

MARCH 23, 2022

If you were registered to participate in the CBA Political Advertising Webinar with Greg Skall yesterday you already know that due to technical difficulties with Zoom the event has been rescheduled for next Tuesday, 3/29, at 10am. If you previously registered you do not need to do so again, but if you were not and want to you can do so here: https://us06web.zoom.us/webinar/register/WN_h7zZ3iLbQk-tsb7HzXZkvA.

And on the topic of political advertising, we have finished drafting the SCBA political advertising presentation deck and are now scheduling one-on-one webinars with California political consultants, campaign managers and political media buyers. We will also conduct a webinar for SCBA members to see this presentation and will notify you soon on the schedule. Meanwhile, be sure to read the first article in the top-5 sales selections today that is a perfect tie-in to the presentation that Tony Hereau helped us develop.

We also kick off the Nielsen March Survey in our PPM markets and you will see the summary data results for Week 1 below. Growth is the key word for the week.

And now, let's get to the curated lists of resources and articles for the week and continue our professional education...

"The great aim of education is not knowledge but action."

— Herbert Spencer

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

[Top Five Selected Articles/Resources](#)

Is Radio's Ability To Reach Swing Voters Resonating With Campaigns?

Inside Radio (Tony Hereau-Nielsen) March 23, 2022

https://www.insideradio.com/free/is-radio-s-ability-to-reach-swing-voters-resonating-with-campaigns/article_5e1d766e-aa75-11ec-9d48-07124e6989fc.html

Cold Call Or Sales Email? Data Shows Which To Use

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

https://blog.thecenterforsalesstrategy.com/cold-call-or-sales-email-data-shows-which-to-use?utm_campaign=subscriber&utm_medium=email&hsmi=207453448&hsenc=p2ANqtz--WldBsZ3A5jEEjkd55WJ5KgCPEC_1IK9UZuutzBpbdBv1hoxh7MTI9G58IZueimDNY2a_JHN-tpLZExhXajwsUlq8Q&utm_content=207453448&utm_source=hs_email

ATTACHMENT: [THE 2021 MEDIA SALES REPORT](#)

Evolve and Embrace Advanced Consultative Selling

SalesFuel March 19, 2022

<https://salesfuel.com/evolve-and-embrace-advanced-consultative-selling/>

Sales Challenges to Expect (and How to Overcome Them)

SalesFuel March 19, 2022

<https://salesfuel.com/sales-challenges-to-expect-and-how-to-overcome-them/>

Traditional vs digital marketing: rivals or teammates?

dvm 360 March 18, 2022

<https://www.dvm360.com/view/traditional-vs-digital-marketing-rivals-or-teammates->

Curated Articles/Resources for Reference, Background and Tracking

The Expected Big Year For Travel Starts With A Boost In Its Podcast Ad Spending.

Inside Radio (Magellan AI) March 22, 2022

https://www.insideradio.com/podcastnewsdaily/the-expected-big-year-for-travel-starts-with-a-boost-in-its-podcast-ad-spending/article_b20a6c3c-a9fd-11ec-b1d4-83bb1993f1c2.html

Podtrac Says Its Downloads Were Up 55% From A Year Ago; Sports Again The Big Winner.

Inside Radio March 22, 2022

https://www.insideradio.com/podcastnewsdaily/podtrac-says-its-downloads-were-up-55-from-a-year-ago-sports-again-the-big/article_5428be8a-a9fc-11ec-9ce8-93eb0e0b5579.html

How to Improve Digital Advertising ROI for Your Clients

SalesFuel March 22, 2022

<https://salesfuel.com/how-to-improve-digital-advertising-roi-for-your-clients/>

Indeed ... A Balance of Top Brands at Radio

Radio + Television Business Report March 21, 2022

<https://www.rbr.com/indeed-a-balance-of-top-brands-at-radio/>

Nielsen: Broadcast TV Slips to 26% of Total Viewing in Feb. 2022

TVTech March 19, 2022

<https://www.tvtechnology.com/news/nielsen-broadcast-tv-slips-to-26-of-total-viewing-in-feb-2022>

Will Higher Gas Prices Mean Less In-Car Listening? Survey Suggests No Impact For Most Commuters.

Inside Radio (Civic Science) March 21, 2022

https://www.insideradio.com/free/will-higher-gas-prices-mean-less-in-car-listening-survey-suggests-no-impact-for-most/article_58bb7092-a8cf-11ec-bbc5-67dedc8fac25.html

Motor Mouth: Automakers see huge profits thanks to pandemic

The dirty secret of the microchip shortage is that it's been really good for automakers

Driving (David Booth) March 18, 2022

<https://driving.ca/column/motor-mouth/motor-mouth-automakers-posting-huge-profits-thanks-to-the-pandemic>

February Used Car Sales Up By Double Digits Vs. January.

Inside Radio (Cox Automotive) March 18, 2022

https://www.insideradio.com/free/february-used-car-sales-up-by-double-digits-vs-january/article_bf53584e-a6fc-11ec-88e5-27a756cfa4ae.html

Study: Assessing A Changed Retail Landscape

MediaPost March 18, 2022

https://www.mediapost.com/publications/article/372198/study-assessing-a-changed-retail-landscape.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125653&hashid=mJekFDXrQpCzlaeSPZoRTw

Radio Leads Advertisers To The Top Of Coupon Clippers' Shopping Lists.

Inside Radio (The Media Audit) March 18, 2022

https://www.insideradio.com/free/radio-leads-advertisers-to-the-top-of-coupon-clippers-shopping-lists/article_59074de2-a685-11ec-b935-af91f84eb534.html

Prospecting Nonprofits: It's A Give And Take.

Inside Radio (RAB) March 18, 2022

https://www.insideradio.com/free/prospecting-nonprofits-it-s-a-give-and-take/article_f1048240-a685-11ec-b0b4-cbf5496820c.html

Retail sales to outpace pre-pandemic growth, despite a slowdown in February

eMarketer March 16, 2022

https://www.emarketer.com/content/retail-sales-outpace-pre-pandemic-growth-despite-slowdown-february?utm_source=Triggermail&utm_medium=email&utm_campaign=3.22.22&utm_term=eMarketer%20Retail

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

[Top Five Selected Articles/Resources](#)

Triton Launches Automated Ad Placement System

Podcast Business Journal March 23, 2022

https://podcastbusinessjournal.com/triton-launches-automated-ad-placement-system/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Revised MoffettNathanson Ad Forecast Calls For 13% Growth Through 2025.

Inside Radio March 22, 2022

https://www.insideradio.com/free/revised-moffettnathanson-ad-forecast-calls-for-13-growth-through-2025/article_cae3e884-a9ab-11ec-946d-336e3b705505.html

NBCU Names iSpot.tv National 'Currency' For Upfront Ad Buys

MediaPost March 22, 2022

https://www.mediapost.com/publications/article/372284/nbcu-names-ispottv-national-currency-for-upfron.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125686&hashid=Xbl3-p0DS1exdHSa15Xu_g

Do Fewer Radios In the Home Present a Problem For Broadcasters?

Radio + Television Business Report March 17, 2022

<https://www.rbr.com/do-fewer-radios-in-the-home-present-a-problem-for-broadcasters/>

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

Curated Articles/Resources for Reference, Background and Tracking

SMI U.S. Ad Market Tracker: A Full Year Of Economic Recovery.

Inside Radio (Standard Media Index) March 23, 2022

https://www.insideradio.com/free/smi-u-s-ad-market-tracker-a-full-year-of-economic-recovery/article_6751dc4e-aa74-11ec-b5ea-636ed3006753.html

Digital Marketing: How Far We've Come... And How Far We Have To Go

Forbes March 22, 2022

<https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/22/digital-marketing-how-far-weve-come-and-how-far-we-have-to-go/?sh=4d2d8ad983c0>

Apple Launching New Metrics For Podcasts

Podcast Business Journal March 22, 2022

https://podcastbusinessjournal.com/apple-launching-new-metrics-for-podcasts/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

What's Stopping Us From Growing?

The Center For Sales Strategy (Susan McCullin) March 22, 2022

https://blog.thecenterforsalesstrategy.com/whats-stopping-us-from-growing?utm_campaign=subscriber&utm_medium=email&_hsmi=207587123&_hsenc=p2ANqtz-9ET2gEuE7nQ4vLVgKSu_1LtrFX2_tsiyUAWoRtE1mM_s9WeyoFVqkYcbrHGGyEmxfg_ikmnhFe-1rFMQj1dkRLMqXLkA&utm_content=207587123&utm_source=hs_email

The "Thing" About Radio And Cars

Jacobs Media Strategies (Fred Jacobs) March 22, 2022

<https://jacobsmedia.com/the-thing-about-radio-and-cars/>

NAB Launches Attack Ads Ahead Of Royalty Bill's Expected Advance In Congress.

Inside Radio March 22, 2022

https://www.insideradio.com/free/nab-launches-attack-ads-ahead-of-royalty-bill-s-expected-advance-in-congress/article_c7febc80-a9aa-11ec-b491-e7a781133320.html

Podcast Listeners Are Speeding Up In-Car Consumption.

Inside Radio (NuVoodoo) March 22, 2022

https://www.insideradio.com/free/podcast-listeners-are-speeding-up-in-car-consumption/article_69867ec6-a9ab-11ec-a0ac-5f1bd4363efd.html

50% To 60% Of 'Lost' Linear TV Ad Spend Going To AVOD Platforms

MediaPost March 22, 2022

https://www.mediapost.com/publications/article/372294/50-to-60-of-lost-linear-tv-ad-spend-going-to-a.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125690&hashid=0GmwUb-VQzGI9svJRwTNR

Radio Industry Needs To Supply Radios

Radio Ink March 21, 2022

<https://radioink.com/2022/03/21/radio-industry-needs-to-supply-radios/>

Small Businesses Value Social Media Over All Other Digital Marketing Channels

Cision PR Newswire March 21, 2022

<https://www.prnewswire.com/news-releases/small-businesses-value-social-media-over-all-other-digital-marketing-channels-301505849.html>

Nielsen's Stock Tumbles Following Spurned Takeover Bid.

Inside Radio March 21, 2022

https://www.insideradio.com/free/nielsen-s-stock-tumbles-following-spurned-takeover-bid/article_387ed418-a95b-11ec-901d-33daa7db3aa5.html

Are You Doing What You Ask Your Clients To Do?

Radio Ink (Rick Fink) March 21, 2022

<https://radioink.com/2022/03/21/are-you-doing-what-you-ask-your-clients-to-do/>

Sales Managers: Power Of Belief + Encouragement

Radio Ink (Loyd Ford) March 21, 2022

<https://radioink.com/2022/03/21/sales-managers-power-of-belief-encouragement/>

Big Ad Agencies Look To Create New Content Rating Service For Podcasts.

Inside Radio (MediaPost/Newsguard) March 21, 2022

https://www.insideradio.com/free/big-ad-agencies-look-to-create-new-content-rating-service-for-podcasts/article_336a3c06-a8cf-11ec-8e24-e731224cb888.html

Podcasting's Most Controversial Statistic

Tom Webster-I Hear Things March 18, 2022

https://tomwebster.media/podcastings-most-controversial-stat/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2022-03-21

In 2022, 19.0 million people will be online sports bettors in the US

eMarketer March 18, 2022

<https://www.emarketer.com/content/online-sports-bettors-us?cid=NL1001>

U.S. Ad Market Marks A Full-Year Of Economic Recovery In February

MediaPost March 18, 2022

https://www.mediapost.com/publications/article/372210/us-ad-market-marks-a-full-year-of-economic-recov.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125642&hashid=0GmwUb-VQzGI9svJRwTNRa

Comscore, SMI Strike Deal For Advanced eCPM Metric

MediaPost March 17, 2022

https://www.mediapost.com/publications/article/372199/comscore-smi-strike-deal-for-advanced-ecpm-metric.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125642&hashid=0GmwUb-VQzGI9svJRwTNRa

Four Predictions For Digital Marketing In 2022

Forbes March 17, 2022

<https://www.forbes.com/sites/forbescommunicationscouncil/2022/03/17/four-predictions-for-digital-marketing-in-2022/?sh=7b9ae8e97ccb>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 1 (March 2 - 8, 2022). We kick off the March Survey with a week where all metrics across all three markets show growth.

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

Mar Week 1 - 629,900

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

Mar Week 1 - 10,180,800

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

Mar Week 1 - 122,600

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

Mar Week 1 - 1,893,300

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 Monthly - 124,000

Mar Week 1 - 124,700

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

Mar Week 1 - 2,396,000

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