**July 28, 2021**

Here we are on the last Wednesday of July and in the Nielsen world that brings us to July Week 3 in the PPM ratings trends. The summary data this week show some modest fluctuations but the first three weeks of the month looks pretty solid. Let's hope for a strong finish to the month:

**Los Angeles (Metro 12+ Population 11,469,700)**

**AQH:**

July Week 1 - 642,400

July Week 2 - 640,200

July Week 3 - 652,500

**Cume:**

July Week 1 - 10,067,300

July Week 2 - 10,430,100

July Week 3 - 10,239,400

**Riverside/San Bernardino (Metro 12+ Population 2,145,300)**

**AQH:**

July Week 1 - 105,600

July Week 2 - 97,700

July Week 3 - 106,500

**Cume:**

July Week 1 - 1,933,400

July Week 2 - 1,958,000

July Week 3 - 1,911,800

**San Diego (Metro 12+ Population 2,873,100)**

**AQH:**

July Week 1 - 120,800

July Week 2 - 120,800

July Week 3 - 117,500

**Cume:**

July Week 1 - 2,355,100

July Week 2 - 2,415,400

July Week 3 - 2,309,700

**"Smooth seas do not make skillful sailors."**

—African Proverb

**"Develop a passion for learning. If you do, you will never cease to grow."**

—Anthony J. D'Angelo

So keep a firm grip on the tiller as we learn some new things and skills this week to help us navigate these stormy times:

**Resources and Articles of Interest to Sales and Advertisers**

**Dollar Signs: Computer Chip Shortage Drives Record Auto Dealer Profits**

Forbes July 27, 2021

<https://www.forbes.com/sites/jimhenry/2021/07/27/dollar-signs-computer-chip-shortage-drives-record-auto-dealer-profits/?sh=60b2ef439bfb>

**Is “Netflix Vs. Blockbuster” Happening To The Auto Industry?**

Forbes July 27, 2021

<https://www.forbes.com/sites/forbestechcouncil/2021/07/27/is-netflix-vs-blockbuster-happening-to-the-auto-industry/?sh=2e8928ac353e>

**Improving Sales Performance — IMPACT Your Sales Performance: Performance Tracking**  
The Center For Sales Strategy (Amanda Meade)July 28, 2021

<https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-performance-performance-tracking?utm_campaign=subscriber&utm_medium=email&_hsmi=144424680&_hsenc=p2ANqtz--rTPginwBGoA5UueW6iV6cCd-me7qihTsrjQzoU6jmOeDNDnBaNmppwhh8YVyImteb3-38SvMO4XKeSf1VdGprEnOlkA&utm_content=144424680&utm_source=hs_email>

**Podcast Advertising Quarterly Benchmark Report For Q2, 2021**

MAGELLAN AI July 28, 2021

**Attachment**: [Magellan AI Q2 ’21 Benchmark Report](https://scba.com/wp-content/uploads/2021/08/Magellan-AI-Q2-21-benchmark-report.pdf)

**Radio's A Better Bet For Sports Betting Advertising, New Study Says.**

(Note: This research is good to hang onto with the ex;pectation California voters will legalize sports wagering in November, 2022)

Inside Radio (MARU/Matchbox) July 27, 2021

<http://www.insideradio.com/free/radios-a-better-bet-for-sports-betting-advertising-new-study-says/article_28093236-ee9e-11eb-a0fe-a32ab1ca5fbd.html>

**Remarkable Consistency Among Top Retailers In 2020, Despite Disruption.**

Inside Radio (National Retail Federation) July 25, 2021

<http://www.insideradio.com/free/remarkable-consistency-among-top-retailers-in-2020-despite-disruption/article_91410424-edde-11eb-a6a2-0f76b2b7b1cf.html>

**To Connect with Elusive B2B Prospects, Turn Marketing and Sales into “Sherpas” for the Buying Journey**  
Customer Think (Christopher Ryan) July 20, 2021

<https://customerthink.com/to-connect-with-elusive-b2b-prospects-turn-marketing-and-sales-into-sherpas-for-the-buying-journey/?ct_subscriber=yes>

**3 Tips to Up Your Customer Service Game**

SalesFuel July 25, 2021

<https://salesfuel.com/3-tips-to-up-your-customer-service-game/>

**How to Respond to Sales Objections Centered on Timing**

SalesFuel July 25, 2021

<https://salesfuel.com/how-to-respond-to-sales-objections-centered-on-timing/>

**Sales Call Planning 101**

SalesFuel July 25, 2021

<https://salesfuel.com/sales-call-planning-101/>

**Electric-Vehicle Sales Growth Outpaces Broader Auto Industry  
New plug-in models from Tesla, Ford, VW and others helped to boost demand,** **while hurdles still remain for the technology**

WSJ July 23, 2021

<https://www.wsj.com/articles/electric-vehicle-sales-growth-outpaces-broader-auto-industry-11627032601>

**Podsights: Podcast Listeners In Q2 Were Twice As Likely To Buy Products After Hearing An Ad.**

Inside Radio (Podsights) July 23, 2021

<http://www.insideradio.com/podcastnewsdaily/podsights-podcast-listeners-in-q2-were-twice-as-likely-to-buy-products-after-hearing-an/article_c82c7e04-ebcd-11eb-82d2-77eb7a95e578.html>

**Podsights Data Shows Some Podcast Listeners May Be Hearing The Same Ads Too Much.**

Inside Radio (Podsights) July 23, 2021

<http://www.insideradio.com/podcastnewsdaily/podsights-data-shows-some-podcast-listeners-may-be-hearing-the-same-ads-too-much/article_856b212e-ebcd-11eb-b994-577225c4633e.html>

**Objections Overruled. Radio Drives Double Digit Site Lift for Legal Services**

RAB July 20, 2021

<https://www.radiomatters.org/index.php/2021/07/20/objections-overruled-radio-drives-double-digit-site-lift-for-legal-services/>

**It’s Time to Ditch These Outdated Sales Techniques**

Linkedin Sales Blog July 9, 2021

<https://www.linkedin.com/business/sales/blog/b2b-sales/its-time-to-ditch-these-outdated-sales-techniques>

**Survey: Retailers prioritize back-to-school over holiday**

Chain Store Age July 22, 2021

<https://chainstoreage.com/survey-retailers-prioritize-back-school-over-holiday?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=>

**Survey: E-commerce set to soar for the holidays**

Chain Store Age July 21, 2021

<https://chainstoreage.com/survey-e-commerce-set-soar-holidays?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=>

**Consumer Attitudes Toward Digital Advertising 2021  
Reaching the Concerned and Ad-Avoidant User**

eMarketer July 22, 2021

<https://www.emarketer.com/content/consumer-attitudes-toward-digital-advertising-2021>

**Radio Listening At 95% Of Pre-Pandemic Levels, According To RRC Analysis.**

Inside Radio (Radio Research Consortium) July 22, 2021

<http://www.insideradio.com/free/radio-listening-at-95-of-pre-pandemic-levels-according-to-rrc-analysis/article_4c5724d4-eaa4-11eb-a457-97ba14eb575a.html>

**'Say My Name': How To Increase Brand Recognition In Audio Advertising**

MediaPost July 22, 2021

<https://www.mediapost.com/publications/article/365312/say-my-name-how-to-increase-brand-recognition-i.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123074&hashid=nPO6kNh8ToCb2_NBH4Mycg>

**Improving Sales Performance — IMPACT Your Sales Performance: Pipeline Management**  
The Center For Sales Strategy (Amanda Meade) July 22, 2021

<https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-performance-pipeline-management?utm_campaign=subscriber&utm_medium=email&_hsmi=142726647&_hsenc=p2ANqtz--3dbE9kyj6Si_ZCP9_I0L8v85QJosmRkM1PnJ0oZtWeLaVE82QPdgfaDm1tWyImnUg9BlW7IOvW6oERZORpMXLasBUrQ&utm_content=142726647&utm_source=hs_email>

**9 Tactics for Better Remote Negotiations**  
Harvard Business Review (Milan Prilepok) July 21, 2021

<https://hbr.org/2021/07/9-tactics-for-better-remote-negotiations>

**The state of digital advertising fraud: 4 points publishers should know**

America's Newspapers/Alliance For Audited Media July 20, 2021

<https://newspapers.org/stories/alliance-for-audited-media,4158655>

**Radio Listeners Love a Cold Brew During a Hot Summer.**

Inside Radio (The Media Audit) July 22, 2021

<http://www.insideradio.com/free/radio-listeners-love-a-cold-brew-during-a-hot-summer/article_e379aac2-eaa3-11eb-8595-9f74979672e3.html>

**Resources and Articles of Interest to Managers for Planning and Forecasting:**

**Call It A Comeback: Ad Agencies Are Rebounding, Hiring And Passing Pre-Pandemic Levels.**

Inside Radio (Ad Age) July 27, 2021

<http://www.insideradio.com/free/call-it-a-comeback-ad-agencies-are-rebounding-hiring-and-passing-pre-pandemic-levels/article_49a13dfe-ee9d-11eb-8743-7bd5d0cd8f3b.html>

**Nielsen Starts 'Cookieless'-First-Party Data Approach For Audience, Outcome Measurement**

MediaPost July 27, 2021

<https://www.mediapost.com/publications/article/365430/nielsen-starts-cookieless-first-party-data-appro.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123121&hashid=Xbl3-p0DS1exdHSa15Xu_g>

**Google Primed to Benefit From Surge in Online Advertising  
Internet search giant is expected to report profit nearly doubled in second quarter as regulatory headwinds mount**

WSJ July 27, 2021

<https://www.wsj.com/articles/google-alphabet-googl-2q-earnings-report-2021-11627344309>

**Why CMOs Are Going All-In on Marketing Operations**

ANA July 27, 2021

<https://www.ana.net/magazines/show/id/forward-2021-07-brandmaker-marketing-operations?st3=210727newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210727-newsstandnow-non&_zs=FANij1&_zl=Lqqm7>

**Digital advertising to take 58% share of market in 2021: Zenith global report**

Campaign US July 27, 2021

<https://www.campaignlive.com/article/digital-advertising-58-share-market-2021-zenith-global-report/1723320>

**2021 U.S., Worldwide Consensus Jumps On Zenith Ad Revisions**

MediaPost July 26, 2021

<https://www.mediapost.com/publications/article/365391/2021-us-worldwide-consensus-jumps-on-zenith-ad.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123112&hashid=Y1PEPj99RXCjj6hr8RtU_Q>

**Our Fight Against Market Research Fraud: Using Next-Gen Fraud Defenses**

ANA July 22, 2021

<https://www.ana.net/blogs/show/id/mm-blog-2021-07-fight-against-fraud?st3=210726mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210726-marketing360-am-non&_zs=FANij1&_zl=0Dcm7>

**Senate Proposal Would Give Tax Breaks To Small Businesses That Buy Local Radio Ads.**

Inside Radio July 26, 2021

<http://www.insideradio.com/free/senate-proposal-would-give-tax-breaks-to-small-businesses-that-buy-local-radio-ads/article_41201b8c-eddf-11eb-8ee0-0fe95824df96.html>

**Broadcasters Are Diversifying Their Revenue Streams. So What Business Is Radio In?**

Inside Radio (BIA Advisory Services) July 26, 2021

<http://www.insideradio.com/free/broadcasters-are-diversifying-their-revenue-streams-so-what-business-is-radio-in/article_604ef884-eddf-11eb-9a6e-e3df6408d901.html>

**Zenith: Online Video To Lead 2021 Global Ad-Spend Growth, At +26%; Digital To Take 58% Share Of Total**

MediaPost July 26, 2021

<https://www.mediapost.com/publications/article/365393/zenith-online-video-to-lead-2021-global-ad-spend.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123102&hashid=Xbl3-p0DS1exdHSa15Xu_g>

**U.S. TV Ad Spending to Drop 4% in 2021 as Digital Video Booms  
Zenith forecasts slight rebound in 2022**

Broadcasting + Cable July 26, 2021

<https://www.nexttv.com/news/us-tv-ad-spending-to-drop-4-in-2021-as-digital-video-booms>

**Leadership Development–Developing Managers Into Leaders**  
The Center For Sales Strategy (Matt Sunshine)July 26, 2021

<https://blog.thecenterforsalesstrategy.com/leadership-development-developing-managers-into-leaders?utm_campaign=subscriber&utm_medium=email&_hsmi=143787804&_hsenc=p2ANqtz-_T-q1eVHtmJjVkqB6MriUNcU3_DRoo8VuHI-y0h6ywv9qsVYObe2fIXGpxf29__kRIKjGHMcC3d-DLi186PBIGxD6YbQ&utm_content=143787804&utm_source=hs_email>

**Radio Is Under Pressure**  
Jacobs Media Strategies (Fred Jacobs)July 26, 2021

<https://jacobsmedia.com/radio-is-under-pressure/>

**Local Radio Ad Revenue to “Rebound Somewhat”  
BIA revises its U.S. local ad forecast, sees business acceleration**

RadioWorld July 22, 2021

<https://www.radioworld.com/news-and-business/programming-and-sales/local-radio-ad-revenue-to-rebound-somewhat?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=E1DDBAAD-4554-4399-BA74-B5FD5AAEB30E&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb>

**Sales Managers Should Practice Active Time Management**

SalesFuel July 25, 2021

<https://salesfuel.com/motivate-your-sales-managers-to-practice-active-time-management/>

**Cue The Host-Read Ads. Forecast Says Influencer Marketing Budgets Are Rapidly Growing.**

Inside Radio (eMarketer) July 23, 2021

<http://www.insideradio.com/free/cue-the-host-read-ads-forecast-says-influencer-marketing-budgets-are-rapidly-growing/article_a8857b8a-eb7f-11eb-841c-cbb5508be82e.html>

**LRFA Support Continues To Grow. Is The ‘Fairness’ Bill A Flop?**  
Radio + Television Business Report July 23, 2021

<https://www.rbr.com/lrfa-support-continues-to-grow-is-the-fairness-bill-a-flop/>

**NAB to FCC: Don't Charge Us For Broadband Mapping Effort**

Broadcasting + Cable July 23, 2021

<https://www.nexttv.com/news/nab-to-fcc-dont-charge-us-for-broadband-mapping-effort>

**BIA Revises Its U.S. Local Ad Forecast Upward**  
Radio+Television Business Report July 22, 202

<https://www.rbr.com/bia-revises-its-u-s-local-ad-forecast/>

**FCC To Clarify Political Advertising Rules – No Significant Changes Proposed**  
Broadcast Law Blog (David Oxenford) July 22, 2021

<https://www.broadcastlawblog.com/2021/07/articles/fcc-to-clarify-political-advertising-rules-no-significant-changes-proposed/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=439bcc940b-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-439bcc940b-70422897>

**VAB Asks MRC To Suspend Nielsen Ratings Accreditation**

Broadcasting + Cable July 21, 2021

<https://www.nexttv.com/news/vab-asks-mrc-to-suspend-nielsen-ratings-accreditation>

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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031