

SEPTEMBER 8, 2021

It is Wednesday already and time for another installment of your Midweek Resource Roundup. As usual we get started with a review of the Nielsen audience trending with September Week 1 in our PPM measured markets. We closed out a strong summer showing and launch into the fall with a solid September Week 1:

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

AQH:

July Monthly - 644,400

Aug Monthly - 647,100

Sept. Week 1 - 653,000

Cume:

July Monthly - 10,244,800

Aug Monthly - 10,304,000

Sept. Week 1 - 10,243,500

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

AQH:

July Monthly - 104,500

Aug Monthly - 108,900

Sept. Week 1 - 111,500

Cume:

July Monthly - 1,929,800

Aug Monthly - 1,881,700

Sept. Week 1 - 1,938,400

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

AQH:

July Monthly - 119,700

Aug Monthly - 129,100

Sept. Week 1 - 133,800

Cume:

July Monthly - 2,363,700

Aug Monthly - 2,399,900

Sept. Week 1 - 2,410,300

"Ask many questions. Life is a learning process. You are a learner. Seek answers to the puzzles of your life....Learn with great passion. Learn with great enthusiasm."

- Lailah Gifty Akita

(Lailah Gifty Akita is an enthusiastic inspirational writer, born in Accra, Ghana. ... She is a PhD-student, studying Geosciences at the University of Jena, Germany.)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

As Tier One Automakers Bypass Radio, Growing Evidence Shows Medium's Ability To Drive Results.

Inside Radio September 8, 2021

http://www.insideradio.com/free/as-tier-one-automakers-bypass-radio-growing-evidence-shows-medium-s-ability-to-drive-results/article_2cb13b06-1079-11ec-b240-3f4a3ae47ee3.html

Linked and related article:

EX-HYUNDAI CMO SAYS AUTO BRANDS SPEND TOO MUCH ON TV ADS, GOOGLE SEARCH

Ad Age September 3, 2021

<https://adage.com/article/ad-age-podcast/ex-hyundai-cmo-says-auto-brands-spend-too-much-tv/2363236>

A Deluge Of Back To School Advertisers On Radio Last Week.

Inside Radio September 8, 2021

http://www.insideradio.com/free/a-deluge-of-back-to-school-advertisers-on-radio-last-week/article_222e72ee-1078-11ec-964f-5b8b2c096b0e.html

For Podcast Listeners, Audio Use Is 'Off The Charts.'

Inside Radio (Westwood One) September 8, 2021

http://www.insideradio.com/podcastnewsdaily/for-podcast-listeners-audio-use-is-off-the-charts/article_3014fc94-10c7-11ec-9d2f-8bd9189a1cc1.html

AdvertiseCast Says Podcast Ad CPMs Ticked Up Two Cents In August.

Inside Radio (ADVERTISECAST) September 8, 2021

http://www.insideradio.com/podcastnewsdaily/advertise-cast-says-podcast-ad-cpms-ticked-up-two-cents-in-august/article_e3424970-10c7-11ec-8a3d-d384565b610c.html

The U.S. Expected an Economic Takeoff. It Got a September Slowdown.

Delta variant undoes expectations; hiring and consumer spending slow in the face of fresh uncertainty

WSJ September 7, 2021

<https://www.wsj.com/articles/delta-variant-covid-us-economy-jobs-spending-fall-september-slowdown-school-11631027856?mod=djemwhatsnews>

Fraud Against Retailers Booms With Shift To Digital, Study Shows

MediaPost September 7, 2021

https://www.mediapost.com/publications/article/366573/fraud-against-retailers-booms-with-shift-to-digital.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123581&ashid=mJekFDXrQpCzIaeSPZoRTw

TV's crucial fall season will struggle to overcome changing viewing habits

eMarketer, September 7, 2021

<https://www.emarketer.com/content/tv-s-crucial-fall-season-will-struggle-overcome-changing-viewing-habits>

Survey: Some Ad Buyers Are Now Moving Dollars Based On Trust Issues.

Inside Radio (Advertiser Perceptions Trust Report) September 7, 2021

http://www.insideradio.com/free/survey-some-ad-buyers-are-now-moving-dollars-based-on-trust-issues/article_7bd9a26e-0fab-11ec-b88f-d7d2a60c8332.html

The Name is the Game

Radio Ink (Rick Fink) September 7, 2021

https://radioink.com/2021/09/07/the-name-is-the-game/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

How to Write Emails that Reach Your Prospects

SalesFuel September 4, 2021

<https://salesfuel.com/how-to-write-emails-that-reach-your-prospects/>

Sell To C-Level Executives With Confidence : Part 1

SalesFuel September 4, 2021

<https://salesfuel.com/sell-to-c-level-executives-with-confidence-part-1/>

Business Acumen Is Needed To Sell To the C-Level

SalesFuel September 4, 2021

<https://salesfuel.com/business-acumen-is-needed-to-sell-to-the-c-level/>

21 Sales Qualifying Questions to Identify Prospects Worth Pursuing

HubSpot September 3, 2021

https://blog.hubspot.com/sales/16-sales-qualification-questions-to-identify-prospects-worth-pursuing?_hstc=201195441.2c48704e13419adf74bf71cc9fa046e0.1622665137035.1631032679916.1631051832749.50&_hssc=201195441.1.1631051832749&_hsfp=3105977984

ATTACHMENT: [101 Sales Qualification Questions – Hub Spot](#)

Report: Podcast Ad Spending Up 24% During First Five Months Of 2021.

MEDIARadar September 3, 2021

http://www.insideradio.com/free/report-podcast-ad-spending-up-24-during-first-five-months-of-2021/article_df96ce92-0c83-11ec-8ede-5f91f1e47596.html

Beep Beep: Car Listening Maintains Lead Over Home.

Inside Radio (Radio Research Consortium) September 3, 2021

http://www.insideradio.com/free/beep-beep-car-listening-maintains-lead-over-home/article_a49dd344-0c83-11ec-89bb-5b0dabfc2f48.html

Study: Radio Listeners More Positive About Economy, Financial Standing.

Inside Radio (MRI-Simmons) September 3, 2021

http://www.insideradio.com/free/study-radio-listeners-more-positive-about-economy-financial-standing/article_1cf84834-0c83-11ec-aaed-af2d9f7336bd.html

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

MediaPost September 3, 2021

https://www.mediapost.com/publications/article/366522/say-my-name-how-to-increase-brand-recognition-i.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123576&hashid=nPO6kNh8ToCb2_NBH4Mycg

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

NABOB Does Not Support Lifting Caps

Radio Ink September 8, 2021

https://radioink.com/2021/09/08/nabob-not-in-favor-of-lifting-caps/?vgo_ee=g4MdlIvetgIR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

US Digital Ad Spending To Pass \$200B Mark By 2022; Projected To Reach \$190B In 2021

APN News September 7, 2021

<https://www.apnnews.com/us-digital-ad-spending-to-pass-200b-mark-by-2022-projected-to-reach-190b-in-2021/>

Most Consumers Prefer AVOD To Reduce Cost of Streaming

Broadcasting + Cable September 8, 2021

<https://www.nexttv.com/news/most-consumers-prefer-avod-to-reduce-cost-of-streaming>

Is There Value In A One Media Currency System?

MediaPost September 7, 2021

https://www.mediapost.com/publications/article/366535/is-there-value-in-a-one-media-currency-system.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123577&hashid=0GmwUb-VQzGI9svJRwTNRa

Nielsen's Grip Over TV Ratings Loosens Amid Streaming Boom

Company faces a double whammy: challenges in its legacy products and customers looking for alternative ways to measure streaming viewership

WSJ September 7, 2021

<https://www.wsj.com/articles/niensens-grip-over-tv-ratings-loosens-amid-streaming-boom-11631007002>

The Expert's Guide to a Successful Sales Organization Structure

The Center For Sales Strategy (Matt Sunshine) September 7, 2021

https://blog.thecenterforsalesstrategy.com/the-experts-guide-to-a-successful-sales-organization-structure?utm_campaign=subscriber&utm_medium=email&hsmi=156867865&hsenc=p2ANqtz-8gqkzopcY7vGPT2P7kt6Ag4AT3ZNUHZmvvG_UjxuSLbcRXkPZNJGm-eOmJsDv05arocl4hdNg1HEmPvJBvaRsukVUZqg&utm_content=156867865&utm_source=hs_email

Redesigning Your Sales Organization in a Post-Covid World

STREETFIGHT September 7, 2021

https://streetfightmag.com/2021/09/07/redesigning-your-sales-organization-in-a-post-covid-world/?mc_cid=cf5d261fe1&mc_eid=281a8bbec8

Radio May Be Embracing Digital But Has No Clue About DCX

Jacobs Media Strategies (Fred Jacobs) September 7, 2021

<https://jacobsmedia.com/radio-may-be-embracing-digital-but-has-no-clue-about-dcx/>

Developing Empathy In A Busy Business World

Radio Ink (Loyd Ford) September 7, 2021

https://radioink.com/2021/09/07/developing-empathy-in-a-busy-business-world/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Nielsen, Clients React To MRC's Suspensions

MediaPost September 2, 2021

https://www.mediapost.com/publications/article/366474/nielsen-clients-react-to-mrcs-suspensions.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123553&hashid=CKfKjD-IQuCPkoXp87oXHg

2 THINGS ABOUT MANAGING THROUGH CHANGE (AND 3 THINGS OTHERS ARE ASKING)

Darden Ideas to Action - University of Virginia) August 31, 2021

<https://ideas.darden.virginia.edu/managing-through-change>

The Ratings War

MediaPost September 2, 2021

https://www.mediapost.com/publications/article/366470/the-ratings-war.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123556&hashid=13ziehw8S-6SGyiO6JORFg

NAB Backs Abolishing AM Caps And Raising FM Limits; Says COVID Amplifies Need For Change.

Inside Radio September 3, 2021

http://www.insideradio.com/free/nab-backs-abolishing-am-caps-and-raising-fm-limits-says-covid-amplifies-need-for-change/article_fcfd07bc-0c83-11ec-adf4-3f86a34a81e3.html

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