

DECEMBER 2, 2020

Welcome to the first Midweek Resource Roundup for December, 2020. Here's to closing out the year with some strong revenue gains.

Some of you might be wondering about the delay in getting you the latest IHS/Polk auto sales reports. Since we now receive the data for all our SCBA markets, we are having some difficulty with the software downloads and sorting the data. Liz is working with IHS/Polk to work through the problem and we should have the reports to you shortly.

Now, as usual, we will start off this week's Roundup with an update on the summary audience trends in our PPM measured market with a look at the December Week 2 data:

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%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Nov. Week 3 - 573,700 off 17.1%
Nov. Week 4 - 587,500 off 15.1%

Dec. Week 1 - 587,600 (off 15.1% from March)
Dec. Week 2 - 580,600 off 16.1%

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%
Nov. - 10,133,900 off 4.4%

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%
Nov. Week 3 - 10,052,500 off 5.2%
Nov. Week 4 - 10,132,900 off 4.5%

Dec. Week 1 - 9,880,500 (off 6.8% from March)
Dec. Week 2 - 9,866,500 off 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%
Nov. - 105,600 off 18%

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

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%

Nov. Week 3 - 99,000 off 23.1%

Nov. Week 4 - 106,500 off 17.3%

Dec. Week 1 - 105,400 (off 18.2% from March)

Dec. Week 2 - 108,500 off 15.8%

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%

Nov. - 1,901,700 off 5.5%

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%

Nov. Week 3 - 1,902,800 off 5.4%

Nov. Week 4 - 1,929,700 off 4.1%

Dec. Week 1 - 1,870,000 (off 7% from March)

Dec. Week 2 - 1,933,600 off 3.9%

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)
Nov. - 129,300 (off 9.4% from March)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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%
Nov. Week 3 - 125,700 off 11.9%
Nov. Week 4 - 127,800 off 10.4%

Dec. Week 1 - 118,500 (off 17.0% from March)
Dec. Week 2 - 123,500 off 13.5% from March

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)
Nov. - 2,361,900 (off 7.3% from March)

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%)
Nov. Week 3 - 2,408,500 (off 5.5%)
Nov. Week 4 - 2,393,700 (off 6.1%)

Dec. Week 1 - 2,295,700 (off 9.9% from March)
Dec. Week 2 - 2,430,700 (off 4.6%)

And now, here are your lists of specially curated resources and article links to help you get past all the other distractions and get right to the important information that can help you succeed:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Fast-Food Chains Are Growing Again—And a Few Are Exceeding Their Pre-Pandemic Trajectories

ADWEEK December 2, 2020

https://www.adweek.com/retail/fast-food-chains-are-growing-again-and-a-few-are-exceeding-their-pre-pandemic-trajectories/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BrandMarketing_Newsletter_201202162508&lyt_id=1385784

Ex-Ford CEO says auto industry is in ‘a sweet spot,’ expects strong 2021 sales

CNBC December 1, 2020

<https://www.cnn.com/2020/12/01/ex-ford-ceo-says-auto-industry-in-sweet-spot-sees-strong-2021-sales.html>

More Advertisers Are Using Live Reads. Technology Helps Scale Their Campaigns.

Inside Radio December 1, 2020

http://www.insideradio.com/podcastnewsdaily/more-advertisers-are-using-live-reads-technology-helps-scale-their-campaigns/article_ac1bf900-33f5-11eb-9516-c70e3432b534.html

Analyst Predicts Global Podcast Revenue Will Top Over a Billion Dollars This Year.

Inside Radio December 1, 2020

http://www.insideradio.com/podcastnewsdaily/analyst-predicts-global-podcast-revenue-will-top-over-a-billion-dollars-this-year/article_490a9c22-33f5-11eb-87a2-5b9a917a8fdf.html

Heavy Radio Listeners are 2020's Big Spenders

SalesFuel December 1, 2020

<https://salesfuel.com/heavy-radio-listeners-are-2020s-big-spenders/>

Looking For Tips on Getting Sponsors?

Podcast Business Journal December 1, 2020

https://podcastbusinessjournal.com/looking-for-tips-on-getting-sponsors/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Study: Advertisers Dramatically Underestimate State Of U.S. Worker Commutes.

Inside Radio December 1, 2020

http://www.insideradio.com/free/study-advertisers-dramatically-underestimate-state-of-u-s-worker-commutes/article_683f4b2e-33aa-11eb-a74d-4bf7a322724e.html

Black Friday weekend breaks e-commerce records

Chain Store Age November 30, 2020

https://chainstoreage.com/black-friday-weekend-breaks-e-commerce-records?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyw ord=&oly_enc id=8319H4585489H7M

Get Ready For Vaccine Education Messaging

Radio Ink December 1, 2020

https://radioink.com/2020/12/01/get-ready-for-vaccine-education-messaging/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Even As New Lockdowns Loom, Retailers Bullish On Growing Holiday Sales.

Inside Radio November 30, 2020

http://www.insideradio.com/free/even-as-new-lockdowns-loom-retailers-bullish-on-growing-holiday-sales/article_3849ecdc-32db-11eb-9dec-3b048d78eff3.html

Why Be One of Many When You Can Be the One and Only?

Radio Ink (charlie sisen) November 30, 2020

https://radioink.com/2020/11/30/why-be-one-of-many-when-you-can-be-the-one-and-only/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Borrell Podcast: Episode 35: Stunning News, Staggering Facts, and Bombshells from a New Poll of Local Ad Buyers

Borrell Associates November 28, 2020

<https://local-marketing-trends.simplecast.com/episodes/episode-35-stunning-news-staggering-facts-and-bombshells-from-a-new-poll-of-local-ad-buyers>

Connecting Over the Phone: Your Voice Is Key

SalesFuel November 28, 2020

<https://salesfuel.com/connecting-over-the-phone/>

Why Permission-Based Selling Should be Part of Your Strategy

SalesFuel November 28, 2020

<https://salesfuel.com/why-permission-based-selling-should-be-part-of-your-strategy/>

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

FCC Greenlights Further Review Of Geo-Targeting Proposal For FMs.

Inside Radio December 2, 2020

http://www.insideradio.com/free/fcc-greenlights-further-review-of-geo-targeting-proposal-for-fms/article_f31415ea-3477-11eb-8ff7-932a4e446457.html

UCLA Anderson Updated Economic Forecast for November/December, 2020

UCLA Anderson December 1, 2020 (Full report attached below)

ATTACHMENT: [UCLA Anderson Economic Forecast Nov-Dec 2020](#)

Digital Ad Spend Was a ‘Bright Spot’ in Advertising’s Dark Year, GroupM Says

ADWEEK December 1, 2020

<https://www.adweek.com/agencies/digital-ad-spend-was-bright-spot-in-advertisings-dark-year-groupm-says/>

Making Spirits Bright: Digital Advertising Strategies Connect Alcohol Brands With Consumers This Holiday Season

Digital Advertising News December 1, 2020

<https://mail.google.com/mail/u/0/?tab=rm&ogbl#drafts?compose=fwmvGMCWGVGxQkQkSDInxwfrwVBWZlPmzZMmMTWggwcQImKccMTXqNpKzzTpFnxJfxhITDKdZqFTRMDjRfRvvLzbWkmMcnMCQhlxrDKpbvZSgpVwlKqg>

Why The Hot “New” Thing Is...Nostalgia Marketing

Jacobs Media Strategies December 1, 2020

<https://jacobsmedia.com/why-the-hot-new-thing-is-nostalgia/>

Despite media attention, this summer’s Facebook ad boycott did not affect the social network’s ad revenues

eMarketer December 1, 2020

<https://www.emarketer.com/content/facebook-ad-boycott-did-not-affect-ad-revenue?ecid=NL1001>

Trouble In TV Land? Borrell's Chart Of The Week

Borrell Associates November 30, 2020

<https://wordpress.borrellassociates.com/wp-content/uploads/2020/11/Nov30COW-1024x576.jpg>

Ecommerce Brands Deploy Digital Advertising Strategies To Offer Consumers The Right Messages At The Right Time

Digital Media Solutions November 27, 2020

<https://insights.digitalmediasolutions.com/articles/top-5-stories>

Some B2B Brands Are Going All-in On Digital Advertising

ANA November 27, 2020

https://www.ana.net/magazines/show/id/btob-2020-11-rise-in-digital-ad-spend?st3=201127newsstand360non&utm_source=informz&utm_medium=email&utm_campaign=201127mktg360newsstandnon&zs=FANij1&zl=DAeG7

Survey: Employers brace for workplace policy changes under Biden administration

Chain Store Age November 20, 2020

https://chainstoreage.com/survey-employers-brace-workplace-policy-changes-under-biden-administration?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

What's in store for digital marketing in 2021?

MobileMarketing November 27, 2020

<https://mobilemarketingmagazine.com/whats-in-store-for-digital-marketing-in-2021/>

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