

OCTOBER 7, 2020

The first thing I want to offer this week is the attached spreadsheet showing the followup activity we have been doing with the various political campaigns, PACs and IE organizations. Mike McCey of Magnetic Communications (our political consultant) has compiled this contact file for us and you will see that contact information as well as some information (as we determine it) regarding the campaigns they are working on. This is very much a dynamic situation with a lot of last minute changes and developments. We will keep you updated as things change and we race towards the election.

 [SCBA Consultant List 2020.V2.xlsx](#)

Turning to the PPM results for September, here are the updated "Recovery" decks for your use.

ATTACHMENTS:

[2020.09 – Audio Client Webinar LOS ANGELES](#)

[2020.09 – Audio Client Webinar RIVERSIDE/SAN BERNARDINO](#)

[2020.09 – Audio Client Webinar SAN DIEGO](#)

Now let's take a look at the trending for October Week 2. We are still seeing some instability as certain metrics fluctuate up and down by market. LA saw improvement in both AQH and Cume. Riverside/San Bernardino had a dip in Cume but exactly the same AHQ number. San Diego had growth in Cume and a drop off in AQH. As things stabilize what we hope to see is gains in Cume followed by AQH growth as TSL recovers. Still, these numbers across all our PPM markets demonstrate what a big reach medium radio continues to be.

Los Angeles AQH

March - 692,700

April - 455,600

May - 519,800

June - 570,700

July - 586,100 off 15.3%

August - 586,000 off 15.4%

Sept. - 570,600 off 17.6%

Sept. Week 1 - 577,300 (Off 16.6% from March)

Sept. Week 2 - 573,400 off 17.2%

Sept. Week 3 - 578,900 off 16.4%

Sept. Week 4 - 552,800 off 20.1%

Oct. Week 1 - 563,500 (off 18.6% from March)

Oct. Week 2 - 580,000 off 16.2%

Los Angeles Cume

March - 10,611,300

April - 9,080,100

May - 9,572,200

June - 9,941,100

July - 10,089,600 off 4.9%

August - 10,029,800 off 5.4%

Sept. - 9,999,500 off 5.7%

Sept. Week 1 - 10,053,100 (Off 5.2% from March)

Sept. Week 2 - 9,988,800 off 5.8%

Sept. Week 3 - 10,096,100 off 4.9%

Sept. Week 4 - 9,859,900 off 7%

Oct. Week 1 - 9,970,700 (Off 6% from March)

Oct. Week 2 - 10,074,200 off 5%

Riverside/San Bernardino AQH

March - 128,900

April - 96,200

May - 105,000

June - 115,100

July - 108,600 off 15.7%

August - 109,400 off 15.1%

Sept. - 102,100 off 20.7%

Sept. Week 1 - 103,500 (Off 19.7% from March)

Sept. Week 2 - 100,300 off 22%

Sept. Week 3 - 109,600 off 15%

Sept. Week 4 - 95,000 off 26.2%

Oct. Week 1 - 104,600 (Off 18.8% from March)

Oct. Week 2 - 104,600 off 18.8%

Riverside/San Bernardino Cume

March - 2,012,400

April - 1,727,400

May - 1,846,500

June - 1,924,800

July - 1,968,100 off 2.2%

August - 1,948,500 off 3.1%

Sept. - 1,909,800 off 5%

Sept. Week 1 - 1,925,500 (Off 4.3% from March)

Sept. Week 2 - 1,944,000 off 3.3%

Sept. Week 3 - 1,904,700 off 5.4%

Sept. Week 4 - 1,865,000 off 7.3%

Oct. Week 1 - 1,916,000 (Off 4.7% from March)

Oct. Week 2 - 1,889,200 off 6.1%

San Diego AQH

March - 142,700

April - 98,000

May - 109,400

June - 120,100

July - 126,000

August - 128,500 (off 10% from March)

Sept. - 125,000 (off 12.4% from March)

Sept. Week 1 - 126,900 (Off 11.1% from March)

Sept. Week 2 - 120,900 off 15.3%

Sept. Week 3 - 132,000 off 7.5%

Sept. Week 4 - 120,100 off 15.8%

Oct. Week 1 - 124,400 (off 12.8% from March)

Oct. Week 2 - 121,000 off 15.2%

San Diego Cume

March - 2,549,000

April - 2,133,900

May - 2,303,400

June - 2,408,600

July - 2,438,900

August - 2,418,400 (off 5.1% from March)

Sept. - 2,382,700 (off 6.5% from March)

Sept. Week 1 - 2,418,400 (Off 5.1% from March)

Sept. Week 2 - 2,329,400 (off 8.6%)

Sept. Week 3 - 2,401,900 (off 5.8%)

Sept. Week 4 - 2,415,900 (off 5.2%)

Oct. Week 1 - 2,409,400 (Off 5.4% from March)

Oct. Week 2 - 2,433,200 (off 4.5%)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

A comment about this first article: several years ago I wrote a pair of sales articles for the old Radio & Records weekly newspaper entitled Sell Your Inventory On Value, Not On Price and Pricing Radio Advertising In A Soft Market. I ended the second article with a quote from Thom Winninger, author of Full Price: "Value, not price, is the true authority in every marketplace." In today's market condition it is more important than ever to focus our sales efforts on the creation of perceived value with our clients. This first article from Inc. Magazine originally ran in 2011 and has recently been updated and republished.

How to Sell on Value Rather Than Price

Inc Magazine republished from original July 20, 2011

<https://www.inc.com/guides/201107/how-to-sell-on-value-rather-than-price.html>

Petco Rebrands as a Health and Wellness Company for Pet Parents

ADWEEK October 7, 2020

https://www.adweek.com/retail/petco-rebrands-health-and-wellness-company-for-pet-parents/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Retail_201007124703&utm_id=1385784

Legal Services Ad Spend Rebounds in 2021

BIA Advisory Services October 7, 2020

<http://blog.biakelsey.com/index.php/2020/10/07/legal-services-ad-spend-rebounds-in-2021/>

4As data reveals indie agencies think they need a rebrand

Campaign US October 7, 2020

<https://www.campaignlive.com/article/4as-data-reveals-indie-agencies-think-need-rebrand/1696597>

Platforms All Have Different Rules for Whether or Not to Run Political Ads

ADWEEK October 6, 2020

https://www.adweek.com/digital/platforms-different-rules-political-ads/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Digital_Newsletter_201006064623&utm_id=1385784

Branded Ads Are Helping Attract More Pharma Ad Dollars To Radio.

Inside Radio October 6, 2020

http://www.insideradio.com/free/branded-ads-are-helping-attract-more-pharma-ad-dollars-to-radio/article_0deedd8e-0794-11eb-b5c9-7bb7b2a88a53.html

Bouvard: Listeners Coming Back to Radio

Radio Ink October 6, 2020

<https://radioink.com/2020/10/06/bouvard-listeners-coming-back-to-radio/>

NEW FORD CEO JIM FARLEY MAKES CMO SWITCH ON HIS FIRST DAY ON THE JOB

AdAge October 5, 2020

<https://adage.com/article/cmo-strategy/new-ford-ceo-jim-farley-makes-cmo-switch-his-first-day-job/2285011>

Analyst: Digital Advertising Poised To Pull Big Bucks From TV.

Inside Radio October 5, 2020

http://www.insideradio.com/free/analyst-digital-advertising-poised-to-pull-big-bucks-from-tv/article_c195a7f4-06dc-11eb-980e-e771e523bf90.html

Grab Those Last-Minute Political Dollars

Radio Ink (Charlie Sisen) October 5, 2020

<https://radioink.com/2020/10/05/grab-those-last-minute-political-dollars/>

How to Change Your Mindset and Increase Billing

Radio Ink (Paul Weyland) October 5, 2020

<https://radioink.com/2020/10/05/how-to-change-your-mindset-and-increase-billing/>

Mindful Pitch Planning Is Worth Every Minute

SalesFuel October 3, 2020

<https://salesfuel.com/mindful-pitch-planning-is-worth-every-minute/>

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

Note: I'm not sure the link to the full video of the CEO Town Hall will work for you if you haven't paid to register, but in case it doesn't the second item will take you to a review of the session from Inside Radio. The video is well worth your time to watch if it does work.

CEO Town Hall

Insightful and compelling, like the industry they represent, Cumulus Media's Mary Berner, Entercom Communications' David Field and iHeartMedia's Bob Pittman will offer a glimpse into the ever-evolving audio business during the CEO Townhall.

NAB Radioshow October 5, 2020

<https://radio.nabshow.com/channel-a/ceo-townhall/>

Radio Show 2020: CEOs Focus On Emerging From Pandemic In A Stronger Position.

Inside Radio October 6, 2020

http://www.insideradio.com/free/radio-show-2020-ceos-focus-on-emerging-from-pandemic-in-a-stronger-position/article_55ec626e-0794-11eb-a319-5b9cb38d134e.html

Wakeup Call To Radio: Podcasting Has Grown Into A Business Worth Exploring.

Inside Radio October 6, 2020

http://www.insideradio.com/podcastnewsdaily/wakeup-call-to-radio-podcasting-has-grown-into-a-business-worth-exploring/article_3ce670aa-07f0-11eb-b72c-07a2df926c6f.html

Investors Bet On Use Of Data To Make Audio Advertising More Effective.

Inside Radio October 7, 2020

http://www.insideradio.com/podcastnewsdaily/investors-bet-on-use-of-data-to-make-audio-advertising-more-effective/article_a2e3101c-08bc-11eb-85dd-6f35d951073c.html

EMarketer Revises Its Digital Ad Spend Forecast Upward (Yes, There's Actually Some Good News)

AdExchanger October 7, 2020

<https://www.adexchanger.com/online-advertising/emarketer-revises-its-digital-ad-spend-forecast-upward-yes-theres-actually-some-good-news/>

Global Entertainment & Media Outlook 2020–2024

PriceWaterhouseCoopers October 7, 2020

<https://www.pwc.com/outlook>

18 Tips Managers Can Use to Lead Through COVID's Rising Waters

Harvard Business School October 7, 2020

[https://hbswk.hbs.edu/item/18-tips-managers-can-use-to-navigate-covid-s-rising-waters?cid=spmailing-32621043-WK%20Newsletter%2010-07-2020%20\(1\)-October%2007,%202020](https://hbswk.hbs.edu/item/18-tips-managers-can-use-to-navigate-covid-s-rising-waters?cid=spmailing-32621043-WK%20Newsletter%2010-07-2020%20(1)-October%2007,%202020)

The Effectiveness of Voice-Enabled Ads

RBR-TVBR -October 6, 2020

<https://www.rbr.com/the-effectiveness-of-voice-enabled-ads/>

A Partnership To Automatically Surface Creative Audio Files

RBR-TVBR October 6, 2020

<https://www.rbr.com/analyticowl-vcreative/>

Will Your Radio Station “Stick” Or “Twist” In 2021?

Jacobs Media Strategies October 5, 2020

<https://jacobsmedia.com/will-your-radio-station-stick-or-twist-in-2021/>

House Approves Bill That Would Expand PPP Loans To Local Radio & TV Stations.

Inside Radio October 2, 2020

http://www.insideradio.com/free/house-approves-bill-that-would-expand-ppp-loans-to-local-radio-tv-stations/article_eb599cbc-0475-11eb-9c16-bfd4b4c24136.html

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