To Buy Cars Again

JALOPNIK February 18, 2022

<https://jalopnik.com/auto-industry-shocked-people-just-want-to-buy-cars-agai-1848561089>

The Importance Of Digital Marketing For Finance Companies

Forbes February 18, 2022

<https://www.forbes.com/sites/forbescommunicationscouncil/2022/02/18/the-importance-of-digital-marketing-for-finance-companies/?sh=11fe60d33869>

PRX Download Data Now At Ad Buyers Fingertips Thanks To Magellan Integration.

Inside Radio (Magellan AI) February 18, 2022

http://www.insideradio.com/free/prx-download-data-now-at-ad-buyers-fingertips-thanks-to-magellan-integration/article_3f3b0684-9103-11ec-8b66-3b4795fcce81.html

Data: Half Of Dealer-Bound Cars ‘Pre-Sold.’

Inside Radio (AutoNation) February 18, 2022

http://www.insideradio.com/free/data-half-of-dealer-bound-cars-pre-sold/article_b1ef7634-9102-11ec-af12-4b2b38e7ef67.html

CGP: Retail sales to rise 7.2% to \$4.79 trillion in 2022 — buoyed by inflation

Chain Store Age February 17, 2022

https://chainstoreage.com/cgp-retail-sales-rise-72-479-trillion-2022-buoyed-inflation?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Radio Outmaneuvers Other Media to Engage with Military Households.

Inside Radio (The Media Audit) February 17, 2022

http://www.insideradio.com/free/radio-outmaneuvers-other-media-to-engage-with-military-households/article_11ee1eac-8fcb-11ec-b3da-7fb3e66c5000.html

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

[Top Five Selected Articles/Resources](#)

10 Ways to Encourage Employee Development

The Center For Sales Strategy (Amanda Meade) February 23, 2022

https://blog.thecenterforsalesstrategy.com/10-ways-to-encourage-employee-development?utm_campaign=subscriber&utm_medium=email&_hsmi=204812214&_hsenc=p2ANqtz-Cz8DPwps2nqiE5G-YNVwUgSO8uccGoloS9fmf0mRB5NyvwVq1My2EQfg9w956w6xluFxaS497FJrv4l3vFqyf7m-SsQ&utm_content=204812214&utm_source=hs_email

Hiring Digital Specialists Seen As Key To Goose Radio's Digital Mojo In 2022.

Inside Radio (Borrell Associates) February 22, 2022

http://www.insideradio.com/free/hiring-digital-specialists-seen-as-key-to-goose-radio-s-digital-mojo-in-2022/article_04614cac-93c5-11ec-a6c05b5c564ab1ab.html

Clone Voices Are Coming. Media Companies And Brands See Big Opportunities Ahead.

Inside Radio February 22, 2022

http://www.insideradio.com/free/clone-voices-are-coming-media-companies-and-brands-see-big-opportunities-ahead/article_dbb3a642-93c4-11ec-8ac9-e3068f594b7f.html

Ad Spending Surges 19% In January, Expands For 11th Consecutive Month

MediaPost February 17, 2022

https://www.mediapost.com/publications/article/371299/ad-spending-surges-19-in-january-expands-for-11t.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125338&hashid=I7A7uSulTnimoAz9RMXvmQ

January 2022 Ad Spend? SMI Says It Hit a Record High

Radio + Television Business Report (Standard Media Index) February 18, 2022

<https://www.rbr.com/january-2022-ad-spend-smi-says-it-hit-a-record-high/?event=login>

ATTACHMENT: [JANUARY 2022 AD SPEND-SMI](#)

Curated Articles/Resources for Reference, Background and Tracking

In-Car Podcast Listening Could Tick Up As Spotify Brings Car Thing To Market.

Inside Radio February 22, 2022

http://www.insideradio.com/podcastnewsdaily/in-car-podcast-listening-could-tick-up-as-spotify-brings-car-thing-to-market/article_408916fe-9408-11ec-8916-13be259963a4.html

ANA Confirms Plans For TV Ratings RFP, Scope And Timing Not Disclosed

MediaPost February 22, 2022

https://www.mediapost.com/publications/article/371431/ana-confirms-plans-for-tv-ratings-rfp-scope-and-t.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125377&hashid=0GmwUb-VQzGI9svJRwTNRa

Katz Report Drills Down Into Audio Habits Of Black Consumers.

Inside Radio February 22, 2022

http://www.insideradio.com/free/katz-report-drills-down-into-audio-habits-of-black-consumers/article_99fb790a-93c4-11ec-a5ef-075b06b053c2.html

Visual Component Growing in Importance

Koenig says visual elements will play a bigger role in audio and radio products

RadioWorld February 21, 2022

https://www.radioworld.com/news-and-business/news-makers/visual-component-growing-in-importance?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=C708E6CA-F3B3-4A18-9BCD-025B6EFDBC91&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

How to Prevent New Hire Turnover

SalesFuel February 19, 2022

<https://salesfuel.com/how-to-prevent-new-hire-turnover/>

NAB: Streaming Needs To Get Its Competitive Due

Broadcasting + Cable February 17, 2022

<https://www.nexttv.com/news/nab-streaming-needs-to-get-its-competitive-due>

Brands Turn Up the Dial on Podcasting

Consumers are spending an increasing amount of time with podcasts and listening carefully to ad messaging

ANA February 18, 2022

https://www.ana.net/magazines/show/id/ana-2022-02-audio-advertising-growing?st3=220218newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=220218-newsstandnow-non&zs=FANij1&zl=UIHC8

ATTACHMENT: BRANDS TURN UP THE DIAL ON PODCASTING

Sports Wagering, Advertising Spike In Q1 As More States Legalize Betting

MediaPost February 18, 2022

https://www.mediapost.com/publications/article/371354/sports-wagering-advertising-spike-in-q1-as-more-s.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125342&hashid=0GmwUb-VQzGI9svJRwTnrA

Top Mistakes Most Managers Make, and Advice For How to Avoid Them

15five February 18, 2022

<https://www.15five.com/blog/top-manager-mistakes/>

When Stations Can't – Or Can – Censor Or Reject Political Ads.

Inside Radio (Update from Dave Oxenford Blog in last week's update) February 18, 2022

http://www.insideradio.com/free/when-stations-cant-or-can-censor-or-reject-political-ads/article_5215e9bc-908c-11ec-8f0e-6f87403eb8fb.html

Radio Industry Strikes Interim Licensing Deal With ASCAP.

Inside Radio (RMLC) February 18, 2022

http://www.insideradio.com/free/radio-industry-strikes-interim-licensing-deal-with-ascap/article_b6ac1608-908c-11ec-8fe7-7f1aabc28ba1.html

Podcasting 'Super Listeners' Give Medium 11 Hours Per Week. But Ad Load Concerns Appear.

Inside Radio (Edison Research/Ad Results Media) February 18, 2022

http://www.insideradio.com/free/podcasting-super-listeners-give-medium-11-hours-per-week-but-ad-load-concerns-appear/article_d180a80e-908c-11ec-878c-7b7c5f4f5ac6.html

Formal Negotiations Underway Between Ad Industry And SAG-AFTRA On New Commercial Contracts.

Inside Radio (Hollywood Reporter) February 18, 2022

http://www.insideradio.com/free/formal-negotiations-underway-between-ad-industry-and-sag-aftra-on-new-commercial-contracts/article_8eed51aa-908b-11ec-b2e4-3763707cfd09.html

Here's Why Digital Advertising is So Expensive in 2022

Digital Information World February 17, 2022

<https://www.digitalinformationworld.com/2022/02/heres-why-digital-advertising-is-so.html>

Six of 7 'Outmoded' Radio Broadcast Technical Rules Erased by FCC

Radio + Television February 17, 2022

<https://www.rbr.com/six-of-7-outmoded-radio-broadcast-technical-rules-erased-by-fcc/>

The Broadcast Landscape for the Year Ahead

TVTech February 16, 2022

<https://www.tvtechnology.com/opinion/the-broadcast-landscape-for-the-year-ahead>

Biggest Takeaway For Radio From 2021? New Music Isn't Dead.

Inside Radio (INTEG8 Research) February 17, 2022

http://www.insideradio.com/free/biggest-takeaway-for-radio-from-2021-new-music-isnt-dead/article_9d6d908e-8fcb-11ec-8c5c-5bddcfa11b42.html

Is Radio Heading Toward A Digital First Mentality?

Inside Radio (Borrell Associates) February 17, 2022

http://www.insideradio.com/free/is-radio-heading-toward-a-digital-first-mentality/article_21f4abc6-8fcc-11ec-843b-3328d9cf1894.html

Here's Why Talk Radio Needs To Embrace Podcasting.

Inside Radio (Edison Research) February 17, 2022

http://www.insideradio.com/free/here-s-why-talk-radio-needs-to-embrace-podcasting/article_ff2eb8ac-8fcb-11ec-b826-7b5f8178b555.html

Where Is Podcasting In The Game Of Media Monopoly?

Jacobs Media Strategies (Fred Jacobs) February 17, 2022

<https://jacobsmedia.com/where-is-podcasting-in-the-game-of-media-monopoly-2/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 1 (February 3 - 9, 2022). Both AQH and Cume metrics in all three of our PPM markets show good improvement and were all above the January Full Month levels.

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

Feb Week 1 - 630,500

Cume:

Nov Monthly - 10,281,100
Dec Monthly - 10,414,000
Hol Monthly - 10,147,400

Jan Monthly - 9,902,300

Feb Week 1 - 9,989,000

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

Feb Week 1 - 109,700

Cume:

Nov Monthly - 1,936,300

Dec Monthly - 1,904,700

Hol Monthly - 1,810,400

Jan Monthly - 1,810,400

Feb Week 1 - 1,917,300

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

Feb Week 1 - 124,000

Cume:

Nov Monthly - 2,481,400

Dec Monthly - 2,518,600

Hol Monthly - 2,420,100

Jan Monthly - 2,351,900

Feb Week 1 - 2,399,100

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