

**APRIL 20, 2022**

As we enter into Q2 there is a sense of momentum building in spite of some headwinds in the general economy. There are plenty of sales, forecasting and management guidance resources in today's curated lists to help sustain that momentum so let's get matriculating...

**Life is a classroom. Only those willing to be lifelong learners will move to the head of the class.**

– Zig Ziglar

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Don't Do It! Stop Pitching and Start Asking!**

The Center For Sales Strategy (Trey Morris) April 19, 2022

[https://blog.thecenterforsalesstrategy.com/stop-pitching-and-start-asking?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=210429458&hsenc=p2ANqtz--H--Gjajf5nDN\\_0ZXgAobQ6PKWDpfrGTYGV505uj6qxnHb4DjbQqBMzNDwYGo2YhwunDD9G9GB-ayzbdQF7w475HqFTQ&utm\\_content=210429458&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/stop-pitching-and-start-asking?utm_campaign=subscriber&utm_medium=email&hsmi=210429458&hsenc=p2ANqtz--H--Gjajf5nDN_0ZXgAobQ6PKWDpfrGTYGV505uj6qxnHb4DjbQqBMzNDwYGo2YhwunDD9G9GB-ayzbdQF7w475HqFTQ&utm_content=210429458&utm_source=hs_email)

**Save Buyers From Information Overload With This Approach**

SalesFuel April 16, 2022

<https://salesfuel.com/save-buyers-from-information-overload-with-this-approach/>

**Client Churn Needs to Be Your Focus NOW**

SalesFuel April 16, 2022

<https://salesfuel.com/client-churn-needs-to-be-your-focus-now/>

**Negotiate better: How to increase your leadership skills**

SmartBrief (Greg Williams) April 15, 2022

[https://corp.smartbrief.com/original/2022/04/negotiate-better-how-to-increase-your-leadership-skills?utm\\_source=brief](https://corp.smartbrief.com/original/2022/04/negotiate-better-how-to-increase-your-leadership-skills?utm_source=brief)

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

eMarketer Apr 11, 2022

<https://www.emarketer.com/content/am-fm-radio-ad-supported-listening>

## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

### **Online Employment Services Place 100K Radio Ads In One Week.**

Inside Radio (Media Monitors) April 19, 2022

[https://www.insideradio.com/free/online-employment-services-place-100k-radio-ads-in-one-week/article\\_d1f2c776-bfa9-11ec-99c0-53fb2e0d8185.html](https://www.insideradio.com/free/online-employment-services-place-100k-radio-ads-in-one-week/article_d1f2c776-bfa9-11ec-99c0-53fb2e0d8185.html)

### **Cumulus Releases Report on Podcast Audience, Smart Speaker Owners**

Shares findings on listener habits and demographics

RadioWorld April 18, 2022

[https://www.radioworld.com/uncategorized/cumulus-releases-report-on-podcast-audience-smart-speaker-owners?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=AF6DA1FE-BFD9-471C-A4F9-D9EBD6D0CCE0&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/uncategorized/cumulus-releases-report-on-podcast-audience-smart-speaker-owners?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=AF6DA1FE-BFD9-471C-A4F9-D9EBD6D0CCE0&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **Joel Raab: Radio, Focus On What We Do Well.**

Inside Radio April 19, 2022

[https://www.insideradio.com/free/joel-raab-radio-focus-on-what-we-do-well/article\\_5f50c370-bfaa-11ec-aebb-8f6cdc14016b.html](https://www.insideradio.com/free/joel-raab-radio-focus-on-what-we-do-well/article_5f50c370-bfaa-11ec-aebb-8f6cdc14016b.html)

### **Here Is How Podcasting's Ad-Skip Rates Stack Up To Other Media.**

Inside Radio April 18, 2022

[https://www.insideradio.com/podcastnewsdaily/here-is-how-podcasting-s-ad-skip-rates-stack-up-to-other-media/article\\_a7545f5e-bf39-11ec-b2c5-2b4c5793ffae.html](https://www.insideradio.com/podcastnewsdaily/here-is-how-podcasting-s-ad-skip-rates-stack-up-to-other-media/article_a7545f5e-bf39-11ec-b2c5-2b4c5793ffae.html)

### **How to Stop Procrastinating**

Harvard Business Review (Alice Boyes) from The Magazine (May–June 2022)

<https://hbr.org/2022/05/how-to-stop-procrastinating>

### **Overall retail sales inch up in March amid inflation; online takes hit**

Chain Store Age April 14, 2022

[https://chainstoreage.com/overall-retail-sales-inch-march-amid-inflation-online-takes-hit?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/overall-retail-sales-inch-march-amid-inflation-online-takes-hit?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **How Does Social Selling Fit Into the Sales Process?**

The Center For Sales Strategy (Amanda Meade) April 18, 2022

[https://blog.thecenterforsalesstrategy.com/how-does-social-selling-fit-into-the-sales-process?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=210301937&hsenc=p2ANqtz-tb5IMY7aM2-sIZPnwI0o-cqKKBEVOnt0Z2xIU1mp5Yy9XNalgb02MF-fPWO4HukXCZ8nZmaGov1yPi8t-UioGRAXE2g&utm\\_content=210301937&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-does-social-selling-fit-into-the-sales-process?utm_campaign=subscriber&utm_medium=email&hsmi=210301937&hsenc=p2ANqtz-tb5IMY7aM2-sIZPnwI0o-cqKKBEVOnt0Z2xIU1mp5Yy9XNalgb02MF-fPWO4HukXCZ8nZmaGov1yPi8t-UioGRAXE2g&utm_content=210301937&utm_source=hs_email)

### **Modest-income buyers being priced out of new-vehicle market**

Fortune April 16, 2022

<https://fortune.com/2022/04/16/modest-income-buyers-priced-out-new-vehicle-market/>

### **How to Keep Your Virtual Audience Engaged**

SalesFuel April 16, 2022

<https://salesfuel.com/how-to-keep-your-virtual-audience-engaged/>

### **How to Respond to an Unreasonable Request**

Harvard Business Review April 14, 2022

<https://hbr.org/2022/04/how-to-respond-to-an-unreasonable-request>

### **Study: Branded Social Media Posts From Radio Stations Perform Better Than Advertisers' Own Posts.**

Inside Radio (ListenFirst) April 15, 2022

[https://www.insideradio.com/free/study-branded-social-media-posts-from-radio-stations-perform-better-than-advertisers-own-posts/article\\_af5f9c0c-bc89-11ec-a1e8-3bea83899297.html](https://www.insideradio.com/free/study-branded-social-media-posts-from-radio-stations-perform-better-than-advertisers-own-posts/article_af5f9c0c-bc89-11ec-a1e8-3bea83899297.html)

### **5 Important Digital Marketing KPIs To Track**

Forbes April 14, 2022

<https://www.forbes.com/sites/forbesagencycouncil/2022/04/14/5-important-digital-marketing-kpis-to-track/?sh=4406f4b54040>

### **Radio Is the Direct Line to Offline and Online Shoppers.**

Inside Radio (The Media Audit) April 14, 2022

[https://www.insideradio.com/free/radio-is-the-direct-line-to-offline-and-online-shoppers/article\\_7d87b0a8-bbbb-11ec-9d61-e3386ea660c2.html](https://www.insideradio.com/free/radio-is-the-direct-line-to-offline-and-online-shoppers/article_7d87b0a8-bbbb-11ec-9d61-e3386ea660c2.html)

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

### **TOP FIVE SELECTED ARTICLES/RESOURCES**

### **Ad Spending Expands For 13th Consecutive Month In March, Top Categories Continue To Ebb**

MediaPost April 20, 2022

[https://www.mediapost.com/publications/article/373145/ad-spending-expands-for-13th-consecutive-month-in.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126002&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/373145/ad-spending-expands-for-13th-consecutive-month-in.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126002&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **Marketron Premieres 'Beyond Impressions' Podcast Series At NAB Show.**

Inside Radio April 20, 2022

[https://www.insideradio.com/free/marketron-premieres-beyond-impressions-podcast-series-at-nab-show/article\\_021fe65e-bfaa-11ec-a409-5b5ae5bd64e8.html](https://www.insideradio.com/free/marketron-premieres-beyond-impressions-podcast-series-at-nab-show/article_021fe65e-bfaa-11ec-a409-5b5ae5bd64e8.html)

**Borrell's latest study shows \$92 billion+ in local digital ad spend with OTT on the rise, surpassing paid search by 2025.**

Editor & Publisher April 18, 2022

<https://www.editorandpublisher.com/stories/borrells-latest-study-shows-92-billionplus-in-local-digital-ad-spend-with-ott-on-the-rise,224849>

**The Radio Industry Has 'Transformed.' But One Analyst Thinks Most Investors Have Yet To Grasp That.**

Inside Radio (Noble Capital Markets) April 18, 2022

[https://www.insideradio.com/free/the-radio-industry-has-transformed-but-one-analyst-thinks-most-investors-have-yet-to-grasp/article\\_7fd0422e-bee7-11ec-8d34-c7a2e4910c3e.html](https://www.insideradio.com/free/the-radio-industry-has-transformed-but-one-analyst-thinks-most-investors-have-yet-to-grasp/article_7fd0422e-bee7-11ec-8d34-c7a2e4910c3e.html)

**Why B2B Brands Need to Embrace Buyer Intent**

ANA April 14, 2022

[https://www.ana.net/miccontent/show/id/ii-2022-04-b2b-buyers-intent?st3=220418smartbrief&utm\\_medium=email&utm\\_source=smartbrief&utm\\_campaign=mkc2204-bm](https://www.ana.net/miccontent/show/id/ii-2022-04-b2b-buyers-intent?st3=220418smartbrief&utm_medium=email&utm_source=smartbrief&utm_campaign=mkc2204-bm)

***CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING***

**Why Radio Needs More Epic Fails**

Jacobs Media Strategies (Fred Jacobs) April 20, 2022

<https://jacobsmedia.com/why-radio-needs-more-epic-fails/>

**4 Reasons Accountability Is Missing in a Sales Team**

The Center For Sales Strategy (Stephanie Stoll) April 20, 2022

[https://blog.thecenterforsalesstrategy.com/4-reasons-accountability-is-missing-in-a-sales-team?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=210558083&hsenc=p2ANqtz-UI5DEOpRhF-joOPQtF3\\_5nYPr8UhlMhnn1YtZVSg297B58o8FABpxLsGluFw4RSNonT3Ne9oRHDSz\\_bnlQWxC1v87A&utm\\_content=210558083&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/4-reasons-accountability-is-missing-in-a-sales-team?utm_campaign=subscriber&utm_medium=email&hsmi=210558083&hsenc=p2ANqtz-UI5DEOpRhF-joOPQtF3_5nYPr8UhlMhnn1YtZVSg297B58o8FABpxLsGluFw4RSNonT3Ne9oRHDSz_bnlQWxC1v87A&utm_content=210558083&utm_source=hs_email)

**Triton Digital Drops MRC Accreditation, Switching To Podcast-Friendly Alternative.**

Inside Radio April 19, 2022

[https://www.insideradio.com/podcastnewsdaily/triton-digital-drops-mrc-accreditation-switching-to-podcast-friendly-alternative/article\\_49358be2-c000-11ec-a39c-6bbd24e9060e.html](https://www.insideradio.com/podcastnewsdaily/triton-digital-drops-mrc-accreditation-switching-to-podcast-friendly-alternative/article_49358be2-c000-11ec-a39c-6bbd24e9060e.html)

**Upfront Ad Price Inflation Vs. Consumer Cost Inflation: Who Wins This Battle?**

MediaPost April 19, 2022

[https://www.mediapost.com/publications/article/373057/upfront-ad-price-inflation-vs-consumer-cost-infla.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=125991&hshid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/373057/upfront-ad-price-inflation-vs-consumer-cost-infla.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=125991&hshid=GkaoK9PSSKGhs-uNohSxFw)

**Broadcasters See Wearables As 'Step In Right Direction' To Improving PPM Compliance Rates.**

Inside Radio April 18, 2022

[https://www.insideradio.com/free/broadcasters-see-wearables-as-step-in-right-direction-to-improving-ppm-compliance-rates/article\\_cb165a16-bee7-11ec-a5c7-9745cc07d45a.html](https://www.insideradio.com/free/broadcasters-see-wearables-as-step-in-right-direction-to-improving-ppm-compliance-rates/article_cb165a16-bee7-11ec-a5c7-9745cc07d45a.html)

### **Is Your Management-Speak Reducing Your Credibility?**

SalesFuel April 16, 2022

<https://salesfuel.com/is-your-management-speak-reducing-your-credibility/>

### **Nielsen Updates PPM 'Headphone Adjustment Factor' Starting With April Survey.**

Inside Radio April 15, 2022

[https://www.insideradio.com/free/nielsen-updates-ppm-headphone-adjustment-factor-starting-with-april-survey/article\\_fabf2c30-bc89-11ec-a96f-133163cc9186.html](https://www.insideradio.com/free/nielsen-updates-ppm-headphone-adjustment-factor-starting-with-april-survey/article_fabf2c30-bc89-11ec-a96f-133163cc9186.html)

### **IAB Upfronts to Include iHeart, NPR and WBUR**

Radio Ink April 15, 2022

[https://radioink.com/2022/04/15/iab-upfronts-to-include-iheart-npr-and-wbur/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/04/15/iab-upfronts-to-include-iheart-npr-and-wbur/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **A Radio-Focused Research Partnership Arises For RAB**

Radio + TV Business Report April 14, 2022

<https://www.rbr.com/a-radio-focused-research-partnership-arises-for-rab/>

### **Growth Rate For Digital Ad Revenue Wanes As Recovery Persists**

MedPost April 12, 2022

[https://www.mediapost.com/publications/article/372926/growth-rate-for-digital-ad-revenue-wanes-as-recove.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=125936&hAshid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/372926/growth-rate-for-digital-ad-revenue-wanes-as-recove.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125936&hAshid=o5sexdpQRQeeqa1Ux78qbw)

### **Partnership Creates OTT Resource**

Radio Ink April 13, 2022

<https://radioink.com/2022/04/13/partnership-creates-ott-resource/>

### **Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for March Week 4 (March 31 - April 6, 2022).

### **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

Apr Week 1 - 602,000

**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

Apr Week 1 - 10,085,300

**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

Apr Week 1 - 122,200

**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

Apr Week 1 - 1,832,700

**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 - 124,800

Apr Week 1 - 118,600

**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 Monthly - 2,389,100

Apr Week 1 - 2,325,900

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