

MAY 25, 2022

Before digging into our other content this week I want to first recognize two of our member stations for some impressive recognition they received last weekend.

iHeartMedia talk KFI Los Angeles was the recipient of eight Golden Mike awards at the 72nd annual ceremony held by the Radio and Television News Association of Southern California over the weekend.

KFI won in the following categories: "Best Newscast Under 15 Minutes," "Best Long Form Program or Documentary," "Best News Talk Show or Public Affairs Program," "Best Serious Feature Reporting, One Minute or Longer," "Best Government and Political Reporting," "Best Digital News Reporting," "Best Podcast," and "Best Podcast Feature Reporting."

Audacy news KNX-AM/FM Los Angeles (1070/97.1) picked up four awards including "Best Newscast Over 15 Minutes," "Best Traffic Report," "Best Continuing Coverage," and "Best News Reporting."

These well earned awards make all of us radio broadcasters proud and bring attention to the exceptional and essential services that the radio industry provides to our communities.

Turning to the latest Nielsen audience trends in our PPM markets you will find the results of Weeks 1 & 2 of the May survey below. A great validation to the fact that radio is the greatest reach medium.

Before getting to those audience trends you will find your lists of curated articles and resources from the past two weeks that contain an abundance of sales, marketing, economic and management news and information to help you advance your knowledge and skills.

Learning is like rowing upstream, not to advance is to drop back.

– Chinese Proverb

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Digital Advertising's Woes And The Return To 'Traditional' Channels

MediaPost May 25, 2022

https://www.mediapost.com/publications/article/374177/digital-advertisings-woes-and-the-return-to-trad.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126379&hashid=mJekFDXrQpCzIaeSPZoRTw

Report: Radio Accounts For 92% Of Listening Compared To Other Ad-Supported Audio.

Inside Radio (Hubbard Radio/Edison Research) May 23, 2022

https://www.insideradio.com/free/report-radio-accounts-for-92-of-listening-compared-to-other-ad-supported-audio/article_7d928728-da63-11ec-9a21-67ce6c1009fd.html

4 Reasons Social Selling Is So Effective

The Center For Sales Strategy (Matt Sunshine) May 17, 2022

https://blog.thecenterforsalesstrategy.com/4-reasons-social-selling-is-so-effective?utm_campaign=subscriber&utm_medium=email&_hsmi=213357411&_hsenc=p2ANqtz--jOjfUQhGhj_VZJO1ULJ8_9NLaJO-RWDPNBzT3I3Te-Anx9tUh_iFgEy4C2bZ7WeM0rBnMymI-1FFE4yN0daX0kZ7QuA&utm_content=213357411&utm_source=hs_email

Katz Re-Launches Its Local Vote Interactive Guide.

Inside Radio May 17, 2022

https://www.insideradio.com/free/katz-re-launches-its-local-vote-interactive-guide/article_7c496baa-d5ab-11ec-99a2-a3d0c1107fa3.html

TechSurvey 2022: Influence of Digital Audio Grows

RadioWorld May 18, 2022

https://www.radioworld.com/news-and-business/programming-and-sales/techsurvey-2022-influence-of-digital-audio-grows?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=1F8A28F9-8D59-49C1-905C-44A475A3AB38&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

3 Major Sales Time Wasters And How To Fix Them

The Center For Sales Strategy (Trey Morris) May 24, 2022

https://blog.thecenterforsalesstrategy.com/3-major-sales-time-wasters-and-how-to-fix-them?utm_campaign=subscriber&utm_medium=email&_hsmi=214094290&_hsenc=p2ANqtz-9FBNLG9WxZ04G1H_tgE1vaALynPq_Xmd1N2txpvtMTM0Ek5od7PRIKH_mfbbYVEh1gZlfQpPOn0TdNnTglqy86N0rQ&utm_content=214094290&utm_source=hs_email

Another Stable Week At Spot Radio

Radio + Television Business Report May 23, 2022

<https://www.rbr.com/another-stable-week-at-spot-radio/>

Chevrolet Spent Most Ever On Podcasts During April, But BetterHelp Again Tops The List.

Inside Radio (Magellan AI) May 23, 2022

https://www.insideradio.com/podcastnewsdaily/chevrolet-spent-most-ever-on-podcasts-during-april-but-betterhelp-again-tops-the-list/article_05c8ad84-dab9-11ec-b2a0-0341735b7ffa.html

This Article Isn't About Sales

Radio Ink (Loyd Ford) May 23, 2022

<https://radioink.com/2022/05/23/this-article-isnt-about-sales/>

Little White Lies

Radio Ink (Rick Fink) May 23, 2022

<https://radioink.com/2022/05/23/little-white-lies/>

REACH Where No One Has Gone Before!

Radio Ink (Marc Greenspan) May 23, 2022

https://radioink.com/2022/05/23/reach-where-no-one-has-gone-before/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

What to Do About Your Sales Anxiety

SalesFuel May 21, 2022

<https://salesfuel.com/what-to-do-about-your-sales-anxiety/>

3 Cold Call Mistakes and How Sellers Can Avoid Them

SalesFuel May 21, 2022

<https://salesfuel.com/3-cold-call-mistakes-and-how-sellers-can-avoid-them/>

How to "Supercharge" Your Hybrid Selling

SalesFuel May 21, 2022

<https://salesfuel.com/how-to-supercharge-your-hybrid-selling/>

Radio and Young Travelers Is a Great Combination, Says Media Audit.

Inside Radio (The Media Audit) May 20, 2022

https://www.insideradio.com/free/radio-and-young-travelers-is-a-great-combination-says-media-audit/article_aca3b15e-d801-11ec-820b-7b7b18053776.html

Study Across 20 Major Advertisers Finds CTV Frequency Problem 'Highly Exaggerated'

MediaPost May 20, 2022

<https://www.mediapost.com/publications/article/374099/study-across-20-major-advertisers-finds-ctv-freque.html>

Why Recruitment Advertisers Are Flocking To Radio And The Challenges They Face.

Inside Radio May 19, 2022

https://www.insideradio.com/free/why-recruitment-advertisers-are-flocking-to-radio-and-the-challenges-they-face/article_31d4b7b2-d742-11ec-8598-7bf084d4da56.html

Burger King Addresses Fast Food Emergencies In New Radio Campaign.

Inside Radio May 19, 2022

https://www.insideradio.com/free/burger-king-addresses-fast-food-emergencies-in-new-radio-campaign/article_2f14df58-d741-11ec-8711-1b48357ee1b2.html

Retail sales rise in April amid consumer resilience

Chain Store Age May 17, 2022

https://chainstoreage.com/retail-sales-rise-april-amid-consumer-resilience?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

FMR Associates Eastlan Study: Radio Listening Up 31% Over Last Six Months

All Access May 17, 2022

<https://www.allaccess.com/net-news/archive/story/218327/fmr-associates-eastlan-study-radio-listening-up-31>

Podcast Listening Is Becoming More Diverse. The Ad Roster Is Too.

Inside Radio (IAB) May 13, 2022

https://www.insideradio.com/podcastnewsdaily/podcast-listening-is-becoming-more-diverse-the-ad-roster-is-too/article_ec3b5b48-d2dc-11ec-ae4e-f7035fe730fc.html

Educate Thy Clients

Radio Ink (Rick Fink) May 16, 2022

<https://radioink.com/2022/05/16/educate-thy-clients/>

Your Anger is on Hold and Would Like to Speak to You

SalesFuel May 14, 2022

<https://salesfuel.com/your-anger-is-on-hold-and-would-like-to-speak-to-you/>

Get Past a Gatekeeper With Soft Skills

SalesFuel May 14, 2022

<https://salesfuel.com/get-past-a-gatekeeper-with-soft-skills>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

What's Next For The Connected Car And What It Might Mean For Radio.

Inside Radio May 25, 2022

https://www.insideradio.com/free/what-s-next-for-the-connected-car-and-what-it-might-mean-for-radio/article_0c7d475c-dbfe-11ec-81fb-633b83a05e41.html

Marketing Budgets Rise as Share of Company Revenues, Gartner Survey Finds

Inflation, Russia's invasion of Ukraine and supply-chain issues are creating headwinds for ad spending

WSJ May 23, 2022

<https://www.wsj.com/articles/marketing-budgets-rise-as-share-of-company-revenues-gartner-survey-finds-11653303602>

Radio's Ramp-Up With Hybrid Radio May Happen Faster Than You Think.

Inside Radio May 23, 2022

https://www.insideradio.com/free/radio-s-ramp-up-with-hybrid-radio-may-happen-faster-than-you-think/article_25919658-da64-11ec-9d1a-db79766164e8.html

Amazon Has Made It Easier for Radio Stations to Build Alexa Skills

Jacobs Media Strategies (Seth Resler) May 23, 2022

https://jacobsmedia.com/amazon-has-made-it-easier-for-radio-stations-to-build-alexa-skills/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=b14eed8db6-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-b14eed8db6-179898762

Broadcast Radio At A Crossroads: Where Do We Go From Here?

Jacobs Media Strategies (Fred Jacobs) May 20, 2022

<https://jacobsmedia.com/broadcast-radio-at-a-crossroads-where-do-we-go-from-here/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

TuneIn's Stern on Why He's Bullish on Radio

"We are in the radio content distribution business"

RadioWorld May 25, 2022

https://www.radioworld.com/news-and-business/news-makers/tuneins-stern-on-why-hes-bullish-on-radio?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=9D3D20F0-A7B2-4FDB-8487-314EC9B5C99C&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

FCC Denies NAB, Sides With GeoBroadcast

Radio Ink May 25, 2022

https://radioink.com/2022/05/25/fcc-denies-nab-sides-with-geobroadcast/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Hybrid Radio Will Generate Listening Insights For Broadcasters.

Inside Radio May 24, 2022

https://www.insideradio.com/free/how-hybrid-radio-will-generate-listening-insights-for-broadcasters/article_8ff79c32-db2b-11ec-b63a-cf64fbe6da13.html

Meta opens access to its political ad targeting data

The Drum May 24, 2022

https://www.thedrum.com/news/2022/05/24/meta-opens-access-its-political-ad-targeting-data?utm_campaign=newsletter_daily_usa&utm_source=pardot&utm_medium=email

The Pros And Cons Of Using Big Data To Measure Media Consumption.

Inside Radio (Nielsen) May 23, 2022

https://www.insideradio.com/free/the-pros-and-cons-of-using-big-data-to-measure-media-consumption/article_3e67b000-da63-11ec-967f-e34796163452.html

All You Need Is Cash!

Jacobs Media Strategies (Fred Jacobs) May 23, 2022

<https://jacobsmedia.com/all-you-need-is-cash/>

Survey Finds Podcasts Are Increasingly Becoming A Video Medium, Driven By New Listeners.

Inside Radio (Cumulus Media and Signal Hill Insights) May 2022

https://www.insideradio.com/podcastnewsdaily/survey-finds-podcasts-are-increasingly-becoming-a-video-medium-driven-by-new-listeners/article_2d22bb86-d85c-11ec-af4b-f75406cb8cc3.html

Content Marketing Grows To \$80 Billion. Podcasts Are Already Outpacing TV Infomercials.

Inside Radio (Borrell) May 20, 2022

https://www.insideradio.com/podcastnewsdaily/content-marketing-grows-to-80-billion-podcasts-are-already-outpacing-tv-infomercials/article_9d50f32e-d85b-11ec-aa9f-efac5f50dd4e.html

New bipartisan bill would force Google to break up its ad business

CNBC May 19, 2022

<https://www.cnbc.com/2022/05/19/new-bipartisan-bill-would-force-google-to-break-up-its-ad-business.html>

They Love Radio (But They Don't Love US)

Jacobs Media Strategies (Fred Jacobs) May 18, 2022

https://jacobsmedia.com/they-love-radio-but-they-dont-love-us/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=752d95c5c9-Blog_Daily_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-752d95c5c9-179906905

About All Those Techsurvey Comments

Radio Ink (Sandy Edie Hansen) May 20, 2022

https://radioink.com/2022/05/20/about-all-those-techsurvey-comments/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Fred Jacobs Reacts To Techsurvey Reaction

Radio Ink May 19, 2022

<https://radioink.com/2022/05/19/fred-jacobs-reacts-to-techsurvey-reaction/>

eMarketer Forecast: Podcast Ad Revenue To Climb 29% This Year.

Inside Radio May 19, 2022

https://www.insideradio.com/free/emarketer-forecast-podcast-ad-revenue-to-climb-29-this-year/article_b059daaa-d741-11ec-a248-2b06e48f20f9.html

Ad Market Expands For 14th Month, Rises 60% Over April 2020's Low

MediaPost May 18, 2022

<https://www.mediapost.com/publications/article/373997/ad-market-expands-for-14th-month-rises-60-over-a.html>

What One CEO Thinks About Radio's Declining Listenership

Radio Ink May 17, 2022

<https://radioink.com/2022/05/17/what-one-ceo-thinks-about-radios-declining-listenership/>

Can Radio's Reported Listening Decline Be Reversed?

Radio Ink May 18, 2022

<https://radioink.com/2022/05/18/can-radios-reorted-listening-decline-be-reversed/>

A Massive Explosion in Digital Advertising Could Be Coming

Nasdaq May 17, 2022

<https://www.nasdaq.com/articles/a-massive-explosion-in-digital-advertising-could-be-coming>

Looking At Radio's Immortality (podcast)

Radio Ink May 17, 2022

https://radioink.com/2022/05/17/looking-at-radios-immortality/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Despite Macroeconomic Headwinds, Broadcasters Upbeat About Second Quarter.

Inside Radio May 16, 2022

https://www.insideradio.com/free/despite-macroeconomic-headwinds-broadcasters-upbeat-about-second-quarter/article_65c45f9e-d4dd-11ec-92f7-477921076715.html

Four years later, legalized sports betting keeps spreading

NBC Sports May 14, 2022

<https://profootballtalk.nbcsports.com/2022/05/14/four-years-later-legalized-sports-betting-keeps-spreading/>

The Future Of Advertising Is 3D

Forbes May 13, 2022

<https://www.forbes.com/sites/forbestechcouncil/2022/05/13/the-future-of-advertising-is-3d/?sh=1114cd5f614e>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for May Weeks 1 & 2 (April 28 - May 4 and May 5-11, 2022). Week 2 included Cinco de Mayo (Thursday) and Mother's Day Sunday.

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

May Week 1 - 652,300

May Week 2 - 660,800

Cume:

Jan Monthly - 9,902,300
Feb Monthly - 10,026,000
Mar Monthly - 10,149,100
Apr Monthly - 10,166,500

May Week 1 - 10,131,900
May Week 2 - 10,274,200

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

May Week 1 - 120,900
May Week 2 - 124,800

Cume:

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

Apr Monthly - 1,873,700

May Week 1 - 1,937,500
May Week 2 - 1,872,000

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

May Week 1 - 128,700
May Week 2 - 133,800

Cume:

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

Apr Monthly - 2,389,100

May Week 1 - 2,465,700
May Week 2 - 2,466,200

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