

OCTOBER 14, 2020

I want to start off this week's roundup with some good news that is important for both sales/revenue forecasting and operating budgeting/planning. A couple of weeks ago I included links and attachments from the September economic forecast webinar conducted by the UCLA Anderson School of Management. It was a fairly bleak near term forecast but now, with additional information available to them, they have revised their forecast more optimistically. Here the link to the updated forecast announcement:

**UCLA Anderson Forecast cautiously projects 'better than expected outcome'
California's economy to improve in third quarter but full recovery more than a year away.**

UCLA Anderson School of Management October 9, 2020

<https://newsroom.ucla.edu/releases/ucla-anderson-forecast-better-than-expected-sept-2020>

Next, I want to just give a quick shoutout to Entercom's KNX 1070 NewsRadio for receiving the 2020 Edward R. Murrow award for Overall Excellence in Large Market by the Radio Television Digital News Association. The RTDNA has been honoring outstanding achievements in electronic journalism with Edward R. Murrow Awards since 1971. Award recipients demonstrate the spirit of excellence that Murrow set as a standard for the profession of electronic journalism. Congratulations to our colleagues at KNX 1070 NewsRadio! Here is a link to the press release if you want to see the other award winners: https://www.rtdna.org/article/2020_national_murrow_awards_announced_in_world_premiere_virtual_event

Now let's dive into the weekly audience trending data for our PPM measured markets. Still experiencing some ups and downs across markets and metrics. There is a Nielsen client webinar schedule for tomorrow to review the September data for PPM and CDM markets and perhaps some additional audience perceptual information. I will update you with the important highlights

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%

Oct. Week 3 - 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%

Oct. Week 3 - 10,155,500 off 4.6%

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%

Oct. Week 3 - 102,200 off 20.7%

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%
Oct. Week 3 - 1,889,900 off 6%

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%
Oct. Week 3 - 118,800 off 16.7%

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%)
Oct. Week 3 - 2,403,400 (off 5.7%)

Now we get to the meat and potatoes of this week's curated information feast. There is an extraordinary amount of great information for you to sort through this week, so be sure to review all items to identify those topics of most interest to you and your needs and interests.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

The first resource to provide you with this week is the Google Link below to Ad Age's listing of the 200 leading National advertisers as well as spending projections by media type.

ATTACHMENT: [Ad Age Leading National Advertisers 2020 Fact Pact](#)

10 Early Takeaways From Prime Day 2020

ADWEEK October 14, 2020

https://www.adweek.com/brand-marketing/10-early-takeaways-from-prime-day-2020/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Retail_201014121603&lyt_id=1385784

How Small Businesses Can Conquer E-Commerce for the Holidays

STREETFIGHT October 14, 2020

<https://streetfightmag.com/2020/10/14/how-small-businesses-can-conquer-e-commerce-for-the-holidays/#.X4c23ZNKhuU>

Measuring The Effectiveness Of Radio Advertising In Connected Cars

Forbes October 13, 2020

<https://www.forbes.com/sites/bradadgate/2020/10/09/measuring-the-effectiveness-of-radio-advertising-in-connected-cars/#64aa36635fc7>

Auto sales are down in the U.S. but pricing is heading higher

Seeking Alpha October 14, 2020

https://seekingalpha.com/news/3622140-auto-sales-are-down-in-u-s-pricing-is-heading-higher?utm_medium=email&utm_source=seeking_alpha&utm_subject=f-auto-sales-are-down-in-the-u-s-but-pricing-is-heading-higher&utm_campaign=rta-stock-news&utm_content=link-1

Biden/Harris Ticket Taking Advantage Of Radio's 'Captive Audience.'

(Note: This article pertains to the Biden/Harris campaign use of radio, but the underlying principles are applicable to all radio advertising, political or any other.)

Inside Radio October 13, 2020

http://www.insideradio.com/free/biden-harris-ticket-taking-advantage-of-radio-s-captive-audience/article_ac3c5828-0d24-11eb-847e-2bca8b76d235.html

New Data Offers 'Roadmap' For Radio Holiday Ad Sales Strategies.

Inside Radio October 13, 2020

http://www.insideradio.com/free/new-data-offers-roadmap-for-radio-holiday-ad-sales-strategies/article_1bdb607a-0d25-11eb-b6f6-030c39c62dad.html

Personalized Ads Can Boost Purchase Intent

Broadcasting + Cable October 13, 2020

<https://www.nexttv.com/news/personalized-ads-can-boost-purchase-intent>

Democrats Use Radio to Target Texas Latinos

(Note: This story, like the one above about the Biden/Harris campaign use of radio, has universal application)

Radio Ink October 13, 2020

https://radioink.com/2020/10/13/democrats-use-radio-to-target-texas-latinos/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

EXPLAINED: THE \$400 MILLION IN TV AND RADIO ADS SUPPORTING OR OPPOSING BALLOT INITIATIVES

Ad Age October 12, 2020

<https://adage.com/article/campaign-trail/explained-400-million-tv-and-radio-ads-supporting-or-opposing-ballot-initiatives/2287021>

The Home Depot Back on Top

Radio Ink October 12, 2020

https://radioink.com/2020/10/12/the-home-depot-back-on-top/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Seven Critical Questions to ‘Gut Check’ Your Sales Process

RBR-TVBR October 12, 202

<https://www.rbr.com/mib-riddle-20201012/>

eMarketer: Digital Ad Spending Surging For Healthcare, Pharmaceuticals.

(Note: There is money here for radio too)

Inside Radio October 12, 2020

http://www.insideradio.com/free/emarketer-digital-ad-spending-surging-for-healthcare-pharmaceuticals/article_df961c7e-0c50-11eb-8aae-8b4704d95c9e.html

Outdated Sales Tactics WILL Hold You Back

SalesFuel October 10, 2020

<https://salesfuel.com/outdated-sales-tactics-will-hold-you-back/>

How Important is Credibility to the Sales Process?

SalesFuel October 10, 2020

<https://salesfuel.com/how-important-is-credibility-to-the-sales-process/>

Establishing Sales Credibility in the Post-COVID-19 Era

SalesFuel October 10, 2020

<https://salesfuel.com/establishing-sales-credibility-in-the-post-covid-19-era/>

Are we really declining, and what are going to do about it?

Radio Sales Today (RAB) October 9, 2020

<https://www.multibriefs.com/briefs/rab/RadioShow1008202.html>

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

Creating Your Own Personal SWOT Analysis

Radio Ink (Buzz Knight) October 14, 2020

https://radioink.com/2020/10/14/creating-your-own-personal-swot-analysis/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

vMVPDs Replace Traditional TV for Some Viewers But cord-cutting remains rampant

eMarketer October 13, 2020

<https://www.emarketer.com/content/vmvpds-replace-some-traditional-tv-viewers>

Edison Research, NPR Release 2020 Spoken Word Audio Report, And Listening Is Quickly Growing

All Access October 13, 2020

https://www.allaccess.com/net-news/archive/story/200909/edison-research-npr-release-2020-spoken-word-audio?ref=mail_todays_talk

TV in the “FAST” Lane. Free Ad-Supported Streaming TV Services Bust Open the OTT Ecosystem.

BIA Advisory Services October 13, 2020

<http://blog.biakelsey.com/index.php/2020/10/13/tv-in-the-fast-lane-free-ad-supported-streaming-tv-services-bust-open-the-ott-ecosystem/>

Presidential Candidate Reasonable Access: Here’s the Deal!

AllAccess October 13, 2020

<https://www.allaccess.com/fcc-uncensored/archive/32247/presidential-candidate-reasonable-access-here-s>

ePort Processes Record Local Broadcast Ad Buys

Broadcasting + Cable October 12, 2020

<https://www.nexttv.com/news/eport-processes-record-local-broadcast-ad-buys>

Disney to Reorganize, Prioritize Streaming In New Leadership Structure

The Hollywood Reporter October 12, 2020

<https://www.hollywoodreporter.com/news/disney-to-reorganize-prioritize-streaming-in-new-leadership-structure>

‘Remote Work: Strategies and Best Practices’ Focus of Webinar

(Note: This is a free webinar scheduled for tomorrow and requires registration if you are interested in viewing)

RBR-TVBR October 13, 2020

<https://www.rbr.com/empirestreaming-webinar/>

US Ecommerce Growth Jumps to More than 30%, Accelerating Online Shopping Shift by Nearly 2 Years

Top 10 etailers will grow market share by 5% this year, with Best Buy and Target both expected to surge more than 100%

eMarketer October 12, 2020

<https://www.emarketer.com/content/us-ecommerce-growth-jumps-more-than-30-accelerating-online-shopping-shift-by-nearly-2-years?ecid=NL1014>

Radio's Opportunity During COVID

Radio Ink (RAB/Jacobs Media) October 13, 2020

https://radioink.com/2020/10/13/radios-opportunity-during-covid/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Register Now For Forecast LIVE 2021

(Note: This registration to view webinar has a cost of \$595)

Radio Ink October 12, 2020

https://radioink.com/2020/10/12/register-now-for-forecast-live-2021/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Marketron Offers New Social media Feature

Radio Ink October 12, 2020

https://radioink.com/2020/10/12/marketron-offers-new-social-media-feature/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Price Point | The Supreme Court Offers Station Groups Hope. The FCC Could Give More

TVNewsCheck (Hank Price) October 12, 2020

<https://tvnewscheck.com/article/254454/scotus-gives-stations-hope-fcc-could-give-more/>

The Holy Grail For Radio: Automotive Attribution

Jacobs Media Strategies (Fred Jacobs) October 12, 2020

<https://jacobsmedia.com/the-holy-grail-for-radio-automotive-attribution/>

'New Shape' Of Radio Listening Raises Programming Strategy Questions.

Inside Radio October 12, 2020

http://www.insideradio.com/free/new-shape-of-radio-listening-raises-programming-strategy-questions/article_fc0ed156-0c51-11eb-a9cb-9bb72166195c.html

PwC Forecasts Podcast Ad Revenue Of \$800 Million In 2020; To More Than Double By 2024.

Inside Radio October 9, 2020

http://www.insideradio.com/podcastnewsdaily/pwc-forecasts-podcast-ad-revenue-of-800-million-in-2020-to-more-than-double-by/article_b5a745ee-0a4f-11eb-9be3-2f6ab9a97e5f.html

Wall Street Bullish On Ad Rebound, Especially Digital

MediaPost October 9, 2020

<https://www.mediapost.com/publications/article/356692/wall-street-bullish-on-ad-rebound-especially-digi.html>



Inside TV's Terrible, Horrible, No Good, Very Bad Upfront

Variety October 7, 2020

<https://variety.com/2020/tv/news/tv-advertising-coronavirus-upfront-streaming-video-1234795555/>

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