

MAY 11, 2022

The Nielsen April Survey is now in the books for our PPM measured markets and the results look solid as you will read below.

I sent out an update on our outreach to the political advertising community yesterday that included a link to a recording of the presentations we are conducting and a full copy of the pptx deck we are using. Liz has also posted the link to the recorded presentation and the pdf of the deck to the SCBA website.

Next week will be a hiatus week for the Midweek Resource Roundup but we will stay on top of the resources and articles and bring the most important items to you on Wednesday, May 25.

There are lots of great articles and resources for both sales and management in the curated lists for this week that can help us as we work to stay on top of our evolving business world....

“Since we live in an age of innovation, a practical education must prepare a (person) for work that does not yet exist and cannot yet be clearly defined.”

– Peter F. Drucker

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Nielsen: AM/FM Campaigns Drive Across-The-Board Growth For Advertisers.

Inside Radio (Cumulus/Nielsen) May 10, 2022

https://www.insideradio.com/free/nielsen-am-fm-campaigns-drive-across-the-board-growth-for-advertisers/article_c1ba638c-d02a-11ec-8e7d-97cfa1a1ef68.html

Use Sales Psychology To Power Sales

Radio Ink (Loyd Ford) May 9, 2022

<https://radioink.com/2022/05/09/use-sales-psychology-to-power-sales/>

What Successful Sellers Learn From Rejection

SalesFuel May 7, 2022

<https://salesfuel.com/what-successful-sellers-learn-from-rejection/>

Radio and Audio Media Bring Younger Voters to the Ballot Box.

Inside Radio (The Media Audit) May 5, 2022

https://www.insideradio.com/free/radio-and-audio-media-bring-younger-voters-to-the-ballot-box/article_8916dcc8-cc41-11ec-bbe9-27a600c5d48d.html

10 Sales Prospecting Tips – Either Backed by Data or Used By The Best

LinkedIn May 3, 2022

<https://www.linkedin.com/business/sales/blog/prospecting/10-sales-prospecting-tips-thatll-help-you-break-through>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Nielsen Releases Third Podcasting Today Report, Showing Growth In Listening, Number Of Shows

Nielsen May 11, 2022

<https://www.nielsen.com/us/en/insights/report/2022/podcasting-today/>

TechSurvey2022: Personalities, Station Connection Continue To Drive Radio's Appeal.

Inside Radio (Jacobs Media Strategies) May 11, 2021

https://www.insideradio.com/free/techsurvey2022-personalities-station-connection-continue-to-drive-radios-appeal/article_df1b6d32-d0fb-11ec-9d94-6744fbf3db0a.html

Survey: Digital retail is big, but don't overlook the store

Chain Store Age May 10, 2022

https://chainstoreage.com/survey-digital-retail-big-dont-overlook-store?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

When Negotiating a Price, Never Bid with a Round Number

Harvard Business Review May 10, 2022 (Orig. January 25, 2016)

https://hbswk.hbs.edu/item/when-negotiating-a-price-never-bid-with-a-round-number?utm_source=sfmc&utm_medium=email&utm_campaign=WK+Newsletter+5-11-2022&utm_term=When+Negotiating+a+Price%2c+Never+Bid+with+a+Round+Number&utm_id=468374

Springtime Brings Fast Food And Pest Control Advertisers To Radio.

Inside Radio (Media Monitors) May 10, 2022

https://www.insideradio.com/free/springtime-brings-fast-food-and-pest-control-advertisers-to-radio/article_09628a1c-d02a-11ec-a225-33bd82c6e4c0.html

A statistical picture of the cost of digital advertising fraud

24% of web traffic is bots being used for fraud and theft.

MarTech May 9, 2022

<https://martech.org/a-statistical-picture-of-the-cost-of-digital-advertising-fraud/>

New Study Shows Pharma, Healthcare Using More – And More Effective – Audio Advertising.

Inside Radio (Veeva Crossix) May 9, 2022

https://www.insideradio.com/free/new-study-shows-pharma-healthcare-using-more-and-more-effective-audio-advertising/article_7eacc92e-cf6a-11ec-8954-539d48962f05.html

Moms Media Habits Changing

Radio Ink (Edison Research) May 9, 2022

https://radioink.com/2022/05/09/moms-media-habits-changing/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Prospecting II: Uncovering New Categories For Radio

Radio Ink (Marc Greenspan) May 9, 2022

https://radioink.com/2022/05/09/prospecting-ii-uncovering-new-categories-for-radio/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Can Your Radio Station Create Raving Fans? You Must.

Radio Ink (Michael Doyle) May 9, 2022

https://radioink.com/2022/05/09/can-your-radio-station-create-raving-fans-you-must/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Do You Believe?

Radio Ink (Rick Fink) May 9, 2022

https://radioink.com/2022/05/09/do-you-believe/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Your LinkedIn Profile is Incomplete

SalesFuel May 7, 2022

<https://salesfuel.com/your-linkedin-profile-is-incomplete/>

How to Have A Successful Return to In-Person Networking

SalesFuel May 7, 2022

<https://salesfuel.com/how-to-have-a-successful-return-to-in-person-networking/>

Mastercard: April sales remain steady amid strong brick-and-mortar growth

Chain Store Age May 5, 2022

https://chainstoreage.com/mastercard-april-sales-remain-steady-amid-strong-brick-and-mortar-growth?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

Radio's Role in the Valued Business of Retail

RAB May 3, 2022

https://www.radiomatters.org/index.php/2022/05/03/radios-role-in-the-valued-business-of-retail/?utm_source=Radio%20Matters%20Blog&utm_campaign=5c81feb382-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-5c81feb382-500551657

IAB Media Lab's Eric John: Advertisers Are Responding To Podcasting's Growth.

Inside Radio May 10, 2022

https://www.insideradio.com/free/iab-media-lab-s-eric-john-advertisers-are-responding-to-podcasting-s-growth/article_7fca1e0e-d02a-11ec-94fb-0722d3bd0c5d.html

Mastercard: April sales remain steady amid strong brick-and-mortar growth

Chain Store Age May 5, 2022

https://chainstoreage.com/mastercard-april-sales-remain-steady-amid-strong-brick-and-mortar-growth?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

New Study Shows Pharma, Healthcare Using More – And More Effective – Audio Advertising.

Inside Radio (Veeva Crossix) May 9, 2022

https://www.insideradio.com/free/new-study-shows-pharma-healthcare-using-more-and-more-effective-audio-advertising/article_7eacc92e-cf6a-11ec-8954-539d48962f05.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

At IAB Podcast Upfront, Sellers And Buyers Say Advertising Is Quickly Evolving.

Inside Radio May 11, 2022

https://www.insideradio.com/free/at-iab-podcast-upfront-sellers-and-buyers-say-advertising-is-quickly-evolving/article_b8e853e6-d0fb-11ec-b408-6fa817a5f0d1.html

Techsurvey 2022 Results: Radio — A Return to “Normal?” (Webinar Recording)

Jacobs Media Strategies May 11, 2022

<https://jacobsmedia.com/techsurvey-2022-results/?clientkey>

HOW SPOTIFY IS DISRUPTING PODCAST MEASUREMENT AS INDUSTRY AD REVENUE SOARS

Podcast giant's deals for top measurement firms are helping to drive advertisers to seek alternatives

AdAge May 10, 2022

<https://adage.com/article/media/how-spotify-disrupting-podcast-measurement-industry-ad-revenue-soars/2416561>

Radio Leads All Media In Weekly And Monthly Reach, According To Nielsen Analysis.

Inside Radio May 9, 2022

https://www.insideradio.com/free/radio-leads-all-media-in-weekly-and-monthly-reach-according-to-nielsen-analysis/article_6b1ed524-cf69-11ec-98f5-138bbab4ba76.html

Podcast Ad Spending To Rise 47% To \$2.1B This Year

MediaPost May 9, 2022

<https://www.mediapost.com/publications/article/373690/us-podcast-advertising-to-rise-47-this-year-to.html>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Announcer-Read Spots Gain Greater Share Of Podcast Ad Revenue

MediaPost May 10, 2022

https://www.mediapost.com/publications/article/373706/announcer-read-spots-gain-greater-share-of-podcast.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126224&hashid=o5sexdpQRQeeqa1Ux78qbw

Dying Is Easy. Radio Is Hard.

Jacobs Media Strategies (Fred Jacobs) May 11, 2022

<https://jacobsmedia.com/dying-is-easy-radio-is-hard/>

Digital Audio National Ad Spend Matched Broadcast/Satellite's In 2021 And Q1 2022.

Inside Radio (Standard Media Index) May 10, 2022

https://www.insideradio.com/free/digital-audio-national-ad-spend-matched-broadcast-satellites-in-2021-and-q1-2022/article_9e8c19d2-d02a-11ec-88ec-7b0e1becc454.html

How to Invite Potential Advertisers to Schedule a Meeting With Your Radio Station's Sales Team

Jacobs Media Strategies (Seth Resler) May 9, 2022

https://jacobsmedia.com/how-to-invite-potential-advertisers-to-schedule-a-meeting-with-your-radio-stations-sales-team/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=2500483804-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-2500483804-179898762

U.S. Podcast Ad Revenue Hits \$1.4 Billion in 2021

Podcast Business Journal May 9, 2022

https://podcastbusinessjournal.com/u-s-podcast-ad-revenue-hits-1-4-billion-in-2021/?vgo_ee=g4MdlIvetgiR1mkr7kij4B1h38V58Ke8bVrp%2FmcsM%3D

Veritonic Brings Audio Attribution Tool To Its Ad Platform.

Inside Radio May 6, 2022

https://www.insideradio.com/free/veritonic-brings-audio-attribution-tool-to-its-ad-platform/article_506469dc-cd08-11ec-810f-87ec18094908.html

Nielsen's Largest Shareholder Confirms: It Will Oppose Proposed Buyout.

Inside Radio May 6, 2022

https://www.insideradio.com/free/nielsen-s-largest-shareholder-confirms-it-will-oppose-proposed-buyout/article_75d04498-cd08-11ec-8fd3-f34302234e3a.html

Automotive National TV Spending Dips 14.4%

MediaPost May 5, 2022

https://www.mediapost.com/publications/article/373643/automotive-national-tv-spending-dips-144.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126199&has_hid=CKfKjD-IQuCPkoXp87oXHg

Digital-Ad Giants Google, Facebook, Amazon Come Down From Pandemic Highs

An ad-revenue slowdown comes as consumer behaviors resume pre-Covid patterns

WSJ May 5, 2022

<https://www.wsj.com/amp/articles/digital-advertising-giants-are-coming-back-to-earth-after-pandemic-boom-11651743002>

'Effective' CPMs Climb As Prime-Time Ad Spending Declines

MediaPost May 4, 2022

https://www.mediapost.com/publications/article/373607/effective-cpms-climb-as-prime-time-ad-spending-d.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126167&hashid=0GmwUb-VQzGI9svJRwTNRa

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for April Week 4 (April 21 - April 27, 2022) and the Full Month of April.

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

AQH:

Jan Monthly - 580,600
Feb Monthly - 620,100
Mar Monthly - 608,100

Apr Monthly - 619,500

Apr Week 1 - 602,000
Apr Week 2 - 622,500
Apr Week 3 - 622,100
Apr Week 4 - 631,200

Cume:

Jan Monthly - 9,902,300
Feb Monthly - 10,026,000
Mar Monthly - 10,149,100

Apr Monthly - 10,166,500

Apr Week 1 - 10,085,300
Apr Week 2 - 10,138,900
Apr Week 3 - 10,105,300
Apr Week 4 - 10,336,500

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

AQH:

Jan Monthly - 99,400
Feb Monthly - 113,800
Mar Monthly - 124,500

Apr Monthly - 123,400

Apr Week 1 - 122,200

Apr Week 2 - 123,400
Apr Week 3 - 125,500
Apr Week 4 - 122,500

Cume:

Jan Monthly - 1,810,400
Feb Monthly - 1,894,000
Mar Monthly - 1,921,700

Apr Monthly - 1,873,700

Apr Week 1 - 1,832,700
Apr Week 2 - 1,895,500
Apr Week 3 - 1,901,700
Apr Week 4 - 1,864,800

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

AQH:

Jan Monthly - 119,000
Feb Monthly - 124,000
Mar Monthly - 124,800

Apr Monthly - 128,300

Apr Week 1 - 118,600
Apr Week 2 - 130,600
Apr Week 3 - 128,700
Apr Week 4 - 135,400

Cume:

Jan Monthly - 2,351,900
Feb Monthly - 2,393,800
Mar Monthly - 2,389,100

Apr Monthly - 2,389,100

Apr Week 1 - 2,325,900
Apr Week 2 - 2,422,000
Apr Week 3 - 2,415,700
Apr Week 4 - 2,392,800

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