

SEPTEMBER 15, 2021

Before we dive into our weekly review of the latest Nielsen audience trending data for our PPM markets I want to note that I have had a few requests for forward looking economic forecasting information as we are deep into the budgeting process for 2022. I make an effort each week to provide that sort of information as it becomes available from various sources. You will see some articles in that regard in this week's edition. I also want to point out that Liz archives all the Midweek Resource Roundup reports on the SCBA website as a resource for you. Here is the link to the archives: <https://scba.com/midweek-roundup/>

You can open up the reports and do a word search to find any articles on a particular topic you are interested in.

Now, let's take a look at the Nielsen audience trending data for our PPM measured markets for September Week 2. We are half way through the September Survey and the listening levels are performing very well:

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100

Sept. Week 1 - 653,000
[Sept. Week 2 - 652,900](#)

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000

Sept. Week 1 - 10,243,500
[Sept. Week 2 - 10,158,000](#)

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900

Sept. Week 1 - 111,500
[Sept. Week 2 - 113,900](#)

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700

Sept. Week 1 - 1,938,400
Sept. Week 2 - 1,871,200

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

AQH:

July Monthly - 119,700
Aug Monthly - 129,100

Sept. Week 1 - 133,800
Sept. Week 2 - 136,100

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900

Sept. Week 1 - 2,410,300
Sept. Week 2 - 2,457,400

**“Learning never exhausts the mind.”
— Leonardo da Vinci**

Most of you have seen the great sales and management/leadership articles we have often shared in these curated weekly roundups from the late Bob McCurdy. He was also a strong believer in the importance of constantly learning and improving your skills. The book he finished writing prior to his passing last year is now available and I think a preview of it by Buzz Knight is worth your time to read. Like me, you might also be interested in acquiring a copy:

The Late Bob McCurdy’s Book is Out

Radio Ink September 14, 2021

<https://radioink.com/2021/09/14/the-late-bob-mccurdys-book-is-out/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

NFL Audience Research Shows Game Listeners ‘More Passionate And Engaged’ Than TV Viewers.

Inside Radio (Westwood One) September 15, 2021

http://www.insideradio.com/free/nfl-audience-research-shows-game-listeners-more-passionate-and-engaged-than-tv-viewers/article_8a01d4f0-15f1-11ec-89b7-b3c853062330.html

Survey: Podcasting's 'Power Subscribers' Are More Likely To Become Buyers Of Products Advertised.
Inside Radio (NCSolutions) September 15, 2021

http://www.insideradio.com/podcastnewsdaily/survey-podcasting-s-power-subscribers-are-more-likely-to-become-buyers-of-products-advertised/article_676092b8-1643-11ec-abba-dfb68071b497.html

Digital Brings Opportunities To Diversify Content And Ad Appeal, Say Media Execs.

Inside Radio (IAB) September 15, 2021

http://www.insideradio.com/podcastnewsdaily/digital-brings-opportunities-to-diversify-content-and-ad-appeal-say-media-execs/article_c568abee-1642-11ec-b9c6-ffa50ee941f5.html

Online Holiday Sales Could Hit Up To \$218 Billion: Deloitte

MediaPost September 15, 2021

https://www.mediapost.com/publications/article/366920/online-holiday-sales-could-hit-up-to-218-billion.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123660&hashid=XbI3-pODS1exdHSa15Xu_g

What Sales Language Do You Speak? Avoid These Two Poisonous Sales Presentation Mistakes

The Center for Sales Strategy September 15, 2021

https://blog.thecenterforsalesstrategy.com/what-sales-language-do-you-speak-avoid-these-two-poisonous-sales-presentation-mistakes?utm_medium=email&hsmi=159755153&hsenc=p2ANqtz-9h7JddS0m2tBqF9OWoSa635W3iLvJ-HTC_nzXuKyLRtdbLGLo9tgrZ-b3IF1O-NgYQECESbKKJ5fUkLtdXgvo-yKCEzQ&utm_content=159755153&utm_source=hs_email

Report: Gen Z Still Turns To Radio For New Music.

Inside Radio (MRC) September 15, 2021

http://www.insideradio.com/free/report-gen-z-still-turns-to-radio-for-new-music/article_24a96f46-15f1-11ec-bee6-8ff9dcf28c12.html

Radio Brings Audiences Together

During the disruption of the pandemic, radio's strength is more clear than ever

RadioWorld September 9, 2021

https://www.radioworld.com/columns-and-views/guest-commentaries/radio-brings-audiences-together?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=4C0E7646-F212-49C7-B591-E18CDEAF0B35&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Deloitte sees strong holiday growth with sales increasing 7% to 9%

Chain Store Age September 14, 2021

https://chainstoreage.com/deloitte-sees-strong-holiday-growth-sales-increasing-7-9?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Braker&utm_keyword=

Need More Contracts? Do More Contracting – Upfront

Radio Ink September 15, 2021

https://radioink.com/2021/09/15/need-more-contracts-do-more-contracting-upfront/?vgo_ee=g4MdIIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Radio Listening Not Only Recovered In Spring 2021 But Audience Became More Upscale.

Inside Radio (Nielsen) September 14, 2021

http://www.insideradio.com/free/radio-listening-not-only-recovered-in-spring-2021-but-audience-became-more-upscale/article_487b4a62-1528-11ec-93a0-579ed190a7ac.html

Kantar Finds Marketers Plan To Up Podcast Ad Spend In 2022.

Inside Radio September 14, 2021

http://www.insideradio.com/podcastnewsdaily/kantar-finds-marketers-plan-to-up-podcast-ad-spend-in-2022/article_a310c526-157b-11ec-839c-7fc02b46600d.html

Mastercard: U.S. holiday sales to rise 7.4% this year

Chain Store Age September 13, 2021

https://chainstoreage.com/mastercard-us-holiday-sales-rise-74-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Radio's Female Audience is Back

Radio Ink September 14, 2021

https://radioink.com/2021/09/14/radios-female-audience-is-back/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Survey: Advertiser Interest In Podcasts Is Higher Than Ever.

Inside Radio (Advertiser Perceptions) September 13, 2021

http://www.insideradio.com/podcastnewsdaily/survey-advertiser-interest-in-podcasts-is-higher-than-ever/article_ea521058-14b2-11ec-8aca-ef1d740fe1ae.html

Despite COVID-19 concerns, holiday spending looks solid

Chain Store Age September 10, 2021

https://chainstoreage.com/despite-covid-19-concerns-holiday-spending-looks-solid?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Don't Try To Be A Digital Expert

Radio Ink (Charlie Sislen) September 13, 2021

https://radioink.com/2021/09/13/dont-try-to-be-a-digital-expert/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Insights From Borrell Survey of 701 Local Agencies

Borrell Executive Summary September 12, 2021

ATTACHMENT: [Borrell 2021-Local-Agency-Survey_EXECSUM](#)

Everything Must Go! The American Car Dealership Is for Sale.

A longtime fixture of American life is looking for a new model as more auto purchases move online and national chains gobble up neighborhood showrooms

WSJ September 12, 2021

<https://www.wsj.com/articles/everything-must-go-the-american-car-dealership-is-for-sale-11631332812>

The Modern Sales Presentation Is Designed for Today's Selling Environment

SalesFuel September 11, 2021

<https://salesfuel.com/the-modern-sales-presentation-is-designed-for-todays-selling-environment/>

Social Media Sales Best Practices

SalesFuel September 11, 2021

<https://salesfuel.com/social-media-sales-best-practices/>

Social Selling is an Art — Have You Mastered it?

SalesFuel September 11, 2021

<https://salesfuel.com/social-selling-is-an-art-heres-how-to-tell-if-youve-mastered-it/>

Delta variant sparks significant shifts in consumer sentiment, study reveals

Chain Store Age September 9, 2021

https://chainstoreage.com/delta-variant-sparks-significant-shifts-consumer-sentiment-study-reveals?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

How Radio Can Tap Into The Massive Co-Op 'Pot Of Gold.'

Inside Radio (RAB) September 10, 2021

http://www.insideradio.com/free/how-radio-can-tap-into-the-massive-co-op-pot-of-gold/article_61adfc2a-1206-11ec-bc39-f7498fcff176.html

Radio Connects Advertisers with Generation Z and Their Spending Habits.

Inside Radio (The Media Audit) September 9, 2021

http://www.insideradio.com/free/radio-connects-advertisers-with-generation-z-and-their-spending-habits/article_895babd6-113a-11ec-9a35-7fd28822af38.html

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

Does Radio Need A Marketplace To Buy Music?

Radio Ink September 15, 2021

https://radioink.com/2021/09/15/does-radio-need-a-marketplace-to-buy-music/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Civil Rights Groups: It's Time For FCC To Have A Racial Reckoning Of Its Own.

Inside Radio September 15, 2021

http://www.insideradio.com/free/civil-rights-groups-it-s-time-for-fcc-to-have-a-racial-reckoning-of-its/article_feadffea-15f1-11ec-aebd-87a1cc08f672.html

Commercial Frequency Really Wears Me Out!

MediaPost September 15, 2021

https://www.mediapost.com/publications/article/366941/commercial-frequency-really-wears-me-out.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123662&hash_id=XOWE7PwT4-lekA7MLbhQg

ARF Calls For Action To Save Ad-Supported Media, Doesn't Say What It Is

MediaPost September 15, 2021

https://www.mediapost.com/publications/article/366940/arf-calls-for-action-to-save-ad-supported-media-d.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123662&hashid=XOWE7PwDT4-lekA7MLbhQg

Marketer Optimism Hits Highest Point Since 2015, Delta Variant Signals New Crash

MediaPost September 15, 2021

https://www.mediapost.com/publications/article/366942/optimism-of-us-marketers-reaches-highest-point-s.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123662&hashid=XOWE7PwDT4-lekA7MLbhQg

Hybrid Audience Measurement Comes To Radio ... Down Under

Radio + Television Business Report (Adam Jacobson) September 14, 2021

<https://www.rbr.com/hybrid-audience-measurement-comes-to-radio-down-under/?event=login>

ATTACHMENT: [Hybrid Audience Measurement Comes To Radio](#)

Streaming Rules The Revenue World

Radio Ink September 14, 2021

<https://radioink.com/2021/09/14/streaming-rules-the-revenue-world/>

Could Advertising's 'Cookie Apocalypse' Work In Radio's Favor?

Inside Radio September 14, 2021

http://www.insideradio.com/free/could-advertising-s-cookie-apocalypse-work-in-radio-s-favor/article_26752c44-1528-11ec-88e6-8bf0185cd4f3.html

Morning Consult's September U.S. Economic Outlook Report

Ad Age Partners September 13, 2021

ATTACHMENT: [US-Economic-Outlook-September](#)

No Regret Decisions: The First Steps of Leading through Hyper-Change

SmartBrief on Leadership (Human-Centered Change and Innovation) September 13, 2021

<https://bradenkelley.com/2021/09/no-regret-decisions-the-first-steps-of-leading-through-hyper-change/>

CRB Rejected Move To Create Separate Streaming Rate For Simulcasts. Now We Know Why.

Inside Radio September 13, 2021

http://www.insideradio.com/free/crb-rejected-move-to-create-separate-streaming-rate-for-simulcasts-now-we-know-why/article_e2958e46-145b-11ec-8876-1798f007df52.html

Measurement: Advertisers Least Satisfied With Digital Video, Linear TV, Digital Audio

MediaPost September 13, 2021

<https://www.mediapost.com/publications/article/366854/measurement-advertisers-least-satisfied-with-digi.html>

How Long Until Nielsen Regains Accreditation? 'Months,' Says CEO Dave Kenny.

Inside Radio September 13, 2021

http://www.insideradio.com/free/how-long-until-nielsen-regains-accreditation-months-says-ceo-dave-kenny/article_4bae512a-145b-11ec-abae-2f7aac46d3a2.html

IAB Podcast Upfront: Reach Keeps Growing As Podcasting Adapts To New Media Habits.

Inside Radio September 10, 2021

http://www.insideradio.com/podcastnewsdaily/iab-podcast-upfront-reach-keeps-growing-as-podcasting-adapts-to-new-media-habits/article_3b16368e-1253-11ec-9145-07d9add2f77d.html

Cheat Sheet: Industry executives lament podcast advertising's challenges during the IAB's Podcast Upfront

DIGIDAY September 10, 2021

<https://digiday.com/media/cheat-sheet-industry-executives-lament-podcast-advertisings-challenges-during-the-iabs-podcast-upfront/>

Commentary: Growing The Audio Pie Means Moving Beyond Fighting For Share.

Inside Radio September 10, 2021

http://www.insideradio.com/free/commentary-growing-the-audio-pie-means-moving-beyond-fighting-for-share/article_b8cc1a92-1205-11ec-9486-1bc3a9968118.html

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