

MARCH 30, 2022

For starters this week, Nielsen issued the Spring 2022 Blue Book today that has updated population figures for all 253 Radio Metros in the country. In the PPM ratings trends below, note that I have updated the population figures for the three SCBA PPM markets and there is some modest change in the 12+ population in each: Los Angeles -100,600, San Diego +8,100 and Riverside/San Bernardino +26,800. I have also attached a copy of the full Blue Book at the end of the report so that everyone can check changes in their respective market.

You will find some very usable sales tips, ideas and training tools in this week's report. There is also a great collection of articles to help with revenue forecasting and strategic planning. There is literally a "wealth of knowledge" in your curated articles and resources in this week's update so let's get enlightened.....

"There is no wealth like knowledge, and no poverty like ignorance."

— Buddha

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Top Five Selected Articles/Resources

How To Win A Price War

The key to this common but often destructive challenge? Turn the price war into a value war.

Chief Executive March 29, 2022

<https://chiefexecutive.net/how-to-win-a-price-war/>

Business Acumen 101

The Center For Sales Strategy (Matt Sunshine) March 28, 2022

https://blog.thecenterforsalesstrategy.com/business-acumen-101?utm_campaign=subscriber&utm_medium=email&_hsmi=208175732&_hsenc=p2ANqtz-92sbRbj05pJIEJx6BdRPr9qFu9Cd7LB7OfDVRUR5VvUoJXaD44blky0fGe-OQ8o7y7472NefEhvs2ltPnf-QdKHw3eg&utm_content=208175732&utm_source=hs_email

Sales Hooks That Snap Prospects to Attention

Sales Fuel March 26, 2022

<https://salesfuel.com/sales-hooks-that-snap-prospects-to-attention/>

Churn Reduction: 5 Powerful Strategies For Preventing Customer Churn

Gong February 22, 2022

<https://www.gong.io/blog/churn-reduction/>

Six Practical Ways to Help Your Team Make More Sales

The Center For Sales Strategy (Matt Sunshine) March 29, 2022

https://blog.thecenterforsalesstrategy.com/six-practical-ways-to-help-your-team-make-more-sales?utm_campaign=subscriber&utm_medium=email&_hsmi=208312541&_hsenc=p2ANqtz-

[8xT2yNvRQuUhdC7cRFR22xT0P77pL5F50CkEeCIMur2NptkBpINcWyZvdqxGD1WARYGgkFuuFXg4sdX4LEQ_0wjuKg1A&utm_content=208312541&utm_source=hs_email](https://www.scba.com/newsroom/8xT2yNvRQuUhdC7cRFR22xT0P77pL5F50CkEeCIMur2NptkBpINcWyZvdqxGD1WARYGgkFuuFXg4sdX4LEQ_0wjuKg1A&utm_content=208312541&utm_source=hs_email)

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

4 Steps to Higher CRM Adoption

The Center For Sales Strategy (Dean Moothart) March 30, 2022

https://blog.thecenterforsalesstrategy.com/4-steps-to-higher-crm-adoption?utm_campaign=subscriber&utm_medium=email&hsmi=208451996&hsenc=p2ANqtz--o988yOHQJJdhjHYle8ReANywgQivUL8rf-a5HsgHkA28IAcgCzEH7rRfwnSXsBGn37YfWAh5LdTNBSdqvgDXZ_gAWhA&utm_content=208451996&utm_source=hs_email

Survey Says AM/FM Radio Still #1 in the Car

Radio World (Edison Research) March 29, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/survey-says-am-fm-radio-still-1-in-the-car?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=677DB40E-D25B-471A-8BE5-3A3798F4F0FC&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

How Radio Newbies Start Slow Before Increasing Their Advertising Weight.

Inside Radio (Media Monitors) March 29, 2022

https://www.insideradio.com/free/how-radio-newbies-start-slow-before-increasing-their-advertising-weight/article_34cf2a84-af3c-11ec-92c8-0b0c6c247aed.html

Consumer confidence rises for first time this year

Chain Store Age (The Conference Board) March 29, 2022

https://chainstoreage.com/consumer-confidence-rises-first-time-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Cox Automotive Auto Market Report

Cox Automotive March 29, 2022 (video report)

<https://www.coxautoinc.com/market-insights/cox-automotive-auto-market-report-march-29-2022/>

Be Your Best At Being A Resource

Radio Ink (Marc Greenspan) March 28, 2022

https://radioink.com/2022/03/28/be-your-best-at-being-a-resource/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

Is There Still A Consumer Cash Bump From Tax Refunds?

MediaPost March 28, 2022

https://www.mediapost.com/publications/article/372462/is-there-still-a-consumer-cash-bump-from-tax-refun.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125736&hshid=Y1PEPj99RXCij6hr8RtU_Q

Another Strong Week at Spot Radio, Indeed

Radio + Television Business Report March 28, 2022

<https://www.rbr.com/mmr-032822/>

The Fun Danger Of Creative Thinking In Sales

Radio Ink (Loyd Ford) March 28, 2022

<https://radioink.com/2022/03/28/the-fun-danger-of-creative-thinking-in-sales/>

RAB: Listeners Want Personal Connection To Their Insurance Agents.

Inside Radio March 28, 2022

https://www.insideradio.com/free/rab-listeners-want-personal-connection-to-their-insurance-agents/article_ed1f27cc-ae71-11ec-ab0f-7b1207b127d3.html

Business Alliance Group

Radio Ink (Rick Fink) March 28, 2022

https://radioink.com/2022/03/28/business-alliance-group/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Two Types of Confidence

SalesFuel March 26, 2022

<https://salesfuel.com/the-two-types-of-confidence/>

Sales Cycles: What They Are and Why You Need Them

SalesFuel March 26, 2022

<https://salesfuel.com/sales-cycles/>

4 tips for reengaging with audiences (customers) post-pandemic

PR Daily March 26, 2022

<https://www.prdaily.com/4-tips-for-reengaging-with-audiences-post-pandemic/>

Consumer survey finds brick-and-mortar making a comeback — with safety in mind

Chain Store Age March 25, 2022

https://chainstoreage.com/consumer-survey-finds-brick-and-mortar-making-comeback-safety-mind?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Daily+Breaker&utm_keyword=

Research: When Praising the Competition Benefits Your Brand

Harvard Business Review March 24, 2022

<https://hbr.org/2022/03/research-when-praising-the-competition-benefits-your-brand>

Radio Rides With Cycling Enthusiasts.

Inside Radio (The Media Audit) March 24, 2022

https://www.insideradio.com/free/radio-rides-with-cycling-enthusiasts/article_f148e32a-ab3c-11ec-82ac-dbce9bd9e6ec.html

Rituals at Work: Teams That Play Together Stay Together

Harvard Business School March 24, 2022

https://hbswk.hbs.edu/item/rituals-at-work-teams-that-play-together-stay-together?utm_source=sfmc&utm_medium=email&utm_campaign=WK+Newsletter+3-30-2022+B&utm_term=Rituals+at+Work%3a+Teams+That+Play+Together+Stay+Together&utm_id=456465

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

[Top Five Selected Articles/Resources](#)

Analysts See ‘Similar Playbook’ For Radio From Nielsen One.

Inside Radio March 30, 2022

https://www.insideradio.com/free/analysts-see-similar-playbook-for-radio-from-nielsen-one/article_5465ed5c-aff9-11ec-aa6a-2f9b88bac735.html

Digital Audio Ad Spend Now Nearly Equal To AM/FM

Radio + Television Business Report March 28, 2022

<https://www.rbr.com/digital-audio-ad-spend-now-nearly-equal-to-am-fm/?event=login>

Citing War, Magna Revises 2022 Ad Outlook Down 1.5 Points

MediaPost March 28, 2022

https://www.mediapost.com/publications/article/372409/citing-war-magna-revises-2022-ad-outlook-down-15.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125736&hash_id=Y1PEPj99RXCjj6hr8RtU_Q

April Fool’s Day and the FCC’s Hoax Rule – Be Careful Out There

Broadcast Law Blog (David Oxenford) March 28, 2022

<https://www.broadcastlawblog.com/2022/03/articles/april-fools-day-and-the-fccs-hoax-rule-be-careful-out-there/>

Infinite Dial Shows Pandemic Impact On Consumer Media Behaviors.

Inside Radio (Edison Research) March 24, 2022

https://www.insideradio.com/free/infinite-dial-shows-pandemic-impact-on-consumer-media-behaviors/article_e12947d6-ab3d-11ec-88ee-1bd003750054.html

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

What Does The Nielsen Sale Mean to You?

Radio Ink (Buzz Knight) March 30, 2022

<https://radioink.com/2022/03/30/what-does-the-nielsen-sale-mean-to-you/>

Nielsen Agrees To \$16 Billion Sale To Private Equity Group.

Inside Radio March 29, 2022

https://www.insideradio.com/free/nielsen-agrees-to-16-billion-sale-to-private-equity-group/article_28d4f014-af56-11ec-8da0-73425b1d4b9b.html

When Will “Netflixification” Come To Radio?

Jacobs Media Strategies (Fred Jacobs) March 29, 2022

<https://jacobsmedia.com/when-will-netflixification-come-to-radio/>

U.S. OTT Ad Spend Reached \$4 Billion In 4 Months

MediaPost March 29, 2022

https://www.mediapost.com/publications/article/372507/us-ott-ad-spend-reached-4-billion-in-4-months.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125756&hashid=MvrWDWYNRcOEFJu_y2GIhQ

Infinite Dial: Smartphone Adoption Plateaus As Smart Speaker Penetration Continues To Rise.

Inside Radio (Edison Research) March 28, 2022

https://www.insideradio.com/free/infinite-dial-smartphone-adoption-plateaus-as-smart-speaker-penetration-continues-to-rise/article_2adf2a76-ae72-11ec-92db-4ba88f6eb002.html

Podcasters Shake Off Latest Infinite Dial Data Showing Slower Listener Growth.

Inside Radio March 28, 2022

https://www.insideradio.com/free/podcasters-shake-off-latest-infinite-dial-data-showing-slower-listener-growth/article_63b82406-ae72-11ec-aaf5-03c52edf485c.html

Radio Streaming Rates Likely To Remain In Limbo Until Next Year.

Inside Radio (Copyright Royalty Board) March 28, 2022

https://www.insideradio.com/free/radio-streaming-rates-likely-to-remain-in-limbo-until-next-year/article_48636e04-ae72-11ec-b724-07212135a469.html

Bleak Future for Linear TV Has Arrived, Analyst Finds

Broadcasting + Cable March 25, 2022

<https://www.nexttv.com/news/bleak-future-for-linear-tv-has-arrived-analyst-finds>

Why Is Podcasting So Effing Hard?

Jacobs Media Strategies (Fred Jacobs) March 25, 2022

<https://jacobsmedia.com/why-is-podcasting-so-effing-hard/>

Streaming Audio Climbs the Charts With Marketers, but Some Want More Certainty

Ad prices are rising in podcast and other digital audio even as measurement remains a challenge

WSJ March 25, 2022

<https://www.wsj.com/articles/streaming-audio-climbs-the-charts-with-marketers-but-some-want-more-certainty-11648227771>

Music Industry Takes Its Radio Royalty Case To The FCC.

Inside Radio March 25, 2022

https://www.insideradio.com/free/music-industry-takes-its-radio-royalty-case-to-the-fcc/article_bba72316-ac05-11ec-a3ec-6b88540d18e5.html

TV Needs to Measure Audiences, but Won't Have Nielsen or Comscore Accreditation for Upfront's Start

Variety March 24, 2022

<https://variety.com/2022/tv/news/nielsen-comscore-ispot-accreditation-media-rating-council-upfront-1235213520/>

TV Ad Spend To Fall Below 20% Of Total For First Time

MediaPost March 25, 2022

https://www.mediapost.com/publications/article/372394/tv-ad-spend-to-fall-below-20-of-total-for-first-t.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125714&hashid=0GmwUb-VQzGI9svJRwTNRa

NPR Story Says That You are Allowed to Lie in Broadcast Political Ads – Half the Story?

Broadcast Law Blog (David Oxenford) March 23, 2022

<https://www.broadcastlawblog.com/2022/03/articles/npr-story-says-that-you-are-allowed-to-lie-in-broadcast-political-ads-half-the-story/>

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=NL1009>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 1 (March 9 - 15, 2022). This is the week that we switched to Daylight Savings Time and threw ourselves out of sync for a few days.

Los Angeles (Metro 12+ Population 11,369,600)

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

Mar Week 2 - 608,200

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

Mar Week 2 - 10,090,400

Riverside/San Bernardino (Metro 12+ Population 2,172,100)

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
Mar Week 2 - 130,100

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

Mar Week 1 - 1,893,300
Mar Week 2 - 1,956,400

San Diego (Metro 12+ Population 2,881,200)

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
Mar Week 2 - 129,600

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

Mar Week 2 - 2,397,100

ATTACHMENT: [NIELSEN BLUEBOOK SPRING 2022](#)

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