

DECEMBER 30, 2020

This is your final Midweek Resource Roundup for 2020. We started these updates back in May to equip us all to deal with the tremendous challenges of this most difficult year. I want you to know that we will continue to provide these updates into the new year and even after the current difficulties ease.

One of the important lessons of 2020 is that things change, often in unexpected and unpleasant ways. Change is constant. Because of this fact, it is not just relevant what we know, it is important what we learn. We must keep learning because it is the only way we can make change work for us. Even now everything we knew is changing, forever and permanently.

That is really the point of these Midweek Resource Roundups. This quote from Eric Hoffer, an American moral and social philosopher, is incredibly relevant for us today: "In a time of drastic change it is the learners who inherit the future. The learned usually find themselves equipped to deal with a world that no longer exists."

As we begin 2021 let's commit ourselves to constantly be among the learning, not just the learned. Change is challenging, but change also presents opportunities for us to be innovative and find new ways to succeed.... as long as we keep learning!

So what can we learn today? Let's start by learning about the latest audience estimates in our PPM markets. Then let's dig into the latest curated lists of resources and articles to learn new things to help succeed:

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%
Dec. - 600,600 off 13.2%

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%
Dec. Week 3 - 608,200 off 12%
Dec. Week 4 - 541,300 off 21.8% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 578,600 off 16.4%
Hol. Week 2 - 562,800 off 18.7%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%
Dec. - 9,955,600 off 6.1%

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%

Dec. Week 3 - 10,080,100 off 5%

Dec. Week 4 - 9,995,200 off 5.8%

Hol. Week 1 - 10,013,700 off 5.6%

Hol. Week 2 - 9,887,200 off 6.8%

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%

Dec.- 108,200 off 16%

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%

Dec. Week 3 - 109,200 off 15.2%

Dec. Week 4 - 94,200 off 26.9% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 98,200 off 23.8%

Hol. Week 2 - 97,800 off 24.1%

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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%

Dec. - 1,920,900 off 4.5%

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%

Dec. Week 3 - 1,968,300 off 2.2%

Dec. Week 4 - 1,911,700 off 5%

Hol. Week 1 - 1,886,700 off 6.2%

Hol. Week 2 - 1,870,000 off 7%

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%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)

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%
Dec. Week 3 - 124,900 off 12.5%
Dec. Week 4 - 110,300 off 22.7% (Thanksgiving Week 11/26-12/2)

Hol. Week 1 - 120,300 off 15.7%
Hol. Week 2 - 120,500 off 15.5%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%)
Oct. - 2,398,000 (off 5.9%)
Nov. - 2,361,900 (off 7.3%)
Dec. - 2,388,500 (off 6.3%)

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%)
Dec. Week 3 - 2,448,900 (off 3.9%)
Dec. Week 4 - 2,378,500 (off 6.7%)

Hol. Week 1 - 2,414,800 (off 5.3%)
Hol. Week 2 - 2,375,900 (off 6.7%)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

2020 Was A Year For Brand Advertisers To Move Into Podcasting.

Inside Radio December 29, 2020

http://www.insideradio.com/podcastnewsdaily/2020-was-a-year-for-brand-advertisers-to-move-into-podcasting/article_c5e989b8-49fa-11eb-b935-07ac5dd3c573.html

Insurance, Financial Services Ramped Up National Radio Ad Volumes Last Week.

Inside Radio (Media Monitors) December 29, 2020

http://www.insideradio.com/free/insurance-financial-services-ramped-up-national-radio-ad-volumes-last-week/article_9f9eb2d0-49a3-11eb-b69b-ffe31448592b.html

The haves and have-nots: Divides deepen across retail amid the pandemic

eMarketer December 29, 2020

<https://www.emarketer.com/content/haves-have-nots-divides-deepen-across-retail-amid-pandemic?ecid=NL1014>

Top retail industry predictions for 2021

Chain Store Age December 23, 2020

https://chainstoreage.com/top-retail-industry-predictions-2021?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Digital marketing breathes new life into advertising in the year of the virus

Mint December 29, 2020

<https://www.livemint.com/news/india/digital-marketing-breathes-new-life-into-advertising-in-the-year-of-the-virus-11609175856807.html>

Millennials & Gen Z: A Profile Of Auto Insurance Customers

Digital Advertising Age December 28, 2020

<https://insights.digitalmediasolutions.com/news/profiles-of-renters-2020>

Vehicle sales continue to rebound in December, TrueCar says

Seeking Alpha December 28, 2020

https://seekingalpha.com/news/3647535-vehicle-sales-continue-to-rebound-in-december-truecar-says?mail_subject=f-vehicle-sales-continue-to-rebound-in-december-truecar-says&utm_campaign=rta-stock-news&utm_content=link-3&utm_medium=email&utm_source=seeking_alpha

Consumers to continue COVID-19 shopping habits post-pandemic

Chain Store Age December 23, 2020

https://chainstoreage.com/consumers-continue-covid-19-shopping-habits-post-pandemic?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

5Qs for Katie Thomas on the post-pandemic marketplace

Chain Store Age December 23, 2020

https://chainstoreage.com/5qs-katie-thomas-post-pandemic-marketplace?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

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

January Regulatory Dates for Broadcasters

Broadcast Law Blog (David Oxenford) December 30, 2020

https://www.broadcastlawblog.com/2020/12/articles/january-regulatory-dates-for-broadcasters-a-new-fcc-administration-quarterly-issues-programs-lists-kidvid-comment-deadlines-and-a-supreme-court-oral-argument-on-ownership-issues/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=d24e712fa0-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-d24e712fa0-70190309

U.S. Local Advertising Will Start to Rebound in 2021

BIA Advisory Services December 3, 2020 (reposted December 30)

<http://blog.biakelsey.com/index.php/2020/12/03/u-s-local-advertising-will-start-to-rebound-in-2021/>

Local Radio Set to Offer Over-the-Air Geotargeting with Proposed FCC Rule

BIA Advisory Services December 2, 2020

<http://blog.biakelsey.com/index.php/2020/12/02/local-radio-set-to-offer-over-the-air-geotargeting-with-proposed-fcc-rule/>

US forecasting shocks 2020: Ecommerce and overall commerce

eMarketer December 29, 2020

<https://www.emarketer.com/content/us-forecasting-shocks-2020-ecommerce-overall-commerce?ecid=NL1001>

Ad Industry Braces for Wave of New State Privacy Rules

WSJ December 29, 2020

ATTACHMENT: [Ad Industry Braces for Wave of New State Privacy Rules](#)

Inside the Google-Facebook Ad Deal at the Heart of a Price-Fixing Lawsuit

WSJ December 29, 2020

ATTACHMENT: [Inside the Google-Facebook Ad Deal at the Heart of a Price-Fixing Lawsuit](#)

What Will The Future Of Radio Look Like?

Radio Ink December 29, 2020

https://radioink.com/2020/12/29/the-future-of-radio-2/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Advertisers Are Following Audiences to Safety and Performance

ANA December 18, 2020

https://www.ana.net/blogs/show/id/mm-blog-2020-12-advertisers-following-audiences-to-safety?st3=201228mktg360non&utm_source=informz&utm_medium=email&utm_campaign=201228mktg360non&zs=FANij1&zl=j4BK7

Radio Has An Advantage: Distribution Is Distribution

Radio Ink (Mike McVay) December 28, 2020

https://radioink.com/2020/12/28/radio-has-an-advantage-distribution-is-distribution/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

What Is the Right Spot Load?

Radio Ink (Charlie Sisen) December 28, 2020

https://radioink.com/2020/12/28/what-is-the-right-spot-load/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

What Buyers Want: Survey Looks At Virtual Selling Gaps

SalesFuel December 26, 2020

<https://salesfuel.com/what-buyers-want-survey-looks-at-virtual-selling-gaps/>

Are You Hiring Optimistic Sales Professionals?

SalesFuel December 26, 2020

<https://salesfuel.com/are-you-hiring-optimistic-sales-professionals/>

Here's How to be an Ace Sales Coach

SalesFuel December 26, 2020

<https://salesfuel.com/ill-think-about-it-and-get-back-to-you/>

What We Learned, Where We Go

ANA December 16, 2020

https://www.ana.net/blogs/show/id/mm-blog-2020-12-what-we-learned?st3=201224mktg360non&utm_source=informz&utm_medium=email&utm_campaign=201224mktg360non&_zs=FANij1&_zl=RfxJ7

US Hispanics in a Time of Pandemic

What's True and What's Not in Finances, Acculturation, and Digital Usage

eMarketer December 24, 2020

<https://www.emarketer.com/content/us-hispanics-time-of-pandemic?ecid=NL1001>

Wishing you all the best for a Happy and Successful New Year!

Miles

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