

APRIL 13, 2022

It's almost mid-April but according to Nielsen it's the end of March. The summary results for March Week 4 and the Full Month for our PPM markets is posted at the end of this week's Roundup.

There is also plenty of good, usable information in your curated lists today so let's get learning and hit our goals faster!

“Personal development is a major time-saver. The better you become, the less time it takes you to achieve your goals.”

—Brian Tracy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

AM/FM radio rules ad-supported listening, despite advertisers' perceptions

eMarketer April 11, 2022

https://www.emarketer.com/content/am-fm-radio-ad-supported-listening/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20220412AdSupportedAudioCOTD&utm_content=A&utm_term=COTD%20Active%20List

Sales Pipeline vs Sales Funnel: Do You Know the Difference?

The Center For Sales Strategy (Elissa Nauful) April 11, 2022

https://blog.thecenterforsalesstrategy.com/sales-pipeline-vs-sales-funnel-do-you-know-the-difference?utm_campaign=subscriber&utm_medium=email&hsmi=209637182&hsenc=p2ANqtz-9EEsk8guuPiERkkg39LQ8jOl6QtC5eHliivpcokKceCSTxDzHuapOAQOXcdsWgBZ2wg81agCz-dZ8voKQZHQG_21Tipw&utm_content=209637182&utm_source=hs_email

The 21st Century Radio I Can Awards

Radio Ink (Loyd Ford) April 11, 2022

https://radioink.com/2022/04/11/the-21st-century-radio-i-can-awards/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Building Trust Bridges the Wide "Trust Gap" With Buyers

SalesFuel April 9, 2022

<https://salesfuel.com/building-trust-bridges-the-wide-trust-gap-with-buyers/>

The Case For Radio To Get A Larger Share Of Political Ad Budgets.

Inside Radio (Nielsen) April 8, 2022

https://www.insideradio.com/free/the-case-for-radio-to-get-a-larger-share-of-political-ad-budgets/article_814b0a98-b70e-11ec-98af-57114761a7f2.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Radio Gives Big Lift To Department Stores

Radio Ink April 12, 2022

<https://radioink.com/2022/04/12/radio-gives-big-lift-to-department-stores/>

AdExplainer: CTV Or OTT: What's The Difference?

ad exchanger April 11, 2022

https://www.adexchanger.com/adexplainer/adexplainer-ctv-or-ott-whats-the-difference/?oly_enc_id=0651H4943323A6U

A Matter Of Trust: Morning Consult Poll Gives High Marks For Radio News.

Inside Radio (Morning Consult) April 11, 2022

https://www.insideradio.com/free/a-matter-of-trust-morning-consult-poll-gives-high-marks-for-radio-news/article_2a13d1f6-b975-11ec-bd4a-8faa9e9fdcba.html

A Big Pharmacy Brand Struts its Stuff at Spot Radio

Radio + Television Business Report April 11, 2022

<https://www.rbr.com/mm-spot-10-r-041122/>

Magid: Radio & Podcast Hosts Seen As 'Relatable, Trustworthy And Authentic.'

Inside Radio (Magid) April 11, 2022

https://www.insideradio.com/free/magid-radio-podcast-hosts-seen-as-relatable-trustworthy-and-authentic/article_74601568-b9d8-11ec-97ca-ef670a39798d.html

HORIZON MEDIA AND NIELSEN TO LAUNCH MULTICULTURAL PLANNING PLATFORM

AdAge April 11, 2022

<https://adage.com/article/agency-news/nielsen-and-horizon-media-launch-multicultural-planning-platform/2411071>

Miles Traveled Are Up, Despite Soaring Gas Prices.

Inside Radio April 11, 2022

https://www.insideradio.com/free/miles-traveled-are-up-despite-soaring-gas-prices/article_6320274c-b975-11ec-bdfb-870cabba0881.html

What's It Worth? Ask for It!

Radio Ink (Rick Fink) April 11, 2022

https://radioink.com/2022/04/11/whats-it-worth-ask-for-it/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Tax Services Are Getting A Return This Year – From Broadcast Radio.

Inside Radio (Analytic Owl) April 11, 2022

https://www.insideradio.com/free/tax-services-are-getting-a-return-this-year-from-broadcast-radio/article_bcb44bda-b975-11ec-bb24-5331954b60e6.html

Be A Great Advocate For Radio

Radio Ink (Marc Greenspan) April 11, 2022

https://radioink.com/2022/04/11/be-a-great-advocate-for-radio/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Mental Strength Can Lift Your Sales Relationships

SalesFuel April 9, 2022

<https://salesfuel.com/mental-strength-can-lift-your-sales-relationships/>

Leverage Sales Tools to Enhance Your Virtual Selling

SalesFuel April 9, 2022

<https://salesfuel.com/leverage-sales-tools-to-enhance-your-virtual-selling/>

Bob Raissman: With baseball now spread across streaming services, consider the humble radio

New York Daily News April 9, 2022

<https://www.nydailynews.com/sports/baseball/yankees/ny-amazon-apple-peacock-mlb-radio-20220409-tlj23cfb3bg37fyp3bxxm7gwi-story.html>

Auto Update: Demand For Used Cars Falls, But Prices Stay High.

Inside Radio (CoPilot) April 8, 2022

https://www.insideradio.com/free/auto-update-demand-for-used-cars-falls-but-prices-stay-high/article_a5f0c0c4-b77f-11ec-97c7-4f6f0eada4e2.html

Mastercard SpendingPulse: March sales increase 8.4%; in-store sales rebound

Chain Store Age April 7, 2022

https://chainstoreage.com/mastercard-spendingpulse-march-sales-increase-84-store-sales-rebound?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Radio Broadly Reaches Vehicle Buyers, Even in a Chaotic Market.

Inside Radio (The Media Audit) April 7, 2022

https://www.insideradio.com/free/radio-broadly-reaches-vehicle-buyers-even-in-a-chaotic-market/article_4d223800-b640-11ec-821c-fb5f2a906d54.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Digital Ad Revenue Jumped 35% in the U.S. Last Year, Biggest Gain Since 2006

Advertising has followed shopping online during the pandemic at a breathless rate. The ad spend was concentrated—78.6%—at just 10 top digital publishers and platforms and the proportion is creeping higher

WSJ April 12, 2022

<https://www.wsj.com/articles/digital-ad-revenue-jumped-35-in-the-u-s-last-year-biggest-gain-since-2006-11649759401>

4 Reasons for Restructuring Your Sales Team

The Center For Sales Strategy (Susan McCullin) April 12, 2022

https://blog.thecenterforsalesstrategy.com/4-reasons-for-restructuring-your-sales-team?utm_campaign=subscriber&utm_medium=email&_hsmi=209778104&_hsenc=p2ANqtz-8QPymcnxjUkT7ltKkxIMa021ZwcyLrxZTp2Z9OAKLRZ3P-wZ048zHDUo9Dgx9IeZCUDkvF9sBWtFgaJJi9wABXEAgSeg&utm_content=209778104&utm_source=hs_email

Digital Audio Projected To Grow Its Share Of Political Ad Dollars.

Inside Radio (TransUnion) April 11, 2022

https://www.insideradio.com/podcastnewsdaily/digital-audio-projected-to-grow-its-share-of-political-ad-dollars/article_191002e0-b9ba-11ec-9fc0-4b460e69c5cf.html

SMI: U.S. Ad Market Simmers Down After 2021's 'Unprecedented' Gains.

Inside Radio (Standard Media Index) April 8, 2022

https://www.insideradio.com/free/smi-u-s-ad-market-simmers-down-after-2021-s-unprecedented-gains/article_ea6cb562-b70e-11ec-a9a5-f78a4f107bac.html

April U.S. Economic Outlook: Headwinds Mounting for U.S. Economy

Morning Consult April 7, 2022

ATTACHMENT: [US-ECONOMIC-OUTLOOK-REPORT-APRIL](#)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Where's 2022's Podcast Listener Growth Coming? Survey Offers Some Clues.

Inside Radio (YouGov) April 13, 2022

https://www.insideradio.com/podcastnewsdaily/where-s-2022-s-podcast-listener-growth-coming-survey-offers-some-clues/article_283075fc-bb4a-11ec-8d87-c3c7d956e3cb.html

Digital Video and Audio Lead Advertising's Growth

STREETFIGHT April 13, 2022

https://streetfightmag.com/2022/04/13/digital-video-and-audio-lead-advertisings-growth/?utm_source=Street+Fight+List&utm_campaign=7211a83e63-EMAIL_CAMPAIGN_11_9_2021_21_21_COPY_01&utm_medium=email&utm_term=0_c0d1b13c61-7211a83e63-381603370&mc_cid=7211a83e63&mc_eid=281a8bbec8&doing_wp_cron=1649877047.1057391166687011718750

Radio Industry Strikes Interim Licensing Deal With BMI.

Inside Radio April 12, 2022

https://www.insideradio.com/free/radio-industry-strikes-interim-licensing-deal-with-bmi/article_11268c12-ba31-11ec-80c4-634a0df00114.html

SAG-AFTRA Board Approves Commercials Contracts, With Adjustments For Digital Platform Growth.

Inside Radio April 12, 2022

https://www.insideradio.com/podcastnewsdaily/sag-aftra-board-approves-commercials-contracts-with-adjustments-for-digital-platform-growth/article_4cecaf40-ba7e-11ec-ab5f-9b12d018cb7a.html

Not Ready for Prime Time -- Audience Measurement in Disarray

NextTV/Broadcasting + Cable April 12, 2022

<https://www.nexttv.com/blogs/not-ready-for-prime-time-audience-measurement-in-disarray>

FCC Political Ad Decision Shows Burden Of Proof Is Still On Write-In Candidates.

Inside Radio April 12, 2022

https://www.insideradio.com/free/fcc-political-ad-decision-shows-burden-of-proof-is-still-on-write-in-candidates/article_9205d10e-ba30-11ec-9579-67d86afaf375.html

Nielsen's Biggest Shareholder Comes Out Against Sale, And Begins Taking Steps To Block It.

Inside Radio April 12, 2022

https://www.insideradio.com/free/nielsen-s-biggest-shareholder-comes-out-against-sale-and-begins-taking-steps-to-block-it/article_edd3f6b4-ba30-11ec-945a-8bc3ec159ba7.html

Out-of-Home Ad Spending Rebounds In 2021, Remains 17% Below 2019's High

MediaPost April 11, 2022

https://www.mediapost.com/publications/article/372873/out-of-home-ad-spending-rebounds-in-2021-remains.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125894&hashid=Y1PEPj99RXCj6hr8RtU_Q

Concerts And Live Events Have Returned – And Radio Is Ready.

Inside Radio April 11, 2022

https://www.insideradio.com/free/concerts-and-live-events-have-returned-and-radio-is-ready/article_fff8b318-b975-11ec-9ddf-53d7e4a30fcd.html

Car Thing Now Allows Users To Add To Their Podcast And Song Queue.

Inside Radio April 8, 2022

https://www.insideradio.com/free/car-thing-now-allows-users-to-add-to-their-podcast-and-song-queue/article_c88f47e0-b77f-11ec-ae52-bb6520ca5fbb.html

Podcast Listeners Respond Best To Ads Not Repurposed From Radio, Survey Finds.

Inside Radio (Acast) April 8, 2022

https://www.insideradio.com/free/podcast-listeners-respond-best-to-ads-not-repurposed-from-radio-survey-finds/article_5af4d608-b70e-11ec-b862-ab17a274697f.html

What Would It Take For Measurement Alternatives To Topple Nielsen?

Inside Radio April 7, 2022

https://www.insideradio.com/free/what-would-it-take-for-measurement-alternatives-to-topple-nielsen/article_acfe51f0-b640-11ec-a848-6f34aca3dc13.html

A not-so-smart rise in smart speaker ownership

eMarketer April 7, 2022

https://www.emarketer.com/content/smart-speaker-ownership/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=I120220408SmartSpeakersCO&utm_content=Final&utm_term=COTD%20Active%20List

Lawmakers Want Songs On Spotify's Discovery Mode Labeled As Paid Content.

Inside Radio April 7, 2022

https://www.insideradio.com/free/lawmakers-want-songs-on-spotify-s-discovery-mode-labeled-as-paid-content/article_10ff59ac-b6b8-11ec-945c-5f122f1de603.html

Automakers' National TV Spending Dips 27.4%

MediaPost April 6, 2022

<https://www.mediapost.com/publications/article/372780/automakers-national-tv-spending-dips-274.html>

Baseball-Style Arbitration Considered For Bill Allowing Radio To Negotiate With Big Tech.

Inside Radio (WSJ) April 7, 2022

https://www.insideradio.com/free/baseball-style-arbitration-considered-for-bill-allowing-radio-to-negotiate-with-big-tech/article_c959514c-b640-11ec-8da4-4fcd3812cb92.html

Nielsen's New Owners Face Old TV-Measurement Challenges

Variety April 5, 2022

<https://variety.com/2022/tv/news/nielsen-new-owners-tv-measurement-challenges-1235224833/>

Why Is Everything An Emergency? 9 Ways To Focus On What's Important Versus What's Urgent.

Frank Sonnenberg Online April 5, 2022

<https://www.franksonnenbergonline.com/blog/why-is-everything-an-emergency/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 4 (March 23-29, 2022) and the Full Month of March.

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 Monthly - 608,100

Mar Week 1 - 629,900
Mar Week 2 - 608,200
Mar Week 3 - 608,300
Mar Week 4 - 586,200

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 Monthly - 10,149,100

Mar Week 1 - 10,180,800
Mar Week 2 - 10,090,400
Mar Week 3 - 10,286,200
Mar Week 4 - 10,039,200

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 Monthly - 124,500

Mar Week 1 - 122,600

Mar Week 2 - 130,100

Mar Week 3 - 126,000

Mar Week 4 - 119,600

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 Monthly - 1,921,700

Mar Week 1 - 1,893,300

Mar Week 2 - 1,956,400

Mar Week 3 - 1,933,200

Mar Week 4 - 1,904,200

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 Monthly -

Mar Week 1 - 124,700

Mar Week 2 - 129,600

Mar Week 3 - 125,600

Mar Week 4 -

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 Monthly -

Mar Week 1 - 2,396,000

Mar Week 2 - 2,397,100

Mar Week 3 - 2,392,900

Mar Week 4 -

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