

MARCH 2, 2022

I hope March is off to a great start for you and below are plenty of new resources and articles to help you make it a great month and an even better year!

As usual you will find the latest audience trends for our Nielsen PPM markets for February Week 2 at the end of the Roundup.

One quality of leaders and high achievers in every area seems to be a commitment to ongoing personal and professional development.

- Brian Tracy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

[Top Five Selected Articles/Resources](#)

Katz: Heavy Users Of TV, Internet 'Not Sacrificing Radio Time.'

Inside Radio March 2, 2022

http://www.insideradio.com/free/katz-heavy-users-of-tv-internet-not-sacrificing-radio-time/article_d9d6bde4-9a01-11ec-a060-8391ab21eb19.html

Does Your VBR Sound Like a Pick-up Line?

The Center For Sales Strategy (Greg Giersch) March 1, 2022

https://blog.thecenterforsalesstrategy.com/does-your-vbr-sound-like-a-pick-up-line?utm_campaign=subscriber&utm_medium=email&hsmi=205426007&hsenc=p2ANqtz-8lCiHZU4EPgq4DkeBVuIEjvDg96fHGkQr7Lf8F4CICMkSiWRuCiBPAJdRf8Rcwb8Nx0XlIUBOOK0CPMMM_f3pijx-Xpw&utm_content=205426007&utm_source=hs_email

BIA: Traditional Media To 'Remain Strong' For Auto Advertisers.

Inside Radio February 28, 2022

http://www.insideradio.com/free/bia-traditional-media-to-remain-strong-for-auto-advertisers/article_4e836b28-986e-11ec-ba0b-1fef04fe121a.html

9 Ways To Encourage Radio Sellers Toward Growth

Radio Ink (Loyd Ford) February 28, 2022

<https://radioink.com/2022/02/28/9-ways-to-encourage-radio-sellers-toward-growth/>

Radio Ratings Overtake TV Among Some Demos

Cumulus's Bouvard looks at media use habits and what it means for radio

RadioWorld February 24, 2022

https://www.radioworld.com/news-and-business/headlines/radio-ratings-overtake-tv-in-some-demos?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=CB53D4E4-CB71-464E-99E2-6EC33FB51376&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Curated Articles/Resources for Reference, Background and Tracking

Podcast Advertising Rates 2022

AdvertiseCast March 1, 2022

https://www.advertisecast.com/podcast-advertising-rates?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2022-03-01

12 ways managers discourage good people and 3 ways to make encouragement count.

Leadership Freak March 1, 2022

<https://leadershipfreak.blog/2022/02/28/three-ways-to-make-encouragement-count/>

Podcasting's Winning Combination For Ad Buyers? High Attentiveness And Low Ad Skipping Rates.

Inside Radio March 1, 2022

http://www.insideradio.com/podcastnewsdaily/podcasting-s-winning-combination-for-ad-buyers-high-attentiveness-and-low-ad-skipping-rates/article_fc2c6f28-998a-11ec-afe5-ff48e0e060c9.html

Political Ad Projections Keep Rising

TVNewsCheck March 1, 2022

<https://tvnewscheck.com/business/article/political-ad-projections-keep-rising/>

For Garden Retailers, Now's The Time To Plant The Seed At Radio, RAB Says.

Inside Radio March 1, 2022

http://www.insideradio.com/free/for-garden-retailers-nows-the-time-to-plant-the-seed-at-radio-rab-says/article_5f47dd5a-9930-11ec-92e4-77cff3820d74.html

Radio Leads in Advertising Attentiveness, Study Finds

RadioWorld (Cumulus Media/Westwood One's Audio Active Group) February 28, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/radio-leads-in-advertising-attentiveness-study-finds?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=4539C35A-31E8-4888-9F78-00D4465D9A54&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Prospecting Techniques You Must Have For Next-Level Sales

SalesFuel February 26, 2022

<https://salesfuel.com/prospecting-techniques-you-must-have-for-next-level-sales/>

Improve Your Productivity by Mastering the CRM

SalesFuel February 26, 2022

<https://salesfuel.com/improve-your-productivity-by-mastering-the-crm/>

Why You Must Master Soft Skills for Sales

SalesFuel February 26, 2022

<https://salesfuel.com/39350-2/>

Ad Buyer Doubts Subscriptions Will Upend Podcast Industry's Advertising Focus.

Inside Radio February 25, 2022

http://www.insideradio.com/podcastnewsdaily/ad-buyer-doubts-subscriptions-will-upend-podcast-industry-s-advertising-focus/article_1c6e2b00-9661-11ec-8d69-7b9d8f200883.html

CRS Heads of State: iHeartMedia's Bob Pittman On The Power of Radio.

Inside Radio (All Access) February 25, 2022

http://www.insideradio.com/free/crs-heads-of-state-iheartmedia-s-bob-pittman-on-the-power-of-radio/article_233db984-9605-11ec-8b21-f792a4e062e4.html

Car Dealers on One Side, Shoppers on the Other

WardsAuto February 25, 2022

<https://www.wardsauto.com/dealers/car-dealers-one-side-shoppers-other>

Stop Making Sales, Start Having Relationships

Radio Ink (Michael Doyle) February 25, 2022

<https://radioink.com/2022/02/25/stop-making-sales-start-having-relationships/>

Radio Matters. Here's Why.

The medium's ability to adapt to change and new technologies will ensure its place for decades to come

RadioWorld February 25, 2022

https://www.radioworld.com/columns-and-views/radio-matters-heres-why?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=458CE37A-319F-4541-879D-EF31E37B58DA&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Show Us Your Value, Dumbo!

Radio Ink (James Bahm) February 25, 2022

https://radioink.com/2022/02/25/show-us-your-value-dumbo/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Radio Is Where to Harvest an Abundance of Millennial and Gen X Gardeners.

Inside Radio (The Media Audit) February 24, 2022

http://www.insideradio.com/free/radio-is-where-to-harvest-an-abundance-of-millennial-and-gen-x-gardeners/article_0d2ef20c-9538-11ec-a4d1-db184ffe5a58.html

The top-performing categories and retailers of the 2021 holidays

eMarketer February 23, 2022

<https://www.emarketer.com/content/top-performing-categories-retailers-of-2021-holidays>

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>

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

Top Five Selected Articles/Resources

Report: Radio Has One Of The Lowest CPMs In Major Media.

Inside Radio (OAAA) March 2, 2022

http://www.insideradio.com/free/report-radio-has-one-of-the-lowest-cpms-in-major-media/article_b6c3f574-9a01-11ec-bb9a-cbee97c934dd.html

Study Benchmarks Cheapest/Most Expensive Ad Media

MediaPost (OAAA/Solomon Partners) February 25, 2022

https://www.mediapost.com/publications/article/371523/study-benchmarks-cheapestmost-expensive-ad-media.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125431&hashid=akE-7z-LS1W9CYmV5M9xXA

ATTACHMENT: [SOLOMON'S US MAJOR MEDIA CPM COMPARISON](#)

Top 3 Things to Consider for 2022's Economic Slowdown

The Great Game of Business February 22, 2022

https://www.greatgame.com/blog/top-3-things-to-consider-for-2022s-economic-slowdown?utm_campaign=subscriber&utm_medium=email&hsmi=205074775&hsenc=p2ANqtz-9MVx5dTGlv9sHQ-ENQ1nK_RubKSRDa9s_K1tYX1U6ykZv2LmtkTNRJNfRnLg_FBjCH6xPvxVka2I1eIP15Eq6G6Qg_BQ&utm_content=205074775&utm_source=hs_email

It's A Seller-Defined World And Advertisers Are Just Living In It

Media Post February 28, 2022

https://www.mediapost.com/publications/article/371509/its-a-seller-defined-world-and-advertisers-are-ju.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=125434&hashid=XbI3-pODS1exdHSa15Xu_g

David Kenny Says Some Parts of Nielsen One Are Being Accelerated

CEO cites 'noise' in the market and says advertisers demand a single currency

Broadcasting + Cable February 28, 2022

<https://www.nexttv.com/news/david-kenny-says-some-parts-of-nielsen-one-are-being-accelerated>

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

BIA Forecasts \$150 Million In Sports Gambling Advertising For Radio.

Inside Radio March 2, 2022

http://www.insideradio.com/free/bia-forecasts-150-million-in-sports-gambling-advertising-for-radio/article_1bf81966-9a02-11ec-b80a-c7b9677ff034.html

OTT ad spend reaches \$1.3B as budgets shift to streaming content

MarketingDive March 2, 2022

https://www.marketingdive.com/news/ott-ad-spend-reaches-13b-as-budgets-shift-to-streaming-content/619677/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-03-02%20Marketing%20Dive%20Newsletter%20%5Bissue:40097%5D&utm_term=Marketing%20Dive

Executive's Guide to Hiring Sales Reps

The Center For Sales Strategy (Amanda Meade) March 2, 2022

https://blog.thecenterforsalesstrategy.com/executives-guide-to-hiring-sales-reps?utm_campaign=subscriber&utm_medium=email&_hsmi=205550532&_hsenc=p2ANqtz-9uLDRpfwoHsaJ7QxBmDq_3MZgEyFJliQ5h1RG6Qe5tBJSN8h08DwBprtGIAB5AumCnFGiwGC_b6KMRXQsNTP2XT1_oxQ&utm_content=205550532&utm_source=hs_email

January Delivers Month Over Month Listening Growth For Most Radio Streamers.

Inside Radio (Triton Digital) March 2, 2022

http://www.insideradio.com/free/january-delivers-month-over-month-listening-growth-for-most-radio-streamers/article_9686b332-9a01-11ec-88b9-9b6843d3d864.html

Ad Industry Urges Congress To Reject Proposed Ban On 'Surveillance Advertising'

MediaPost March 1, 2022

<https://www.mediapost.com/publications/article/371661/ad-industry-urges-congress-to-reject-proposed-ban.html>

300 Broadcasters Are Lobbying In Washington Today On Crucial Issues.

Inside Radio March 1, 2022

http://www.insideradio.com/free/300-broadcasters-are-lobbying-in-washington-today-on-crucial-issues/article_73517f6c-9931-11ec-8709-27d90e0baa6b.html

RAB Says Pandemic And A 'New Reality' Have Changed How It Will Do Business For Good.

Inside Radio February 28, 2022

http://www.insideradio.com/free/rab-says-pandemic-and-a-new-reality-have-changed-how-it-will-do-business-for/article_a85336de-986d-11ec-a360-5b0b2967b578.html

How to Spotlight Your Listeners Using Social Media

Jacobs Media Strategy (Seth Resler) February 28, 2022

https://jacobsmedia.com/how-to-spotlight-your-listeners-using-social-media/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=917f7bbf9b-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-917f7bbf9b-179898762

Podcast Subscriptions Were One Ingredient To 7% Jump In Consumer Media Spending In 2021.

Inside Radio (PQ Media) February 28, 2022

http://www.insideradio.com/podcastnewsdaily/podcast-subscriptions-were-one-ingredient-to-7-jump-in-consumer-media-spending-in-2021/article_3a6d26c6-98c1-11ec-833d-6f5f936facc9.html

Nielsen: Black Audiences Are Engaging With Audio More Than Ever.

Inside Radio February 28, 2022

http://www.insideradio.com/free/nielsen-black-audiences-are-engaging-with-audio-more-than-ever/article_e270537e-986d-11ec-801d-c38f085fc39b.html

Playing The PPM Game

Jacobs Media Strategies (Fred Jacobs) February 28, 2022

<https://jacobsmedia.com/playing-the-ppm-game/>

Identifying Redundancies for Sales Managers: What To Know

The Center For Sales Strategy (Amanda Meade) February 28, 2022

https://blog.thecenterforsalesstrategy.com/identifying-redundancies-for-sales-managers-what-to-know?utm_campaign=subscriber&utm_medium=email&_hsmt=205286412&_hsenc=p2ANqtz--u10nLcAbUn5QPeeoHacL1Xve4g8BV36SnAD9TfK4XiSmU7x9VZEZ4wu6FRpOt9JYHD3yPRvHTYiFAiFeEKsISqZMAkw&utm_content=205286412&utm_source=hs_email

Toyota to Make HD Radio Standard in U.S.

Xperi also says two major OEMs are in advanced testing of DTS AutoStage

RadioWorld February 25, 2022

https://www.radioworld.com/news-and-business/headlines/toyota-to-make-hd-radio-standard-in-us?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=CB53D4E4-CB71-464E-99E2-6EC33FB51376&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Playing The PPM Game

Jacobs Media Strategies (Fred Jacobs) February 28, 2022

<https://jacobsmedia.com/playing-the-ppm-game/>

Is A Podcast Radio? To Some Age Groups, There's Not All That Big A Difference.

Inside Radio (Nuwoodoo Media) February 25, m2022

http://www.insideradio.com/free/is-a-podcast-radio-to-some-age-groups-there-s-not-all-that-big-a/article_fb013c20-9604-11ec-8d94-33dd8ccc8524.html

DoubleVerify, Comscore Team Up To Verify, Measure Audiences

Partnership counts 'authentic ads' on CTV, desktop and mobile

Broadcasting + Cable February 25, 2022

<https://www.nexttv.com/news/doubleverify-comscore-team-up-to-verify-measure-audiences>

GROUPM OPENS PROGRAMMATIC AD MARKET AS INDUSTRY LOOKS FOR PRICING TRANSPARENCY

Ad Age February 24, 2022

<https://adage.com/article/media/groupm-opens-programmatic-ad-market/2401881>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 2 (February 10 - 16, 2022). We continue to see continued incremental growth overall.

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
Feb Week 2 - 624,700

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
Feb Week 2 - 10,045,900

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
Feb Week 2 - 110,100

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

Feb Week 2 - 1,892,600

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

Feb Week 2 - 125,100

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

Feb Week 2 - 2,402,800

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