

NOVEMBER 3, 2020

The voting is over and there is a very noticeable absence of political ads on the Radio airwaves today. Seems like such a long time ago when we launched our outreach efforts to promote the use of radio to political consultants, campaign managers and media buyers. I'm convinced we did some good work advancing Radio with this community.

As far as next steps and wrapping things up, we are putting together a list of actions for post-election efforts to nurture relationships and gather intel/knowledge concerning the political landscape to guide our future efforts.

Additionally, we are researching the total media spend for 2020 political advertising. With this election environment being so unusual it will be hard to find realistic comps, but determining radio's share of this advertising revenue is important for future comparisons.

I will report back to you with our findings and some ideas and recommendations.

Now let's take a look at the November Week 2 audience trending in our PPM markets:

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%
October - 596,000 off 13.9%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Oct. Week 4 - 591,800 off 14.5%

Nov. Week 1 - 579,800 off 16.2%

Nov. Week 2 - 582,200 off 15.9%

NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

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%

Oct. - 10,055,100 off 5.2%

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%

Oct. Week 4 - 10,060,000 off 5.1%

Nov. Week 1 - 10,133,900 (off 4.4% from March)

Nov. Week 2 - 10,216,200 off 3.7%

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%

Oct. - 106,000 off 17.7%

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES.

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%
Oct. Week 4 - 101,000 off 21.6%

Nov Week 1 - 101,200 (off 21.4% from March)
Nov. Week 2 - 100,000 off 22.4%

NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

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%
Oct. - 1,891,200 off 6%

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%
Oct. Week 4 - 1,869,700 off 7%

Nov. Week 1 - 1,883,100 (off 6.4% from March)
Nov. Week 2 - 1,891,100 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)
Oct. - 126,800 (off 11.1% from March)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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%
Oct. Week 4 - 125,400 off 12.1% from March

Nov. Week 1 - 119,900 (off 16% from March)
Nov. Week 2 - 121,700 off 14.6%

NOTE: THE NOVEMBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

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)
Oct. - 2,398,000 (off 5.9% 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%)
Oct. Week 4 - 2,346,200 (off 8.0%)

Nov. Week 1 - 2,324,800 (off 8.8% from March)
Nov. Week 2 - 2,320,800 (off 9.0%)

And here is your curated lists of resources and articles for the past week:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

IAB Report: Brand Advertising On News Podcasts The ‘Smart Thing to Do.’

Here is the full downloaded report:

ATTACHMENT: [IAB Research Report Value of News](#)

Radio-Using, Advertiser-Friendly ‘Ready-to-Go’ Cohort Increases In Stature.

Inside Radio (Nielsen Audio) November 4, 2020

http://www.insideradio.com/free/radio-using-advertiser-friendly-ready-to-go-cohort-increases-in-stature/article_b333ce50-1e6c-11eb-b8c0-1303f4f0d5ee.html

How Can Retailers Triple The Impact Of TV Ads? New Study Says Adding Radio Is The Answer.

Inside Radio November 3, 2020

http://www.insideradio.com/free/how-can-retailers-triple-the-impact-of-tv-ads-new-study-says-adding-radio-is/article_1ed6168e-1da2-11eb-98ab-bb0f6264b902.html

Study: Radio Outperforms TV in R.O.I.

Radio Ink November 3, 2020

https://radioink.com/2020/11/03/study-radio-outperforms-tv-in-r-o-i/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Home Depot Back on Top

Radio Ink November 2, 2020

https://radioink.com/2020/11/02/the-home-depot-back-on-top-2/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

U.S. Light Vehicle Sales, October 2020

Wards Intelligence November 3, 2020

<https://wardsintelligence.informa.com/WI965233/US-Light-Vehicle-Sales-October-2020>

How the Election Could Blow Up Holiday Retail Projections

Consumers are less likely to spend when they feel uncertain about the future

ADWEEK November 3, 2020

<https://www.adweek.com/retail/how-election-could-blow-up-holiday-retail-projections/>

US Holiday Ecommerce Sales Will Surge 35.8% to \$190.47 Billion, Offsetting Brick-and-Mortar Declines

Black Friday and Cyber Monday will both top \$10 billion in ecommerce sales

eMarketer October 28, 2020

<https://www.emarketer.com/content/us-holiday-ecommerce-sales-will-surge-35-8-190-47-billion-offsetting-brick-and-mortar-declines?cid=NL1009>

Persuasive Words Your Sales Vocabulary is Sorely Lacking

SalesFuel October 31, 2020

<https://salesfuel.com/persuasive-words-your-sales-vocabulary-is-sorely-lacking/>

Post-Sale Follow Up Can Uncover Future Opportunities

SalesFuel October 31, 2020

<https://salesfuel.com/post-sale-follow-up-can-uncover-future-opportunities/>

Post-Sale Insight You Can't Miss (Part Two)

SalesFuel October 31, 2020

<https://salesfuel.com/post-sale-insights-you-cant-miss-part-two/>

For Sales Teams, 2021 Is A Time To Exit Comfort Zones.

Inside Radio October 30, 2020

http://www.insideradio.com/free/for-sales-teams-2021-is-a-time-to-exit-comfort-zones/article_4318fd62-1a7e-11eb-90f6-b3a24722e655.html

Marketers Should Start to Prepare for Post-Pandemic Scenarios Now

ANA October 30, 2020

https://www.ana.net/magazines/show/id/ana-2020-10-changes-in-consumer-behavior-post-covid?st3201030mktg360plusnon&utm_source=informz&utm_medium=email&utm_campaign=201030mktg360plusnon&zs=FANij1&zl=D62D7

Inside Info: Work-at-Home Adults Are Younger, Wealthier – and Listen to Radio While Working.

Inside Radio October 30, 2020

http://www.insideradio.com/free/inside-info-work-at-home-adults-are-younger-wealthier-and-listen-to-radio-while-working/article_80a7e77a-1a7d-11eb-bec8-f79b2d535cc2.html

Deutsch Splits New York and Los Angeles Offices Into Separate Agencies

ADWEEK October 29, 2020

https://www.adweek.com/agencies/deutsch-splits-new-york-los-angeles-offices-into-separate-agencies/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Agencies_Newsletter_201029173651&utm_id=1385784

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:**Radio Ink's Forecast Live 2021**

(Note: There is a \$595 registration fee (\$395 early bird) for this virtual conference. I have already registered and will report the significant information to you either in the weekly roundup or separate email)

<https://radioinkforecast.com/>

No More Free Ride For Non-Subscribers

Radio Ink October 29, 2020

https://radioink.com/2020/10/29/no-more-free-ride-for-non-subscribers/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Diary Markets Are Where 'Subscriber First' Impact Will Be Felt The Most.

Inside Radio November 2, 2020

http://www.insideradio.com/free/diary-markets-are-where-subscriber-first-impact-will-be-felt-the-most/article_8773cf00-1ce0-11eb-8917-ef39b18fa692.html

Independent Broadcasters Association (IBA) Issues Statement On New Nielsen Policy; Nielsen Responds

All Access November 2, 2020

<https://www.allaccess.com/net-news/archive/story/201502/independent-broadcasters-association-iba-issues-st>

Agency Exec Chimes in on Nielsen Changes

Radio Ink October 29, 2020

https://radioink.com/2020/10/29/agency-exec-chimes-in-on-nielsen-changes/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Eastlan CEO Seizes Opportunity to Criticize Nielsen

Radio Ink October 30, 2020

https://radioink.com/2020/10/30/eastlan-ceo-seizes-opportunity-to-criticize-nielsen/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Will The Nielsen Change Impact Radio's Revenue?

Radio Ink October 29, 2020

<https://radioink.com/2020/10/29/how-will-the-nielsen-change-impact-radios-revenue/>

Benchmark study reveals social has moved centre stage in the marketing mix

The Drum November 2, 2020

<https://www.thedrum.com/news/2020/11/02/benchmark-study-reveals-social-has-moved-centre-stage-the-marketing-mix>

Report Projects 2020 Media Price Deflation: -0.9% Worldwide; -3.4% In The U.S.

Media Post November 3, 2020 (orig. October 5, 2020)

<https://www.mediapost.com/publications/article/356522/report-projects-2020-media-price-deflation-09.html>

New Mercedes To Include DTS Technology

Radio Ink November 3, 2020

https://radioink.com/2020/11/03/new-mercedes-to-include-dts-technology/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Ten Tips for Reinventing Radio

Radio Ink (Mike McVay) November 2, 2020

<https://radioink.com/2020/11/02/ten-tips-for-reinventing-radio/>

The Ad Platform: Recapping Retail Media's Year to Date with Bryan Wiener

eMarketer November 2, 2020

<https://www.emarketer.com/content/podcast-the-ad-platform-recapping-retail-media-year-date-with-bryan-wiener?ecid=NL1014>

Proposed CCPA Opt-Out Regulations Violate First Amendment, Ad Industry Says

MediaPost October 30, 2020

<https://www.mediapost.com/publications/article/357324/proposed-ccpa-opt-out-regulations-violate-first-am.html?edition=120267>

How Pandora Is Building Creative Advertising Opportunities Into Its Platform

ADWEEK October 30, 2020

<https://www.adweek.com/tv-video/how-pandora-is-building-creative-advertising-opportunities-into-its-platform/>



Hispanic CEO's Strategize During Final Day of Conference

Radio Ink October 30, 2020

https://radioink.com/2020/10/30/hispanic-ceos-strategize-during-final-day-of-conference/?vgo_ee=g4MdllvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

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Miles W. Sexton
Interim President
Southern California Broadcasters Association
805.701.0031