

**APRIL 27, 2022**

As the NAB Convention is wrapping up in Las Vegas there is plenty of good content and new research findings to report in this week's Roundup. Also some excellent sales focused articles and resources to help sharpen our sales and negotiating skills.

It is also Week 2 of the Nielsen April Survey in our PPM markets as both metrics show a nice spring bounce with all three markets showing gains.

So let's continue our life journey to gain new knowledge to help us succeed....

**“In order to be knowledgeable in these changing times, we must pursue a constant program of self-improvement, a never-ending journey into new fields of knowledge and learning.”**

- Og Mandino, Author of *The Greatest Salesman in the World*

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

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

#### **Timely Questions That Will Improve Closing Ratios**

The Center For Sales Strategy (Susan McCullin) April 26, 2022

[https://blog.thecenterforsalesstrategy.com/timely-questions-that-will-improve-closing-ratios?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=211151844&\\_hsenc=p2ANqtz-30Hagcy6oU215rodPaMbcoo5ezHYCAVZkbX1viJakBNuWiTECaNT5RsT5VLIZHRY3ApDTcrds2IH9AIX0bXqmSr4bvw&utm\\_content=211151844&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/timely-questions-that-will-improve-closing-ratios?utm_campaign=subscriber&utm_medium=email&_hsmt=211151844&_hsenc=p2ANqtz-30Hagcy6oU215rodPaMbcoo5ezHYCAVZkbX1viJakBNuWiTECaNT5RsT5VLIZHRY3ApDTcrds2IH9AIX0bXqmSr4bvw&utm_content=211151844&utm_source=hs_email)

#### **Xperi-Commissioned Survey Examines In-Vehicle Audio Preferences.**

Inside Radio April 25, 2022

[https://www.insideradio.com/free/xperi-commissioned-survey-examines-in-vehicle-audio-preferences/article\\_c538a5b2-c46f-11ec-aa4a-a752ec8af685.html](https://www.insideradio.com/free/xperi-commissioned-survey-examines-in-vehicle-audio-preferences/article_c538a5b2-c46f-11ec-aa4a-a752ec8af685.html)

#### **Replace "Always Be Closing" With This Updated Sales Mantra**

SalesFuel April 23, 2022

<https://salesfuel.com/39873-2/>

#### **Finding New Radio Advertisers**

Radio Ink (Marc Greenspan) April 25, 2022

[https://radioink.com/2022/04/25/prospecting-i-finding-new-radio-advertisers/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/04/25/prospecting-i-finding-new-radio-advertisers/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## 9 Harmful Sales Myths (And Why They Make No Sense)

Sales Hacker April 19, 2022

Continue reading at <https://www.saleshacker.com/sales-myths/> | Sales Hacker  
<https://www.saleshacker.com/sales-myths/>

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

## Stop Labelling Negotiations as Win-Win or Win-Lose

INSEAD April 25, 2022

<https://knowledge.insead.edu/blog/insead-blog/stop-labelling-negotiations-as-win-win-or-win-lose-18611>

## Familiar Retailers, Returning To Spot Radio

Radio + Television Business Report April 27, 2022

<https://www.rbr.com/mm-spot-10-r-042722/>

## NAB Show: Radio Industry Toppers See Radio And Audio ‘Surging Forward.’

Inside Radio April 26, 2022

[https://www.insideradio.com/free/nab-show-radio-industry-toppers-see-radio-and-audio-surging-forward/article\\_e574ca36-c5a5-11ec-ba43-477cbb8378bc.html](https://www.insideradio.com/free/nab-show-radio-industry-toppers-see-radio-and-audio-surging-forward/article_e574ca36-c5a5-11ec-ba43-477cbb8378bc.html)

## The Trust Factor: A Big Win For Radio

Radio Ink April 26, 2022

[https://radioink.com/2022/04/26/the-trust-factor-a-big-win-for-radio/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/04/26/the-trust-factor-a-big-win-for-radio/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## Fewer Restrictions Spurs Travel Industry To Spend More On Podcast Ads.

Inside Radio (Magellan AI) April 25, 2022

[https://www.insideradio.com/podcastnewsdaily/fewer-restrictions-spurs-travel-industry-to-spend-more-on-podcast-ads/article\\_13f41b12-c4b8-11ec-b233-5be8575834f7.html](https://www.insideradio.com/podcastnewsdaily/fewer-restrictions-spurs-travel-industry-to-spend-more-on-podcast-ads/article_13f41b12-c4b8-11ec-b233-5be8575834f7.html)

## 2 Simple Rules For Extraordinary Communication

MediaPost April 22, 2022

[https://www.mediapost.com/publications/article/373235/2-simple-rules-for-extraordinary-communication.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126047&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/373235/2-simple-rules-for-extraordinary-communication.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126047&hashid=13ziehw8S-6SGyiO6J0RFg)

## Set Expectations...Then Inspect Them!

Radio Ink (Rick Fink) April 25, 2022

[https://radioink.com/2022/04/25/set-expectationsthen-inspect-them/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/04/25/set-expectationsthen-inspect-them/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## The Secret to B2B Referrals: What Works for You?

SalesFuel April 23, 2022

<https://salesfuel.com/the-secret-to-b2b-referrals-what-works-for-you/>

### **Craft Winning Sales Pitches With These Tips**

SalesFuel April 23, 2022

<https://salesfuel.com/craft-winning-sales-pitches-with-these-tips/>

### **Radio Is the Perfect Companion for Dieters.**

Inside Radio (The Media Audit) April 22, 2022

[https://www.insideradio.com/free/radio-is-the-perfect-companion-for-dieters/article\\_b197807a-c20b-11ec-8340-a30f47a80f2d.html](https://www.insideradio.com/free/radio-is-the-perfect-companion-for-dieters/article_b197807a-c20b-11ec-8340-a30f47a80f2d.html)

### **BetterHelp Again Outspends All Others To Top March's List Of Top Podcast Advertisers.**

Inside Radio (Magellan AI) April 22, 2022

[https://www.insideradio.com/free/betterhelp-again-outspends-all-others-to-top-march-s-list-of-top-podcast-advertisers/article\\_895b7fe4-c20b-11ec-871c-279d7028c197.html](https://www.insideradio.com/free/betterhelp-again-outspends-all-others-to-top-march-s-list-of-top-podcast-advertisers/article_895b7fe4-c20b-11ec-871c-279d7028c197.html)

### **Mother's Day spending poised for another record year**

Chain Store Age April 21, 2022

[https://chainstoreage.com/mothers-day-spending-poised-another-record-year?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Weekend+Update&utm\\_keyword=](https://chainstoreage.com/mothers-day-spending-poised-another-record-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=)

### **STORYTELLING: HOW TO ACTIVATE STRATEGIES AND INSPIRE YOUR PEOPLE**

Root (Rich Berens) April 21, 2022

<https://www.rootinc.com/storytelling-how-to-activate-strategies-and-inspire-your-people/>

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

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

### **NAB Show: Audio Megatrends Offer Bullish And Bearish Outlooks.**

Inside Radio April 26, 2022

[https://www.insideradio.com/free/nab-show-audio-megatrends-offer-bullish-and-bearish-outlooks/article\\_20c89ae6-c52d-11ec-8823-6f5adba1e41a.html](https://www.insideradio.com/free/nab-show-audio-megatrends-offer-bullish-and-bearish-outlooks/article_20c89ae6-c52d-11ec-8823-6f5adba1e41a.html)

### **NAB Show: Android Automotive Seen As 'Rifle Shot' for Radio Industry.**

Inside Radio April 27, 2022

[https://www.insideradio.com/free/nab-show-android-automotive-seen-as-rifle-shot-for-radio-industry/article\\_d3d03c60-c60f-11ec-8bed-8f9aacac7e85.html](https://www.insideradio.com/free/nab-show-android-automotive-seen-as-rifle-shot-for-radio-industry/article_d3d03c60-c60f-11ec-8bed-8f9aacac7e85.html)

### **Podcasting's Share Of Digital Audio Ad Spending Forecast To Keep Climbing.**

Inside Radio (eMarketer) April 26, 2022

[https://www.insideradio.com/podcastnewsdaily/podcasting-s-share-of-digital-audio-ad-spending-forecast-to-keep-climbing/article\\_9348df66-c584-11ec-98e3-238b5be14360.html](https://www.insideradio.com/podcastnewsdaily/podcasting-s-share-of-digital-audio-ad-spending-forecast-to-keep-climbing/article_9348df66-c584-11ec-98e3-238b5be14360.html)

### **Marketron Podcast Series Puts Focus on Ad Dollar Growth**

Radio + Television Business Report April 26, 2022

<https://www.rbr.com/marketron-podcast-series-puts-focus-on-ad-dollar-growth/>

### **U.S. Ad Spending Surges 13% During Q1: Out-of-Home, Digital Outpace All Other Media**

MediaPost April 20, 2022

[https://www.mediapost.com/publications/article/373175/us-ad-spending-surges-13-during-q1-out-of-home.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126039&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/373175/us-ad-spending-surges-13-during-q1-out-of-home.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126039&hashid=IZA7uSulTnimoAz9RMXvmQ)

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

### **Caroline Beasley: 'The Focus Is Expanding Audience And Diversifying Revenue.'**

Inside Radio April 27, 2022

[https://www.insideradio.com/free/caroline-beasley-the-focus-is-expanding-audience-and-diversifying-revenue/article\\_b4229bf6-c60f-11ec-b9f3-234f834e88af.html](https://www.insideradio.com/free/caroline-beasley-the-focus-is-expanding-audience-and-diversifying-revenue/article_b4229bf6-c60f-11ec-b9f3-234f834e88af.html)

### **Goldman Sachs will invest \$325M in iSpot, helping to break Nielsen's lock on TV ad measurement**

GeekWire April 27, 2022

<https://www.geekwire.com/2022/goldman-sachs-will-invest-325m-in-ispot-helping-to-break-nielsens-lock-on-tv-ad-measurement/>

### **Scatter Market Deemed 'Soft,' Prices Weak Vs. Last Year's Upfront**

MediaPost April 26, 2022

[https://www.mediapost.com/publications/article/373344/scatter-market-deemed-soft-prices-weak-vs-last.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126079&has\\_hid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/373344/scatter-market-deemed-soft-prices-weak-vs-last.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126079&has_hid=0GmwUb-VQzGI9svJRwTNRa)

### **How prepared is the ad industry for a cookieless future?**

eMarketer April 26, 2022

[https://www.marketingdive.com/news/advertising-prepared-cookieless-future-third-party-deprecation/622678/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202022-04-26%20Marketing%20Dive%20Newsletter%20%5Bissue:41305%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/advertising-prepared-cookieless-future-third-party-deprecation/622678/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-04-26%20Marketing%20Dive%20Newsletter%20%5Bissue:41305%5D&utm_term=Marketing%20Dive)

### **Nielsen: Streaming Now 11% of AM/FM Listening, With Spoken Word Accounting For More Than A Third Of Streaming.**

Inside radio April 26, 2022

[https://www.insideradio.com/free/nielsen-streaming-now-11-of-am-fm-listening-with-spoken-word-accounting-for-more-than/article\\_c18b2fc6-c52c-11ec-87ed-dfb55f41404b.html](https://www.insideradio.com/free/nielsen-streaming-now-11-of-am-fm-listening-with-spoken-word-accounting-for-more-than/article_c18b2fc6-c52c-11ec-87ed-dfb55f41404b.html)

### **Analyst Reports Nielsen Services Will Be Reaccredited Soon**

MediaPost April 25, 2022

[https://www.mediapost.com/publications/article/373266/analyst-reports-nielsen-services-will-be-reaccredi.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126050&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/373266/analyst-reports-nielsen-services-will-be-reaccredi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126050&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **FM RADIO: No Longer the Top In-Car Need**

Radio Ink April 25, 2022

<https://radioink.com/2022/04/25/fm-radio-no-longer-the-top-in-car-need/>

### **A Different Look At Recruiting Salespeople**

Radio Ink (Loyd Ford) April 25, 2022

<https://radioink.com/2022/04/25/a-different-look-at-recruiting-sales-people-now/>

### **NAB Show: A Question For The Times... 'What Business Are You In?'**

Inside Radio April 25, 2022

[https://www.insideradio.com/free/nab-show-a-question-for-the-times-what-business-are-you-in/article\\_85858d62-c470-11ec-aa1a-376d2820a582.html](https://www.insideradio.com/free/nab-show-a-question-for-the-times-what-business-are-you-in/article_85858d62-c470-11ec-aa1a-376d2820a582.html)

### **SmartRadio App Allows Listeners To Bet On Games – While Listening To Play-By-Play.**

Inside Radio April 25, 2022

[https://www.insideradio.com/free/smartradio-app-allows-listeners-to-bet-on-games-while-listening-to-play-by-play/article\\_484a591e-c470-11ec-827a-8fdef2c49df7.html](https://www.insideradio.com/free/smartradio-app-allows-listeners-to-bet-on-games-while-listening-to-play-by-play/article_484a591e-c470-11ec-827a-8fdef2c49df7.html)

### **Nielsen: Americans Listening To More Podcasts Than When Pandemic Began.**

Inside Radio April 25, 2022

[https://www.insideradio.com/free/nielsen-americans-listening-to-more-podcasts-than-when-pandemic-began/article\\_83289376-c46f-11ec-aa2d-97b46bcb00f8.html](https://www.insideradio.com/free/nielsen-americans-listening-to-more-podcasts-than-when-pandemic-began/article_83289376-c46f-11ec-aa2d-97b46bcb00f8.html)

### **Close the loop**

SmartBrief April 22, 2022

[https://corp.smartbrief.com/original/2022/04/close-the-loop?utm\\_source=brief](https://corp.smartbrief.com/original/2022/04/close-the-loop?utm_source=brief)

### **MRC Begins Scrutinizing Nielsen Audio, Monitors Performance Of 8 Questionable Markets**

Media Post April 22, 2022

[https://www.mediapost.com/publications/article/373222/mrc-begins-scrutinizing-nielsen-audio-monitors-pe.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126039&hashid=1ZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/373222/mrc-begins-scrutinizing-nielsen-audio-monitors-pe.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126039&hashid=1ZA7uSulTnimoAz9RMXvmQ)

### **Music industry spins vinyl and subscriptions into major revenues**

eMarketer April 21, 2022

[https://www.emarketer.com/content/music-industry-revenues/?IR=T&utm\\_source=Triggermail&utm\\_medium=email&utm\\_campaign=I120220425MusicIndustryRevenueCOTD%20-%20from/subject%20test&utm\\_content=Final&utm\\_term=COTD%20Active%20List](https://www.emarketer.com/content/music-industry-revenues/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=I120220425MusicIndustryRevenueCOTD%20-%20from/subject%20test&utm_content=Final&utm_term=COTD%20Active%20List)

### **Borrell: Local Digital Ad Market Will Reach \$93 Billion In 2022.**

Inside Radio April 22, 2022

[https://www.insideradio.com/free/borrell-local-digital-ad-market-will-reach-93-billion-in-2022/article\\_1bc5533c-c20c-11ec-b534-37712a55027f.html](https://www.insideradio.com/free/borrell-local-digital-ad-market-will-reach-93-billion-in-2022/article_1bc5533c-c20c-11ec-b534-37712a55027f.html)

### **Reasonable Access and the Problem Candidate – FCC Declares a Write-In Candidate Not Entitled to Buy Radio Spots, But That May Not Be the End of the Story**

Broadcast Law Blog (David Oxenford) April 21, 2022

<https://www.broadcastlawblog.com/2022/04/articles/reasonable-access-and-the-problem-candidate-fcc-declares-a-write-in-candidate-not-entitled-to-buy-radio-spots-but-that-may-not-be-the-end-of-the-story/>

### **FCC To Even Emergency Alert Playing Field Between Broadcasters And Wireless Companies.**

Inside Radio April 22, 2022

[https://www.insideradio.com/free/fcc-to-even-emergency-alert-playing-field-between-broadcasters-and-wireless-companies/article\\_4261136e-c20c-11ec-8e70-6f8e37087c82.html](https://www.insideradio.com/free/fcc-to-even-emergency-alert-playing-field-between-broadcasters-and-wireless-companies/article_4261136e-c20c-11ec-8e70-6f8e37087c82.html)

### **3 Things to Consider During Times of Inflation**

The Great Game Of Business April 19, 2022

<https://www.greatgame.com/blog/3-things-to-consider-during-times-of-inflation>

### **MRC Underwhelmed By Nielsen’s PPM Performance**

Radio Ink April 22, 2022

[https://radioink.com/2022/04/22/mrc-underwhelmed-by-nielsens-ppm-performance/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/04/22/mrc-underwhelmed-by-nielsens-ppm-performance/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **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

Apr Week 2 - 622,500

**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  
Apr Week 2 - 10,138,900

**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  
Apr Week 2 - 123,400

**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  
Apr Week 2 - 1,895,500

**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  
Apr Week 2 - 130,600

**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  
Apr Week 2 - 2,422,000

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