

APRIL 6, 2022

Another great collection of curated articles and resources for you again this week. There are always a few items each week that I debate with myself whether they should go in the Sales section or the Management section. One great example is the first article posted in the Management section today entitled: **A Wall Street View Of Radio: 'The Most Cost-Efficient Reach Medium.'** This article has some great takeaways for sales too so be sure to check it out.

So let's get some knowledge and build equity in ourselves...

"The critical feature of a knowledge workforce is that its workers are not labor, they are capital."

– Peter Drucker "They're Not Employees; They're People," Harvard Business Review, February 2002

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Selling at the Speed of Light

The Center For Sales Strategy (Greg Giersch) April 6, 2022

https://blog.thecenterforsalesstrategy.com/selling-at-the-speed-of-light?utm_campaign=subscriber&utm_medium=email&_hsmi=209179430&_hsenc=p2ANqtz-8Z5vvk69CN0l8ccRY-r4N6cD7BMvQKpzbUWqQBvwjau8YFCZ1miRVTv1WKqrhvKUFQRBLrmVzFdAJIsVAWq4F65yZrHw&utm_content=209179430&utm_source=hs_email

Intangible vs Tangible

Radio Ink (Rick Fink) April 4, 2022

<https://radioink.com/2022/04/04/intangible-vs-tangible/>

What Does Revenue Look Like At The TOP?

Radio Ink (Lloyd Ford) April 4, 2022

https://radioink.com/2022/04/04/what-does-revenue-look-like-at-the-top/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Better Selling Demands Better Storytelling

SalesFuel April 2, 2022

<https://salesfuel.com/better-selling-demands-better-storytelling/>

Why Radio Is the Ideal Place to Share Brand Stories

ANA (RAB) March 29, 2022

https://www.ana.net/miccontent/show/id/ii-2022-03-radio-brand-stories?st3=220402saturdaynon&utm_source=informz&utm_medium=email&utm_campaign=220402-whatshappening-non&zs=FANij1&zl=1PAH8

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Spring Signals Fast Food Time For National Radio Advertisers.

Inside Radio April 5, 2022

https://www.insideradio.com/free/spring-signals-fast-food-time-for-national-radio-advertisers/article_87d144a8-b4b2-11ec-b051-2ba6e2975e9c.html

Scoring With More Attentive Listeners, Sports Play-By-Play Gives Advertisers 'Increased Engagement.'

Inside Radio (Westwood One) April 5, 2022

https://www.insideradio.com/free/scoring-with-more-attentive-listeners-sports-play-by-play-gives-advertisers-increased-engagement/article_55882dd0-b4b3-11ec-bf26-fb9718c3b619.html

In with the old: How radio is beating streaming at its own game

(Note: This is a story about radio in Great Britain but it has relevance here too)

The New Statesman April 5, 2022

<https://www.newstatesman.com/business/2022/04/in-with-the-old-how-radio-is-beating-streaming-at-its-own-game>

How To Social Sell Across These Different Platforms

The Center For Sales Strategy (Amanda Meade) April 4, 2022

https://blog.thecenterforsalesstrategy.com/how-to-social-sell-across-different-platforms?utm_campaign=subscriber&utm_medium=email&hsmi=208910668&hsenc=p2ANqtz--gFgNjeRtJqKahjkY_K9zigrMcWkrSCdgxMK9KytzLzz8YzwceJ9P5JrTdA3Czj_-BHWvFhHK2f2RTolg6WhnFLeBFTw&utm_content=208910668&utm_source=hs_email

Why the Auto Sector Is Underperforming in 2022

The Motley Fool April 3, 2022

<https://www.fool.com/investing/2022/04/03/why-the-auto-sector-is-underperforming-in-2022/>

Shorten the Sales Cycles to Win Over Today's Buyers

SalesFuel April 2, 2022

<https://salesfuel.com/shorten-the-sales-cycles-to-win-over-todays-buyers/>

Back to In-Person Networking? Don't Forget the Follow-Up Email!

SalesFuel April 2, 2022

<https://salesfuel.com/back-to-in-person-networking-dont-forget-the-follow-up-email/>

Economy has 'strong momentum' despite inflation, Ukraine challenges

Chain Store Age April 1, 2022

https://chainstoreage.com/economy-has-strong-momentum-despite-inflation-ukraine-challenges?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS_A+Day+Breaker&utm_keyword=

Restaurant Traffic Up In February, But Are Rising Gas Prices Dashing Hopes For March?

Inside Radio (The NPD Group) April 1, 2022

https://www.insideradio.com/free/restaurant-traffic-up-in-february-but-are-rising-gas-prices-dashing-hopes-for-march/article_b258982a-b18d-11ec-9992-d34a0c375cab.html

How to Create a Healthy and Effective Goal-Driven Sales Environment, According to Sales Leaders

HubSpot April 1, 2022

<https://blog.hubspot.com/sales/goal-driven-sales-environment?hstc=201195441.2321e18c034ad9e8a88aab27318f82fe.1646173404459.1649099212020.1649102578853.14&hssc=201195441.1.1649102578853&hsfp=1600442407>

NFTs: Are They Relevant for Radio?

While there is no simple answer, it is a fun subject to explore

RadioWorld April 2, 2022

https://www.radioworld.com/columns-and-views/promo-power/nfts-are-they-relevant-for-radio?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=99E471CC-C68A-40D1-A703-078E2906B8D8&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Consumers spend more cautiously as they struggle to evade inflation

eMarketer April 1, 2022

https://www.emarketer.com/content/consumers-spend-more-cautiously-they-struggle-evade-inflation?utm_source=Triggermail&utm_medium=email&utm_campaign=4.6.22&utm_term=eMarketer%20Retail

How to Stop Writing Average Emails: 16 Quick Tips

Entrepreneur March 31, 2022

<https://www.entrepreneur.com/article/421241>

Nielsen: Women Are Behind The Big Gains In Podcast Engagement.

Inside Radio March 31, 2022

https://www.insideradio.com/free/nielsen-women-are-behind-the-big-gains-in-podcast-engagement/article_b934d2fe-b11e-11ec-8deb-9778e332ac18.html

Consumer Insights: Radio is Sports Fans' 'Activity' Medium.

Inside Radio (The Media Audit) March 31, 2022

https://www.insideradio.com/free/consumer-insights-radio-is-sports-fans-activity-medium/article_56951e7a-b0c3-11ec-b339-739def06cf40.html

With Continued Sales And Supply Issues, Auto Market Remains 'Stuck In Low Gear.'

Inside Radio (Cox Automotive) March 31, 2022

https://www.insideradio.com/free/with-continued-sales-and-supply-issues-auto-market-remains-stuck-in-low-gear/article_701a16ca-b0c3-11ec-b6d8-034a01c778f7.html

Tostitos turns sounds of chips and jars into audio logo

Here is a major point made in this article:

"Consumers are spending an increasing amount of time on audio only channels, where they cannot see visual brand advertising, according to Made Music Studio. A distinguishable audio signature is more important than ever as consumers make this switch."

MarketingDive March 29, 2022

<https://www.marketingdive.com/news/tostitos-turns-sounds-of-chips-and-jars-into-audio-logo/621115/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

A Wall Street View Of Radio: ‘The Most Cost-Efficient Reach Medium.’

Inside Radio (Dan Day - B. Riley Securities) April 6, 2022

https://www.insideradio.com/free/a-wall-street-view-of-radio-the-most-cost-efficient-reach-medium/article_70ab836a-b57a-11ec-8faa-6b14df88811e.html

House of Representatives Passes MORE Act to Remove Marijuana from Schedule I – Don’t Rush to Start Airing Pot Ads Yet

Broadcast Law Blog (David Oxenford) April 5, 2022

https://www.broadcastlawblog.com/2022/04/articles/house-of-representatives-passes-more-act-to-remove-marijuana-from-schedule-i-dont-rush-to-start-airing-pot-ads-yet/?utm_source=David+Oxenford%2C+Esq++Broadcast+Law+Blog&utm_campaign=35fc6830e0-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-35fc6830e0-70190309

Broadcasters Are Optimistic As Q2 Gets Underway.

Inside Radio April 4, 2022

https://www.insideradio.com/free/broadcasters-are-optimistic-as-q2-gets-underway/article_67012b70-b3dc-11ec-855a-3fa3790b5c9b.html

Nielsen Expresses Confidence in PPM Wearables

Devices have been through lab tests, focus groups, “carry testing” and other vetting

RadioWorld April 1, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-expresses-confidence-in-ppm-wearables?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=06307D55-1166-46D7-8949-1D173C2D565A&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Here’s How Nielsen Plans To Roll Out New PPM Wearables.

Inside Radio April 1, 2022

https://www.insideradio.com/free/here-s-how-nielsen-plans-to-roll-out-new-ppm-wearables/article_84e6eef4-b18e-11ec-a017-1f0c7c1f149f.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Lawmakers Press Biden For More Federal Ad Dollars For Black-Owned Media.

Inside Radio (Congressional Black Caucus) April 6, 2022

https://www.insideradio.com/free/lawmakers-press-biden-for-more-federal-ad-dollars-for-black-owned-media/article_c07b266c-b579-11ec-9615-33b1d5b4d5d4.html

Podtrac Says Downloads Grew Last Week, Led By 21% Jump In True Crime Downloads.

Inside Radio April 5, 2022

https://www.insideradio.com/podcastnewsdaily/podtrac-says-downloads-grew-last-week-led-by-21-jump-in-true-crime-downloads/article_77ae7e96-b4fe-11ec-a662-ef26577d94b8.html

The Path To Innovation Is Never An Easy One

Jacobs Media Strategies (Fred Jacobs) April 5, 2022

<https://jacobsmedia.com/the-path-to-innovation-is-never-an-easy-one/>

Is More Measurement Data, Better Data? Not Necessarily, Says GroupM's Brian Wieser.

Inside Radio April 5, 2022

https://www.insideradio.com/free/is-more-measurement-data-better-data-not-necessarily-says-groupm-s-brian-wieser/article_fc7abbea-b4b2-11ec-8458-3b541ca2f7c2.html

Podcast advertising prospers but needs solutions to reach full potential

MarketingDive April 4, 2022

https://www.marketingdive.com/news/podcast-advertising-programmatic-dynamic-insertion/621511/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-04-05%20Marketing%20Dive%20Newsletter%20%5Bissue:40851%5D&utm_term=Marketing%20Dive

Is Radio Becoming A P1 Medium?

Jacobs Media Strategies (Fred Jacobs) April 4, 2022

<https://jacobsmedia.com/is-radio-becoming-a-p1-medium/>

Survey Finds Listeners Aren't As Squeamish About Sensitive Content As Ad Buyers.

Inside Radio (Acast) April 4, 2022

https://www.insideradio.com/podcastnewsdaily/survey-finds-listeners-aren-t-as-squeamish-about-sensitive-content-as-ad-buyers/article_c02580e6-b438-11ec-a858-835005eb11c5.html

NAB Warns Radio Could Face 10% Regulatory Fee Hike If FCC Doesn't Make Changes.

Inside Radio April 4, 2022

https://www.insideradio.com/free/nab-warns-radio-could-face-10-regulatory-fee-hike-if-fcc-doesn-t-make-changes/article_471ca8c0-b3dc-11ec-9ba7-1336613d1a61.html

Facebook advertisers can pursue class action over ad rates

Reuters March 29, 2022

<https://www.reuters.com/business/facebook-advertisers-can-pursue-class-action-over-ad-rates-2022-03-29/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 1 (March 16 - 22, 2022). It is a Goldilocks kind of week: not too cold and not too hot.

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
Mar Week 3 - 608,300

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
Mar Week 3 - 10,286,200

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
Mar Week 3 - 126,000

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
Mar Week 3 - 1,933,200

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
Mar Week 3 - 125,600

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
Mar Week 3 - 2,392,900

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