

NOVEMBER 3, 2021

This week's Roundup is filled with great information for you and I want to point out a couple of items I think you should pay close attention to. In fact I have posted them as the first two items in the Sales section today.

The first item is actually an NAB podcast in which Buzz Knight interviews Martha Matthews, senior vice president, Local Investment, dentsu Media U.S., talking about impression-based selling, 2022 local advertising projections (very good news), agency outlooks and outcome based buying principles. The entire podcast runs just 23-minutes and is well worth your time to listen to, especially in follow up to our impressions webinar last week.

And to make sure we go into impressions selling with our eyes wide open, the second item is a Radio Ink opinion piece from Michael Doyle about the potential dangers of impressions selling for radio. I think we addressed this concern and some of the practices you need to employ to avoid losing value as you make this transition from CPP to CPM selling so keep that in mind as you read Doyle's concerns.

You will also see that the third article in the Sales section is about how radio listening levels are approaching early-COVID levels. As you look at the latest Nielsen audience trends for November Week 1 you will see that is true for our PPM measured markets. In fact, the AQH number for Los Angeles in November Week 1 is actually higher than the AQH number from March, 2020! And San Diego is knocking on that door too and may achieve that milestone next week.

Taken as a whole our PPM markets look vibrant and very healthy as we enter the month:

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500
Oct Monthly - 660,800

Nov Week 1 - 704,700

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100

Nov Week 1 - 10,209,500

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600
Oct Monthly - 116,900

Nov Week 1 - 116,600

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900
Oct Monthly - 1,928,200

Nov Week 1 - 1,920,000

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

AQH:

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300
Oct Monthly - 136,000

Nov Week 1 - 140,700

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600

Nov Week 1 - 2,414,100

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”

– Henry Ford

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

An Agency Executive's Take on Radio Adopting Impression-Based Selling

The NAB Podcast October 26, 2021

https://www.spreaker.com/user/10736999/nab-podcast-ep-155-final?utm_medium=widget&utm_source=user%3A10736999&utm_term=episode_title

The Danger Of CPM Selling For Radio

Radio Ink (Michael Doyle) November 1, 2021

https://radioink.com/2021/11/01/the-danger-of-cpm-selling-for-radio/?vgo_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Nielsen PPM Trends Show Listening Inching Closer To Early-COVID Levels.

Inside Radio November 3, 2021

http://www.insideradio.com/free/nielsen-ppm-trends-show-listening-inching-closer-to-early-covid-levels/article_799d71e2-3c6a-11ec-b4b3-57f97ca58fe7.html

Radio Ads Drive Home Improvement Retailer Sales, Consumer Studies Show.

Inside Radio (Westwood One) November 2, 2021

http://www.insideradio.com/free/radio-ads-drive-home-improvement-retailer-sales-consumer-studies-show/article_cc4864b6-3bab-11ec-9468-ab0a2ae606db.html

Fixed Mindset vs Growth Mindset in Sales

The Center For Sales Strategy (Amanda Meadez) November 2, 2021

https://blog.thecenterforsalesstrategy.com/fixed-mindset-vs-growth-mindset-in-sales?utm_campaign=subscriber&utm_medium=email&hsmi=177986727&hsenc=p2ANqtz--6fsi12wwVvgTEQpfDCDH0dYC4HdwYiHikyTeKgininIPoXZ_EzNjOrpeJVQEn_Kwz4JS3uVVU-xj0HmftXeN7LaonXg&utm_content=177986727&utm_source=hs_email

Spot Count: Lowe's Is Back In Top 5, P&G Places Two In Top 10.

Inside Radio (Media Monitors) November 2, 2021

http://www.insideradio.com/free/spot-count-lowes-is-back-in-top-5-p-g-places-two-in-top/article_ae93b178-3bab-11ec-b745-2b8e2796d53b.html

Analysis: Podcast Ad Loads Increased Again During Third Quarter.

Inside Radio (Magellan AI) November 2, 2021

http://www.insideradio.com/free/analysis-podcast-ad-loads-increased-again-during-third-quarter/article_858a1ea2-3bab-11ec-8c29-5fbdca74a5a8.html

Podcast CPMs Rose Eight Percent In October Compared To A Year Ago.

Inside Radio (Advertisecast) November 2, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-cpms-rose-eight-percent-in-october-compared-to-a-year-ago/article_009fd8c4-3bfd-11ec-ab04-aff388c91ef2.html

In A Media World Where Impressions Are The Currency, What Makes Radio Unique?

Inside Radio November 1, 2021

http://www.insideradio.com/free/in-a-media-world-where-impressions-are-the-currency-what-makes-radio-unique/article_194d5e90-3ae1-11ec-aff4-e3013aaacb34.html

Checking The Pulse On The Auto Category: New Vehicle Sales Declined Again In October.

Inside Radio November 1, 2021

http://www.insideradio.com/free/checking-the-pulse-on-the-auto-category-new-vehicle-sales-declined-again-in-october/article_2ca029d8-3ae0-11ec-b22d-57694d7677d4.html

Magellan: Podcast Ad Spending Grew 87% During Third Quarter.

Inside Radio November 1, 2021

http://www.insideradio.com/free/magellan-podcast-ad-spending-grew-87-during-third-quarter/article_92203ee2-3ae0-11ec-85f5-7fe0a44fccbb.html

Digital Ad Spending Forecast To Rise 8% Next Year. But IAB Says Consumers Are Changing Too.

Inside Radio November 1, 2021

http://www.insideradio.com/podcastnewsdaily/digital-ad-spending-forecast-to-rise-8-next-year-but-iab-says-consumers-are-changing/article_78f5f2c6-3b36-11ec-8169-9f4f5f88fb6b.html

The 12 Mistakes That Kill Sales

Radio Ink (Loyd Ford) November 1, 2021

https://radioink.com/2021/11/01/the-12-common-mistakes-that-will-kill-your-sales-in-2022/?vgo_ee=g4MdllvetgiR1mkr7kij4Bl1h38V58Ke8bVrp%2FmcsM%3D

Facebook Adjusts Ad Measurement As Apple's Privacy Features Hit

Forbes October 30, 2021

<https://www.forbes.com/sites/kateoflahertyuk/2021/10/30/apples-stunning-new-strike-to-facebook-is-a-mind-blowing-success/?sh=7e022fb0ff93>

Ask Open-Ended Questions (Like These!) To Qualify Prospects

SalesFuel October 30, 2021

<https://salesfuel.com/ask-open-ended-questions-like-these-to-qualify-prospects/>

Remote Selling: 4 More Elements to Consider

SalesFuel October 30, 2021

<https://salesfuel.com/remote-selling-4-more-elements-to-consider/>

How to Land a Meeting with a Prospect in 3 Steps

SalesFuel October 30, 2021

<https://salesfuel.com/how-to-land-a-meeting-with-a-prospect-in-3-steps/>

Study: Consumers experience surge in digital fraud

Chain Store Age October 29, 2021

https://chainstoreage.com/study-consumers-experience-surge-digital-fraud?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Patagonia Is Boycotting Facebook, Urges Other Companies to Do the Same Sportswear company wants Facebook to 'prioritize people and planet over profit'

WSJ October 29, 2021

<https://www.wsj.com/articles/patagonia-is-boycotting-facebook-urges-other-companies-to-do-the-same-11635514110>

NRF predicts highest holiday sales on record

Chain Store Age October 27, 2021

https://chainstoreage.com/nrf-predicts-highest-holiday-sales-record?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

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

Analyst: Supply Shortages Not Yet Derailing Ad Recovery, And Inflation Could Even Help.

Inside Radio November 3, 2021

http://www.insideradio.com/free/analyst-supply-shortages-not-yet-derailing-ad-recovery-and-inflation-could-even-help/article_dd474f02-3c69-11ec-ba2a-0fd5b42060a7.html

How 2021's Elections Could Predict The Future Of Political Advertising

AdExchanger November 3, 2021

<https://www.adexchanger.com/data-driven-thinking/how-2021s-elections-could-predict-the-future-of-political-advertising/>

Regulate Big Social Media Like Broadcasting 100 Years Ago: Prof

MediaPost (Adam Buckman) November 2, 2021

https://www.mediapost.com/publications/article/368252/regulate-big-social-media-like-broadcasting-100-ye.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124169&hashid=0GmwUb-VQzGI9svJRwTNRa

Meta's Ad Returns Are Its Redemption for Advertisers

Controversy surrounds the social media giant's algorithms—but its ads' reach and mechanics deliver

WSJ November 2, 2021

<https://www.wsj.com/articles/metas-ad-returns-are-its-redemption-for-advertisers-11635850800>

An Update On Nielsen's Reaccreditation Journey And What's Next For The MRC

ad exchanger November 1, 2021

https://www.adexchanger.com/tv-2/an-update-on-nielsens-re-accreditation-journey-and-whats-next-for-the-mrc/?oly_enc_id=0651H4943323A6U

How to prepare for difficult conversations

Smart Brief November 1, 2021

https://www.smartbrief.com/original/2021/11/how-prepare-difficult-conversations?utm_source=brief

ANA To Test Cross-Media Measurement System With VideoAmp

MediaPost November 1, 2021

https://www.mediapost.com/publications/article/368261/ana-to-test-cross-media-measurement-system-with-vi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124148&hashid=Xbl3-p0DS1exdHSa15Xu_g

Supply-Chain Issues Could Slightly Ding Q4 TV Ad Revenues

MediaPost November 1, 2021

https://www.mediapost.com/publications/article/368269/supply-chain-issues-could-slightly-ding-q4-tv-ad-r.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124149&hashid=XOWE7PwDT4-lekA7MLbhQg

5 Mistakes Businesses Make When It Comes to Virtual Sales Meetings

The Center For Sales Strategy (Amanda Meade) November 1, 2021

https://blog.thecenterforsalesstrategy.com/5-mistakes-businesses-make-when-it-comes-to-virtual-sales-meetings?utm_campaign=subscriber&utm_medium=email&_hsmi=177563243&_hsenc=p2ANqtz-H0vHodxAv_AOPEjYC29sjXoCO1NOx9c_9mY73mVj_0TLNvign02KJPap77ppuFbQCMQWsGMTKE_DFHrcryUk8ePlw&utm_content=177563243&utm_source=hs_email

Radio's Metadata Megatrend

Jacobs Media Strategies (Fred Jacobs) November 1, 2021

<https://jacobsmedia.com/radios-dashboard-metadata-megatrend/>

'We are the media company': Sportsbooks are spending millions on media deals, but publishers should hedge their bets

DIGIDAY November 1, 2021

<https://digiday.com/media/we-are-the-media-company-sportsbooks-are-spending-millions-on-media-deals-but-publishers-should-hedge-their-bets/>

With \$50 Billion Intake Estimated For 2022, Retail Media Networks 'Here To Stay.'

Inside Radio November 1, 2021

http://www.insideradio.com/free/with-50-billion-intake-estimated-for-2022-retail-media-networks-here-to-stay/article_039541ae-3ae0-11ec-876f-db7f785fca95.html

How Do You See The Future Of Media?

Radio Ink (Buzz Knight) November 1, 2021

https://radioink.com/2021/11/01/how-do-you-see-the-future-of-media/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Think vs. Feel

Radio Ink (Rick Fink) November 1, 2021

https://radioink.com/2021/11/01/think-vs-feel/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Defending Internal Sales Meeting Protocol

SalesFuel October 30, 2021

<https://salesfuel.com/defending-internal-sales-meeting-protocol/>

In the realm of podcasting, the US is the global leader in all respects

eMarketer October 29, 2021

<https://www.emarketer.com/content/realm-of-podcasting-us-global-leader-all-respects?ecid=NL1001>

The Supply Chain Blame: Advertising's 'Fake News' Story?

Radio + Television Business Report (Adam Jacobson) October 29, 2021

<https://www.rbr.com/the-supply-chain-blame-advertisings-fake-news-story/?event=login>

The 2021 Hispanic Market Report

A Claritas Annual Report

ATTACHMENT: [2021 Hispanic Market Report | Claritas](#)

Nielsen In Talks With Automakers About Leveraging Listening Data From Connected Cars.

Inside Radio October 29, 2021

http://www.insideradio.com/free/nielsen-in-talks-with-automakers-about-leveraging-listening-data-from-connected-cars/article_c2479918-3887-11ec-97f0-f7a7c16c75fc.html

MRC Discloses 'Gap' Preventing Industry Standard Podcast Measurement

MediaPost October 28, 2021

https://www.mediapost.com/publications/article/368187/mrc-discloses-gap-preventing-industry-standard-p.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124136&hashid=IZA7uSulTnimoAz9RMXvmQ

The Next Gen Of Audience Measurement Will Require Big Data

Media Post October 28, 2021

<https://www.mediapost.com/publications/article/368166/the-next-gen-of-audience-measurement-will-require.html>

Study Looks at the Power of Impressions for AM/FM Ad Buys

RadioWorld October 28, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/study-looks-at-the-power-of-impressions-for-am-fm-ad-buys?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=77E4DB12-D879-40B3-ACOB-0638504BD1EC&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

7 Tips for Communicating Change

The Center For Sales Strategy October 28, 2021

https://www.greatgame.com/blog/7-tips-for-communicating-change?utm_campaign=subscriber&utm_medium=email&_hsmi=176484047&_hsenc=p2ANqtz-zSzKfpGBZSe1zdJLOi2Y5UGB-BY8HGFSdypUqRd3BlbfGwjNAE4H4UsSf0DW4hEaN138gflHMQxSzlnKOHIEi1B_ZqA&utm_content=176484047&utm_source=hs_email

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