

MARCH 16, 2022

Below you will find plenty of good news about radio audience trends and health, essential articles to help hone your sales skills, forward looking economic forecasts, advertiser category stories, FCC and advertising law guidance, news about a potential sale of Nielsen to take the company private, the latest news about Podcast audience and advertising trends and so much more.

At the end of the curated resources and articles you will also find the results for the Nielsen PPM markets for February Week 4 as well as the Full Month. Continued growth is the theme.

“Growth is the great separator between those who succeed and those who do not. When I see a person beginning to separate themselves from the pack, it’s almost always due to personal growth.”

—John C. Maxwell

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Top Five Selected Articles/Resources

The Inside Of Sales Psychology

Radio Ink (Loyd Ford) March 14, 2022

<https://radioink.com/2022/03/14/the-inside-of-sales-psychology/>

Sales Impact Models: Why They Matter & How to Build Them

SalesFuel March 12, 2022

<https://salesfuel.com/sales-impact-models-why-they-matter-how-to-build-them/>

Latest Share of Ear Report Indicates Radio’s Strengths

RadioWorld March 10, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/latest-share-of-ear-report-indicates-radios-strengths?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=B9017514-5E01-4A03-9DD3-7DD4B3FB2954&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Daily Listening Trends Show 'America Is Still In Love With AM/FM Radio.'

Inside Radio (Edison Research) March 10, 2022

https://www.insideradio.com/free/daily-listening-trends-show-america-is-still-in-love-with-am-fm-radio/article_77542fb0-a043-11ec-ab2a-6356901a6510.html

NCAA Tournament Advertising: Use of Trademarks and ... One More Thing (2022 Update – Part 2)

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-2/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=f0d33b37d0-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-f0d33b37d0-70422897

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

A Computer Brand Invests in Spot Radio

Radio + Television Business Report March 14, 2022

<https://www.rbr.com/a-computer-brand-invests-in-spot-radio/>

NRF: Retail sales to grow between 6% and 8% in 2022

Chain Store Age (National Retail Federation) March 15, 2022

https://chainstoreage.com/nrf-retail-sales-grow-between-6-and-8-2022?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Survey: Younger consumers drive shift toward mobile shopping

Chain Store Age March 15, 2022

https://chainstoreage.com/survey-younger-consumers-drive-shift-toward-mobile-shopping?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Local Radio Ads Save A Car Dealership That Switched Its Focus To Buying Consumer Vehicles.

Inside Radio (Automotive News) March 15, 2022

https://www.insideradio.com/free/local-radio-ads-save-a-car-dealership-that-switched-its-focus-to-buying-consumer-vehicles/article_7bbc4b7c-a42c-11ec-9509-3f3c231cbcd8.html

What Are the Best Social Selling Techniques?

The Center For Sales Strategy (Amanda Meade) March 15, 2022

https://blog.thecenterforsalesstrategy.com/what-are-the-best-social-selling-techniques?utm_campaign=subscriber&utm_medium=email&hsmi=206859130&hsenc=p2ANqtz-8TUkLsu1OzbI5m69pd3KITIMN-28ORObs-6-fexA19CvGorz_IAKkRqPpVX9treQpoBHzrIZWEIspGdWCX75b4XZM7SAw&utm_content=206859130&utm_source=hs_email

Majority Of Advertisers Plan To Increase Spend On Podcasting and Streaming Audio.

Inside Radio (Advertiser Perceptions) March 14, 2022

https://www.insideradio.com/free/majority-of-advertisers-plan-to-increase-spend-on-podcasting-and-streaming-audio/article_5b96d3ce-a361-11ec-b45c-275e3f03c9db.html

Automotive TV Spending Jumps 154% vs. Year-Ago

Media Post March 13, 2022

https://www.mediapost.com/publications/article/372026/automotive-tv-spending-jumps-154-vs-year-ago.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125585&has_hid=Xbl3-p0DS1exdHSa15Xu_g

Selling Audience Loyalty

Radio Ink (Marc Greenspan) March 14, 2022

<https://radioink.com/2022/03/14/selling-audience-loyalty/>

Auto Analyst Sees ‘Small Green Shoots Of Optimism’ As Dealer Inventories Begin To Grow.

Inside Radio (Cox Automotive Dealer Sentiment Index) March 14, 2022

https://www.insideradio.com/free/auto-analyst-sees-small-green-shoots-of-optimism-as-dealer-inventories-begin-to-grow/article_7a80dc58-a361-11ec-873f-8307906409c5.html

Inflation concerns top of mind among consumers — here’s what they would cut first

Chain Store Age (ICSC’s Economic Event Sensitivity Survey) March 11, 2022

https://chainstoreage.com/inflation-concerns-top-mind-among-consumers-heres-what-they-would-cut-first?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Spending momentum rebounds in February, fueled by older Americans

Chain Store Age (Visa U.S. Spending Momentum Index) March 10, 2022

https://chainstoreage.com/spending-momentum-rebounds-february-fueled-older-americans?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker&utm_keyword=

Don’t Burn Your Bridges

Radio Ink (Rick Fink) March 14, 2022

https://radioink.com/2022/03/14/dont-burn-your-bridges/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Digital Communication Tools Are More Important Than Ever In Sales

SalesFuel March 12, 2022

<https://salesfuel.com/digital-communication-tools-are-more-important-than-ever-in-sales/>

Face it: Better Productivity Requires Commitment

SalesFuel March 12, 2022

<https://salesfuel.com/face-it-better-productivity-requires-commitment/>

Here’s how shopping habits are changing

Chain Store Age March 8, 2022

https://chainstoreage.com/heres-how-shopping-habits-are-changing?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

Westwood One: Ad-Supported AM/FM Isn't Losing Share To Streaming Services.

Inside Radio (Edison Research) March 11, 2022

https://www.insideradio.com/free/edison-ad-supported-am-fm-isnt-losing-share-to-streaming-services/article_338262a4-a10e-11ec-ab83-5f8edb98404d.html

Radio Can Help Health & Fitness Clubs Regain Their Marketing Muscle.

Inside Radio (The Media Audit) March 10, 2022

https://www.insideradio.com/free/radio-can-help-health-fitness-clubs-regain-their-marketing-muscle/article_32f273c2-a043-11ec-b83f-afd5b54455fa.html

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

[Top Five Selected Articles/Resources](#)

Return Of Advertisers, Live Events and Political Portend Strong 2022, iHeart Execs Say.

Inside Radio March 16, 2022

https://www.insideradio.com/free/return-of-advertisers-live-events-and-political-portend-strong-2022-iheart-execs-say/article_144220de-a4f9-11ec-8673-6b593dd423ba.html

\$14.7 Billion Local Audio Market Ad Forecast Released by BIA

BIA Advisory Services March 14, 2022

<http://blog.biakelsey.com/index.php/2022/03/14/14-7-billion-local-audio-market-ad-forecast-released-by-bia/>

BIA: Local Radio On-Air Ad Spending To Hit \$12.7 Billion In 2022.

Inside Radio March 15, 2022

https://www.insideradio.com/free/bia-local-radio-on-air-ad-spending-to-hit-12-7-billion-in-2022/article_bb22e492-a42c-11ec-8e1a-e366c1b25f35.html

Attention, Stations: Foreign Sponsor ID Is Now in Effect

The FCC says effective today, stations must comply with the new rule

RadioWorld March 15, 2022

https://www.radioworld.com/news-and-business/business-and-law/attention-stations-foreign-sponsor-id-is-now-in-effect?utm_source=SmartBrief&utm_medium=email&utm_campaign=4648350D-154C-4DA2-9142-DE99FB80994C&utm_content=48273B6B-3E99-4568-A021-A4D7F9AF440C&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Is It Time to Restructure Your Sales Operation?

The Center For Sales Strategy (Jim Hopes) March 14, 2022

https://blog.thecenterforsalesstrategy.com/is-it-time-to-restructure-your-sales-operation?utm_campaign=subscriber&utm_medium=email&hsmi=206724645&hsenc=p2ANqtz-8TYPD-SyinH6ydXKpfj8i0o1GYitq_DzJoDyHuYUGJfb8_gops0vVhxvIGqEiGvaYUnpqWQU0wGgmyAZhQ7alPQrNekg&utm_content=206724645&utm_source=hs_email

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

How podcasts are helping brands meet DEI commitments

MARKETINGDIVE March 14, 2022

<https://www.marketingdive.com/news/how-podcasts-are-helping-brands-meet-dei-commitments/620326/>

**Consortium Including Elliott in Advanced Talks to Buy Nielsen Holdings
Deal could value TV-ratings company at around \$15 billion including debt**

WSJ March 14, 2022

<https://www.wsj.com/articles/consortium-including-elliott-in-advanced-talks-to-buy-nielsen-holdings-sources-say-11647278285>

Would A Privately Held Nielsen Be Better For Radio?

Inside Radio March 16, 2022

https://www.insideradio.com/free/would-a-privately-held-nielsen-be-better-for-radio/article_82aa93b8-a4f8-11ec-b5ee-2f6bc2fdd87d.html

Navigating NAB Show 2022: A Guide For Radio Attendees.

Inside Radio March 14, 2022

https://www.insideradio.com/free/navigating-nab-show-2022-a-guide-for-radio-attendees/article_9b9ed5ac-a361-11ec-8424-afd9b3f5b5bf.html

MediaRadar: Podcast Ad Revenue Grew 20% In 2021. More Ads Were Pre-Recorded Too.

Inside Radio March 14, 2022

https://www.insideradio.com/podcastnewsdaily/mediaradar-podcast-ad-revenue-grew-20-in-2021-more-ads-were-pre-recorded-too/article_b0c48acc-a3b5-11ec-8c24-8f9979185458.html

Nielsen Sues TVSquared For Patent Infringement

MediaPost March 14, 2022

https://www.mediapost.com/publications/article/372034/nielsen-sues-tvsquared-for-patent-infringement.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125587&hashid=XOWE7PwDT4-lekA7MLbhQg

Are We Thinking About TSL All Wrong?

Radio Ink (Ken Benson) March 14, 2022

<https://radioink.com/2022/03/14/are-we-thinking-about-tsl-all-wrong/>

Music Industry No Longer Sees Radio Royalty Settlement Coming Outside Of Congress.

Inside Radio March 10, 2022

https://www.insideradio.com/free/music-industry-no-longer-sees-radio-royalty-settlement-coming-outside-of-congress/article_9923b4f8-a043-11ec-88ca-a713cc6a3878.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week (February 23 to March 1, 2022) and the Full Month February Survey. The February Full Month metrics all show continued growth as we move into the March Survey.

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 Monthly - 620,100

Feb Week 1 - 630,500
Feb Week 2 - 624,700
Feb Week 3 - 603,100
Feb Week 4 - 622,100

Cume:

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

Jan Monthly - 9,902,300
Feb Monthly - 10,026,000

Feb Week 1 - 9,989,000
Feb Week 2 - 10,045,900
Feb Week 3 - 9,959,100
Feb Week 4 - 10,109,900

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 Monthly -113,800

Feb Week 1 - 109,700

Feb Week 2 - 110,100

Feb Week 3 - 117,600

Feb Week 4 - 118,100

Cume:

Nov Monthly - 1,936,300

Dec Monthly - 1,904,700

Hol Monthly - 1,810,400

Jan Monthly - 1,810,400

Feb Monthly - 1,894,000

Feb Week 1 - 1,917,300

Feb Week 2 - 1,892,600

Feb Week 3 - 1,918,600

Feb Week 4 - 1,847,500

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 Monthly - 124,000

Feb Week 1 - 124,000

Feb Week 2 - 125,100

Feb Week 3 - 115,300

Feb Week 4 - 131,800

Cume:

Nov Monthly - 2,481,400

Dec Monthly - 2,518,600

Hol Monthly - 2,420,100

Jan Monthly - 2,351,900

Feb Monthly - 2,393,800

Feb Week 1 - 2,399,100
Feb Week 2 - 2,402,800
Feb Week 3 - 2,355,700
Feb Week 4 - 2,417,700

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