

MARCH 9, 2022

We've got questions:

- How is radio performing compared to other ad supported audio services?
- Where does radio fit into retailers advertising plans?
- What do you need to know about the use of the term "March Madness" in promotion and advertising?
- What are the best ways to overcome sales objections?
- What's going on with TV's upfront sales season and why is this year different?
- Why does P&G's Mark Pritchard liken TV's upfront season to buying toilet paper?
- What are the VAB and TV networks demanding of Nielsen and why?
- What is Amazon's "Amp" and why is it a concern to radio broadcasters?

Below you will find the answers to all these questions and many more in this week's edition of the Midweek Resource Roundup as well as the latest audience trends in our PPM measured markets for March Week 3 that includes the President's Holiday Weekend.

Learn on!

“There is no end to education. It is not that you read a book, pass an examination, and finish with education. The whole of life, from the moment you are born to the moment you die, is a process of learning.”

– Jiddu Krishnamurti

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

[Top Five Selected Articles/Resources](#)

AM/FM Radio Maintains Its Dominance Among Ad-Supported Audio.

Inside Radio (Edison Research) March 8, 2022

https://www.insideradio.com/free/am-fm-radio-maintains-its-dominance-among-ad-supported-audio/article_9ce0e4ec-9eb5-11ec-a465-d30a4c09c9d4.html

As Retailers Fight For Customers, How Does Radio Fit In?

Radio Ink March 8, 2022

<https://radioink.com/2022/03/08/as-retailers-fight-for-customers-how-does-radio-fit-in/>

NCAA Tournament Advertising: Use of Trademarks and ... One More Thing (2022 Update – Part 1)

Broadcast Law Blog (Mitchell Stabbe) March 8, 2022

<https://www.broadcastlawblog.com/2022/03/articles/ncaa-tournament-advertising-use-of-trademarks-and-one-more-thing-2022-update-part-1/>

Crushing Sales Objections

Radio Ink (Loyd Ford) March 7, 2022

https://radioink.com/2022/03/07/crushing-sales-objections/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Digital Marketing Changes That Will Impact Your Business

Entrepreneur March 5, 2022

<https://www.entrepreneur.com/article/416648>

Curated Articles/Resources for Reference, Background and Tracking

Retailer Ad Network Spend Expected To Hit \$41B This Year, According To eMarketer.

Inside Radio (eMarketer) March 9, 2022

https://www.insideradio.com/free/retailer-ad-network-spend-expected-to-hit-41b-this-year-according-to-emarketer/article_42a40f8a-9f7e-11ec-9204-676a8e8ac65e.html

Zenith Forecasts Ad Spending By OTC Brands Will Rise 5% At Radio.

Inside Radio March 8, 2022

https://www.insideradio.com/free/zenith-forecasts-ad-spending-by-otc-brands-will-rise-5-at-radio/article_7634b486-9eb5-11ec-ba15-07260c4c6b5f.html

The Year Began With A Big Ad Blitz From Amazon. But Target Was Radio's Top Retailer.

Inside Radio (Media Monitors) March 8, 2022

https://www.insideradio.com/free/the-year-began-with-a-big-ad-blitz-from-amazon-but-target-was-radio-s/article_502cb50e-9eb5-11ec-9822-93b8c59fe783.html

Spot Radio's OK for Circle K

Radio + Television Business Report (Adam Jacobson) March 7, 2022

<https://www.rbr.com/spot-radios-ok-for-circle-k/>

How to Speak and Write Clearly for More Effective Communication

John Millen Blog Undated

<https://www.johnmillen.com/blog/5-ways-to-cut-through-the-clutter>

Automakers brace for pain as war threatens shortages

mint March 7, 2022

<https://www.livemint.com/auto-news/automakers-brace-for-pain-as-war-threatens-shortages-11646593670381.html>

Grow Your Gratitude, Grow Your Sales

SalesFuel March 5, 2022

<https://salesfuel.com/grow-your-gratitude-grow-your-sales/>

Is Your LinkedIn Network Reaching Its Full Potential?

SalesFuel March 5, 2022

<https://salesfuel.com/is-your-linkedin-network-reaching-its-full-potential/>

Psychological Tricks to Be a Good Team Player

SalesFuel March 5, 2022

<https://salesfuel.com/psychological-tricks-to-be-a-good-team-player/>

Local TV's Hot Sales Categories

BIA Advisory Services March 3, 2022

<http://blog.biakelsey.com/index.php/2022/03/03/local-tvs-hot-sales-categories/>

Radio Is a Smart Media Buy to Reach Smart Speaker Buyers.

Inside Radio (The Media Audit) March 3, 2022

https://www.insideradio.com/free/radio-is-a-smart-media-buy-to-reach-smart-speaker-buyers/article_e50ccf7e-9ab9-11ec-932f-efa1b1663fe5.html

Sound Off: The State Of Sonic Branding

MediaPost March 3, 2022

https://www.mediapost.com/publications/article/371686/sound-off-the-state-of-sonic-branding.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125475&hashid=akE-7z-LS1W9CYmV5M9xXA

New Study Shows 'Emotional Storytelling' Makes Audio Ads More Effective.

Inside Radio (Veritone One) March 3, 2022

https://www.insideradio.com/free/new-study-shows-emotional-storytelling-makes-audio-ads-more-effective/article_045eec2c-9aba-11ec-8fcf-97f3a5b7b256.html

Let's Eat, America: Restaurants Rebounding From Pre-COVID Across-The-Board, Across The U.S.

Inside Radio (March 3, 2022)

https://www.insideradio.com/free/lets-eat-america-restaurants-rebounding-from-pre-covid-across-the-board-across-the-u-s/article_a80fba1e-9ab9-11ec-a221-33c86bf9027f.html

Big U.S. auto dealers bet billions against the death of the dealership

Reuters March 2, 2022

<https://www.reuters.com/business/autos-transportation/big-us-auto-dealers-bet-billions-against-death-dealership-2022-03-02/>

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

[Top Five Selected Articles/Resources](#)

Should You Be Worried About What Amazon is up to?

Radio Ink March 9, 2022

https://radioink.com/2022/03/09/amazon-launches-radio-station-app/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Radio?

Jacobs Media Strategies (Fred Jacobs) March 9, 2022

<https://jacobsmedia.com/democratizing-radio/>**\$1 Billion in Local Ad Spending Up for Grabs, Is CTV the Answer?**

BIA Advisory Services March 8, 2022

<http://blog.biakelsey.com/index.php/2022/03/08/1-billion-in-local-ad-spending-up-for-grabs-is-ctv-the-answer/>**Upfront Market 2022-23: Expect More 'Secondary Guarantees'**

MediaPost March 8, 2022

https://www.mediapost.com/publications/article/371854/upfront-market-2022-23-expect-more-secondary-gua.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125529&has_hid=GkaoK9PSSKGhs-uNohSxFw**P&G's Pritchard Likens Upfront To Buying 'Toilet Paper,' Issues Call For Innovation**

MediaPost March 3, 2022

<https://www.mediapost.com/publications/article/371726/pgs-pritchard-likens-upfront-to-buying-toilet-p.html>***Curated Articles/Resources for Reference, Background and Tracking*****Android Automotive Project Completes First Phase**

Initiative under auspices of NAB PILOT seeks to influence the key new OS

RadioWorld March 9, 2022

https://www.radioworld.com/news-and-business/news-makers/android-automotive-project-completes-first-phase?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=6B17F695-9233-4746-B034-93850ABF6D71&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb**Networks Ask Nielsen to Halt Release of 'Big Data' Numbers Until After Upfronts**

Broadcasting + Cable March 8, 2022

<https://www.nexttv.com/news/networks-ask-nielsen-to-halt-release-of-big-data-numbers-until-after-upfronts>**Podcasts Now Make Up A Quarter Of All Time Listening On Smart Speakers.**

Inside Radio (Edison Research) March 8, 2022

https://www.insideradio.com/podcastnewsdaily/podcasts-now-make-up-a-quarter-of-all-time-listening-on-smart-speakers/article_86690376-9f09-11ec-8760-9f3ed9ea8c0b.html**As The Podcast Gender Gap Closes, Age Becomes A Factor In What Women Are Listening To.**

Inside Radio (Triton Digital) March 8, 2022

https://www.insideradio.com/podcastnewsdaily/as-the-podcast-gender-gap-closes-age-becomes-a-factor-in-what-women-are-listening/article_ffa9872-9f08-11ec-bdcc-ff8a599619f0.html**Dashboard Is Radio's Focus in Consumer Electronics**

RadioWorld March 8, 2022

https://www.radioworld.com/news-and-business/news-makers/dashboard-is-radios-focus-in-consumer-electronics?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=BD352962-0F42-4AD7-A42B-B19087BE7172&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Why podcast agencies are warning about the move to dynamically-inserted ads

DIGIDAY March 4, 2022

<https://digiday.com/media/why-podcast-agencies-are-warning-about-the-move-to-dynamically-inserted-ads/>

Listeners More Persuadable When Using Headphones Vs. Speakers, New Study Shows.

Inside Radio March 7, 2022

https://www.insideradio.com/free/listeners-more-persuadable-when-using-headphones-vs-speakers-new-study-shows/article_0b24368a-9ded-11ec-9732-87fc6435513b.html

NAB Says It Hasn't Heard A Peep From Music Industry Over Its Offer To Restart Royalty Talks.

Inside Radio March 7, 2022

https://www.insideradio.com/free/nab-says-it-hasn-t-heard-a-peep-from-music-industry-over-its-offer-to/article_7a6e1e52-9ded-11ec-b209-a3d84ee46238.html

Acquiring Top Talent: 5 Things You're Forgetting to Do

The Center For Sales Strategy (Beth Sunshine) March 7, 2022

https://blog.thecenterforsalesstrategy.com/acquiring-top-talent-5-things-youre-forgetting-to-do?utm_campaign=subscriber&utm_medium=email&_hsmt=206002677&_hsenc=p2ANqtz-3b8euavakkZssmLK5iWOLtPTNAIWxSeqbxU-jfX50sXj3-LBXT5wu7bhx7iVz9Vaub-pdUWoAltHABI5yEvJZB_wmqA&utm_content=206002677&utm_source=hs_email

Two-Person PM Drive Shows: Doubling Up On Radio's 'Difference Makers.'

Inside Radio (Paul Heine) March 7, 2022

https://www.insideradio.com/free/two-person-pm-drive-shows-doubling-up-on-radio-s-difference-makers/article_b711cc96-9ded-11ec-9c39-a79870781c1f.html

Chamber Of Commerce Urges Senate To Block Biden Pick For FCC

MediaPost March 2, 2022

https://www.mediapost.com/publications/article/371714/chamber-of-commerce-urges-senate-to-block-biden-pi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125497&hashid=luLr_TMuTF6QRLmxCvE43g

Podtrac: Downloads Up Average Of Six Percent In February As iHeart Remained The Top Publisher.

Inside Radio March 4, 2022

https://www.insideradio.com/podcastnewsdaily/podtrac-downloads-up-average-of-six-percent-in-february-as-iheart-remained-the-top-publisher/article_a3ad6e72-9be4-11ec-acd4-1718207004cc.html

The Changing World of Radio Promotion

As record labels and the media landscape evolve, pitching songs to radio has too. Seven executives break down how they do their jobs.

Billboard March 2, 2022

<https://www.billboard.com/pro/changing-world-of-radio-promotion/>

Nielsen Rivals Have Been Upgrading Their Capabilities

Forbes March 3, 2022

<https://www.forbes.com/sites/bradadgate/2022/03/03/nielsen-rivals-have-been-upgrading-their-capabilities/?sh=bbe702216472>

FCC Urging All Communications Companies to Secure Their Networks in Light of International Tensions

Broadcast Law Blog (David Oxenford) March 1, 2022

<https://www.broadcastlawblog.com/2022/03/articles/fcc-urging-all-communications-companies-to-secure-their-networks-in-light-of-international-tensions/>

Broadcasters Gather on Capitol Hill

NAB March 1, 2022

<https://www.blog.nab.org/2022/03/01/broadcasters-gather-on-capitol-hill/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 3 (February 17 - 23, 2022). A reminder that this week includes the President's Day Holiday weekend so expect to see a bit of wankiness in the data.

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

Feb Week 3 - 603,100

Cume:

Nov Monthly - 10,281,100

Dec Monthly - 10,414,000

Hol Monthly - 10,147,400

Jan Monthly - 9,902,300

- 9,989,000
Feb Week 2 - 10,045,900
Feb Week 3 - 9,959,100

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
Feb Week 3 - 117,600

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
Feb Week 3 - 1,918,600

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

- 125,100
Feb Week 3 - 115,300

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
Feb Week 3 - 2,355,700

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