

**JUNE 8, 2022**

The Nielsen PPM May Survey is now complete and you will see the results for May Week 4 and the Full Month of May below. Overall a steady or up from April's results.

There is an abundance of actionable information and resources in your curated lists this week. Great selling tips to put into action, important economic forecasting for the second half of the year and many more tools and insights for you to learn and put into action right away.

**Don't let your learning lead to knowledge. Let your learning lead to action.**

- Jim Rohn

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**How to Build a Better Relationship at the Bargaining Table**

Wharton School June 7, 2022

[https://knowledge.wharton.upenn.edu/article/how-to-build-a-better-relationship-at-the-bargaining-table/?utm\\_campaign=KatW2022&utm\\_medium=email&utm\\_source=kw\\_campaign\\_monitor&utm\\_term=6-8-22&utm\\_content=How to Build a Better Relationship at the Bargaining Table](https://knowledge.wharton.upenn.edu/article/how-to-build-a-better-relationship-at-the-bargaining-table/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=6-8-22&utm_content=How%20to%20Build%20a%20Better%20Relationship%20at%20the%20Bargaining%20Table)

**Study Suggests AM/FM Builds Awareness, Purchase Intent For D2C Brands Heavy On Podcasts.**

Inside Radio (Cumulus Media/Harris Poll) June 7, 2022

[https://www.insideradio.com/podcastnewsdaily/study-suggests-am-fm-builds-awareness-purchase-intent-for-d2c-brands-heavy-on-podcasts/article\\_f7eeba1c-e67c-11ec-98e7-9f18dd70e31f.html](https://www.insideradio.com/podcastnewsdaily/study-suggests-am-fm-builds-awareness-purchase-intent-for-d2c-brands-heavy-on-podcasts/article_f7eeba1c-e67c-11ec-98e7-9f18dd70e31f.html)

And to help you use this data, Liz Fancher created this infographic for your use:

**ATTACHMENT:** [Meal Kit Case Study](#)

**Your Mid-Year Sales Plan Revision**

Radio Ink (Loyd Ford) June 6, 2022

[https://radioink.com/2022/06/06/your-mid-year-sales-plan-revision/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/06/your-mid-year-sales-plan-revision/?vgo_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D)

**"Confirming Before Closing" Is Good Sales Advice**

SalesFuel June 4, 2022

<https://salesfuel.com/confirming-before-closing-is-good-sales-advice/>

## 6 Reasons Your Marketing Copy Isn't Converting — and How to Fix Each One

Entrepreneur June 1, 2022

<https://www.entrepreneur.com/article/425691>

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

## Downloads Down 2% Week-To-Week, Up 55% Year-To-Year In Podtrac Weekly Podcast Data Release For May 30-June 5

All Access June 7, 2022

<https://www.allaccess.com/net-news/archive/story/218857/downloads-down-2-week-to-week-up-55-year-to-year-i>

## Political Ads Miss As Much As 40% Of Voters Due To Traditional Buying Strategies

(Note: This article points out how evolving TV viewership is under-delivering audience but it fails to provide solutions to the problem....like adding Radio to the media mix. That is up to us Radio folks to do!)

MediaPost June 7, 2022

[https://www.mediapost.com/publications/article/374555/political-ads-miss-as-much-as-40-of-voters-due-to.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126513&hashid=MvrWDWYNRcOEFJu\\_y2GihQ](https://www.mediapost.com/publications/article/374555/political-ads-miss-as-much-as-40-of-voters-due-to.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126513&hashid=MvrWDWYNRcOEFJu_y2GihQ)

## Cash Back Phone App 'GetUpside' Makes Quick Ride To The Top Radio Advertisers List.

Inside Radio (Media Monitors) June 7, 2022

[https://www.insideradio.com/free/cash-back-phone-app-getupside-makes-quick-ride-to-the-top-radio-advertisers-list/article\\_3ce03bb2-e62a-11ec-8489-e39fc80786a2.html](https://www.insideradio.com/free/cash-back-phone-app-getupside-makes-quick-ride-to-the-top-radio-advertisers-list/article_3ce03bb2-e62a-11ec-8489-e39fc80786a2.html)

## 'Extreme Cooling Off' For Economy This Summer? Not Likely, Says NRF.

Inside Radio June 7, 2022

[https://www.insideradio.com/free/extreme-cooling-off-for-economy-this-summer-not-likely-says-nrf/article\\_1c350e06-e62a-11ec-8eee-9f55250fc57a.html](https://www.insideradio.com/free/extreme-cooling-off-for-economy-this-summer-not-likely-says-nrf/article_1c350e06-e62a-11ec-8eee-9f55250fc57a.html)

## Building Frequency Of Your Advertising Message

Radio Ink (Marc Greenspan) June 6, 2022

[https://radioink.com/2022/06/06/building-frequency-of-your-advertising-message/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2022/06/06/building-frequency-of-your-advertising-message/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

## Craft a Buying Vision to Close More Deals

SalesFuel June 4, 2022

<https://salesfuel.com/craft-a-buying-vision-to-close-more-deals/>

## 6 Good Habits of Successful Salespeople

SalesFuel June 4, 2022

<https://salesfuel.com/6-good-habits-of-successful-salespeople/>

## Survey: Consumers reducing summer spend

Chain Store Age June 3, 2022

[https://chainstoreage.com/survey-consumers-reducing-summer-spend?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/survey-consumers-reducing-summer-spend?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Fear factor: Overcoming human barriers to innovation**

McKinsey & Company June 3, 2022

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/fear-factor-overcoming-human-barriers-to-innovation>

### **Radio Targets Affluent Adults Ready to Release A Flood of Spending.**

Inside Radio (The Media Audit) June 3, 2022

[https://www.insideradio.com/free/radio-targets-affluent-adults-ready-to-release-a-flood-of-spending/article\\_ca0aee4-e30c-11ec-9aa3-8b278c13b3d0.html](https://www.insideradio.com/free/radio-targets-affluent-adults-ready-to-release-a-flood-of-spending/article_ca0aee4-e30c-11ec-9aa3-8b278c13b3d0.html)

### **ANA Analysis: Ad Fraud Tops \$100B Annually**

MediaPost June 2, 2022

[https://www.mediapost.com/publications/article/374411/ana-analysis-ad-fraud-tops-100b-annually.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126484&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/374411/ana-analysis-ad-fraud-tops-100b-annually.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126484&hashid=IZA7uSulTnimoAz9RMXvmQ)

### **Your Digital Marketing Isn't Reaching Hispanics**

Media Post June 2, 2022

<https://www.mediapost.com/publications/article/374420/your-digital-marketing-isnt-reaching-hispanics.html?edition=126472>

### **Live Concerts Are Back, But Small Venues Face Longer Road to Recovery**

The Hollywood Reporter June 2, 2022

<https://www.hollywoodreporter.com/business/business-news/live-concerts-small-venues-recovery-1235156481/>

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

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

### **Borrell Forecast Shows Big Variances In Ad Growth Rates For 2022.**

Inside Radio June 8, 2022

[https://www.insideradio.com/free/borrell-forecast-shows-big-variances-in-ad-growth-rates-for-2022/article\\_d573f530-e706-11ec-83b8-3bd94a227052.html](https://www.insideradio.com/free/borrell-forecast-shows-big-variances-in-ad-growth-rates-for-2022/article_d573f530-e706-11ec-83b8-3bd94a227052.html)

### **How's The Ad Campaign Working? The Client's Answer Is Now Part Of Marketron's REV Platform.**

Inside Radio June 8, 2022

[https://www.insideradio.com/free/how-s-the-ad-campaign-working-the-client-s-answer-is-now-part-of-marketron/article\\_78da7790-e706-11ec-9d01-c3458fa6fcea.html](https://www.insideradio.com/free/how-s-the-ad-campaign-working-the-client-s-answer-is-now-part-of-marketron/article_78da7790-e706-11ec-9d01-c3458fa6fcea.html)

### **Next Generation Of Apple's CarPlay Takes Bigger Dashboard Role, Including Controlling Radio.**

Inside Radio June 7, 2022

[https://www.insideradio.com/free/next-generation-of-apple-s-carplay-takes-bigger-dashboard-role-including-controlling-radio/article\\_8937fd74-e62a-11ec-946f-831aa72694c2.html](https://www.insideradio.com/free/next-generation-of-apple-s-carplay-takes-bigger-dashboard-role-including-controlling-radio/article_8937fd74-e62a-11ec-946f-831aa72694c2.html)

### **FCC's Revised Political Ad Rules Take Effect July 5.**

Inside Radio June 3, 2022

[https://www.insideradio.com/free/fcc-s-revised-political-ad-rules-take-effect-july-5/article\\_073fd924-e30d-11ec-b442-b3cbbc8bf08c.html](https://www.insideradio.com/free/fcc-s-revised-political-ad-rules-take-effect-july-5/article_073fd924-e30d-11ec-b442-b3cbbc8bf08c.html)

### **Quantitative vs. Qualitative Sales Forecasting: Which Is Best For You?**

LinkedIn May 26, 2022

<https://www.linkedin.com/business/sales/blog/sales-ops/decide-between-quantitative-qualitative-sales-forecasting>

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

### **Zenith Issues 'Minor Downgrade' To Global Ad Outlook, U.S. Remains Unchanged**

MediaPost June 8, 2022

[https://www.mediapost.com/publications/article/374584/zenith-issues-minor-downgrade-to-global-ad-outlo.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=126524&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/374584/zenith-issues-minor-downgrade-to-global-ad-outlo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=126524&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **What Didn't Happen – And Why – To Radio During The Pandemic.**

Inside Radio (Borrell) June 8, 2022

[https://www.insideradio.com/free/what-didn-t-happen-and-why-to-radio-during-the-pandemic/article\\_f48533ee-e706-11ec-bc6d-9f9099aca36e.html](https://www.insideradio.com/free/what-didn-t-happen-and-why-to-radio-during-the-pandemic/article_f48533ee-e706-11ec-bc6d-9f9099aca36e.html)

### **Why Elon Musk Could Turn Out To Be Radio's Best Friend**

Jacobs Media Strategies (Fred Jacobs) June 8, 2022

<https://jacobsmedia.com/67894-2/>

### **Automotive TV Spending Up Nearly 38% In May**

MediaPost June 7, 2022

[https://www.mediapost.com/publications/article/374580/automotive-tv-spending-up-nearly-38-in-may.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126524&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/374580/automotive-tv-spending-up-nearly-38-in-may.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126524&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **Priorities for the Modern Leader**

The Center For Sales Strategy (Stephanie Stoll) June 7, 2022

[https://blog.thecenterforsalesstrategy.com/priorities-for-the-modern-leader?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=215646641&\\_hsenc=p2ANqtz--vCNg-p7mAjFfxEdnc2Gr2\\_NkRho\\_3ijTwX\\_MrS\\_jOjOTuUHiCAWq6lVESncLy8kWLBSanMzAmCfSdJSAn2eKxW3Vg&utm\\_content=215646641&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/priorities-for-the-modern-leader?utm_campaign=subscriber&utm_medium=email&_hsmi=215646641&_hsenc=p2ANqtz--vCNg-p7mAjFfxEdnc2Gr2_NkRho_3ijTwX_MrS_jOjOTuUHiCAWq6lVESncLy8kWLBSanMzAmCfSdJSAn2eKxW3Vg&utm_content=215646641&utm_source=hs_email)

### **U.S. Radio Stations Face 13% Fee Hike**

#### **NAB calls the planned increase "staggering" for the radio industry**

RadioWorld June 7, 2022

[https://www.radioworld.com/news-and-business/business-and-law/u-s-radio-stations-face-13-fee-hike?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=0472C424-6E88-448C-9940-EC03E5287C3F&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/business-and-law/u-s-radio-stations-face-13-fee-hike?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=0472C424-6E88-448C-9940-EC03E5287C3F&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **In the Upfront, GroupM Is Sticking With Nielsen for Now, but It's Testing iSpot, Comscore, VideoAmp for the Future**

Broadcasting + Cable June 6, 2022

[https://www.nexttv.com/news/in-the-upfront-groupm-is-sticking-with-nielsen-for-now-but-its-testing-ispot-comscore-videoamp-for-the-future?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=381DA325-D11F-4115-B5FE-D64B616BCA98&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.nexttv.com/news/in-the-upfront-groupm-is-sticking-with-nielsen-for-now-but-its-testing-ispot-comscore-videoamp-for-the-future?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=381DA325-D11F-4115-B5FE-D64B616BCA98&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

### **Black-Owned Radio Stations Are Under-Represented In Media Spending**

MediaPost June 6, 2022

[https://www.mediapost.com/publications/article/374505/black-owned-radio-stations-are-under-represented-i.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126505&hashid=NoNI3IF9S36Khvwb4taIAA](https://www.mediapost.com/publications/article/374505/black-owned-radio-stations-are-under-represented-i.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126505&hashid=NoNI3IF9S36Khvwb4taIAA)

### **Traditional Media Players Can Become Data-Driven. Here's How**

ad exchanger June 6, 2022

<https://www.adexchanger.com/data-driven-thinking/traditional-media-players-can-become-data-driven-heres-how/>

### **Why Salespeople Are Quitting After 90 Days — And How To Prevent It**

The Center For Sales Strategy (Tirzah Thornburg) June 6, 2022

[https://blog.thecenterforsalesstrategy.com/why-salespeople-are-quitting-after-90-days-and-how-to-prevent-it?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=215503734&\\_hsenc=p2ANqtz-8T0CLzyO2y9HL-Dlr4m5vo6cv-PZAN--wddEDKaPaPnLU2P8tIT1xNqehPupOKSmZUkQnG9pINzMSIFOkooZvI5PQA1w&utm\\_content=215503734&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/why-salespeople-are-quitting-after-90-days-and-how-to-prevent-it?utm_campaign=subscriber&utm_medium=email&_hsmi=215503734&_hsenc=p2ANqtz-8T0CLzyO2y9HL-Dlr4m5vo6cv-PZAN--wddEDKaPaPnLU2P8tIT1xNqehPupOKSmZUkQnG9pINzMSIFOkooZvI5PQA1w&utm_content=215503734&utm_source=hs_email)

### **Take These Steps to Reduce Burnout**

SalesFuel June 4, 2022

<https://salesfuel.com/take-these-steps-to-reduce-burnout/>

### **FTC To Revamp Digital Advertising Guidance**

MediaPost June 3, 2022

[https://www.mediapost.com/publications/article/374485/ftc-to-revamp-digital-advertising-guidance.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=126486&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/374485/ftc-to-revamp-digital-advertising-guidance.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=126486&hashid=akE-7z-LS1W9CYmV5M9xXA)

## Here's How Much Of Smart Speaker Time Is Going To Podcasts.

Inside Radio (Edison Research) June 2, 2022

[https://www.insideradio.com/podcastnewsdaily/here-s-how-much-of-smart-speaker-time-is-going-to-podcasts/article\\_2a2763d6-e294-11ec-9427-ab1b949beeb0.html](https://www.insideradio.com/podcastnewsdaily/here-s-how-much-of-smart-speaker-time-is-going-to-podcasts/article_2a2763d6-e294-11ec-9427-ab1b949beeb0.html)

## Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for May Week 4 (May 19-25, 2022) and the May Full Month.

### 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 Monthly - 641,100

May Week 1 - 652,300  
May Week 2 - 660,800  
May Week 3 - 630,800  
May Week 4 - 620,600

#### **Cume:**

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

Apr Monthly - 10,166,500  
May Monthly - 10,139,200

May Week 1 - 10,131,900  
May Week 2 - 10,274,200  
May Week 3 - 10,045,700  
May Week 4 - 10,104,900

## **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 Monthly - 124,200

May Week 1 - 120,900  
May Week 2 - 124,800  
May Week 3 - 121,400  
May Week 4 - 129,500

### **Cume:**

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

Apr Monthly - 1,873,700  
May Monthly - 1,917,700

May Week 1 - 1,937,500  
May Week 2 - 1,872,000  
May Week 3 - 1,915,200  
May Week 4 - 1,946,200

## **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 Monthly - 126,800

May Week 1 - 128,700  
May Week 2 - 133,800  
May Week 3 - 122,300  
May Week 4 - 122,400

**Cume:**

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

Apr Monthly - 2,389,100  
May Monthly - 2,462,400

May Week 1 - 2,465,700  
May Week 2 - 2,466,200  
May Week 3 - 2,469,900  
May Week 4 - 2,447,900

--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031