

JANUARY 27, 2021

I was able to do some quick scanning of several SCBA member radio stations yesterday during the Kobe Bryant Tribute and was impressed with the level and style of participation. I heard various versions of the tribute as stations customized their approach. Even some stations that carry syndicated programming found ways to participate even if it wasn't at exactly 9:45am. I think we achieved our goal and we also had good coverage of the tribute event in the trade media. I saw our Media Alert picked up by All Access, Inside Radio and Radio Ink to name three. We also received good coverage of our press release yesterday that announced the election of our new Executive Board Officers and my appointment as President.

The new year may have officially started on January 1, but from an audience ratings standpoint it didn't start until January 7 when Week 1 of the January Nielsen Survey kicked off. Let's take a look at the summary data for Week 1 results for our PPM markets. I plan on trimming down this span of what is being reported starting next week since this summary is getting quite lengthy. I will likely still use March 2020 as the reference, but cut down on some of the older data. Here's how January Week 1 (January 7-13) fared:

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%
Hol. - 563,900 off 18.5%

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%
Hol. Week 3 - 588,700 off 15%
Hol. Week 4 - 498,500 off 28%
Hol. Week 5 - 485,300 off 29.9%

Jan. Week 1 - 519,500 off 25%

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%
Hol. - 9,936,300 off 6.3%

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%
Hol. Week 3 - 10,153,500 off 4.3%
Hol. Week 4 - 10,055,800 off 5.2%
Hol. Week 5 - 9,571,400 off 9.7%

Jan. Week 1 - 9,541,700 off 10%

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%
Hol. - 95,600 off 25.8%

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%
Hol. Week 3 - 100,500 off 22%
Hol. Week 4 - 82,500 off 35.9%
Hol. Week 5- 84,700 off 34.2%

Jan. Week 1 - 88,900 off 31%

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.

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%

Hol. - 1,866,700 off 7.2%

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%

Hol. Week 3 - 1,895,100 off 5.8%

Hol. Week 4 - 1,854,600 off 7.8%

Hol. Week 5 - 1,827,000 off 9.2%

Jan. Week 1 - 1,831,600 off 8.9%

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%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)
Hol. - 119,700 (off 16.11%)

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%
Hol. Week 3 - 122,400 off 14.2%
Hol. Week 4 - 100,700 off 29.4%
Hol. Week 5 - 109,900 off 23.0%

Jan. Week 1 - 112,300 off 21.3%

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%)

Hol. - 2,344,600 (off 8.0%)

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%)

Hol. Week 3 - 2,387,800 (off 6.3%)

Hol. Week 4 - 2,311,800 (off 9.3%)

Hol, Week 5 - 2,232,700 (off 12.4%)

Jan. Week 1 - 2,377,200 (off 6.7%)

I hope you have an edge on your learning appetite since there is a veritable smorgasbord of tasty information for you to pick from this week:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

What Are Sellers And Sales Managers Thinking?

Radio Ink January 27, 2021

<https://radioink.com/2021/01/27/what-are-sellers-and-sales-managers-thinking/>

Data Confirms How Well Podcast Advertising Recovered Last Year From Lockdowns.

Inside Radio (Westwood One/Magellan AI) January 26, 2021

http://www.insideradio.com/podcastnewsdaily/data-confirms-how-well-podcast-advertising-recovered-last-year-from-lockdowns/article_730e91f4-5ffb-11eb-9ee3-eb596ad40470.html

The customer is always right: The reason why 60% of internet users hesitate when shopping online

eMarketer January 26, 2021

<https://www.emarketer.com/content/customer-always-right-reason-why-60-of-internet-users-hesitate-shopping-online?ecid=NL1001>

Brick-and-Mortar in a Post-Covid World

Street Fight January 25, 2021

https://streetfightmag.com/2021/01/25/brick-and-mortar-in-a-post-covid-world/?mc_cid=b93f35d09f&mc_eid=281a8bbec8&doing_wp_cron=1611694745.1957950592041015625000#.YBCCnJNKiit

CDC Takes Command As Top National Radio Advertiser For Jan. 24.

Inside Radio (Media Monitors) January 26, 2021

http://www.insideradio.com/free/cdc-takes-command-as-top-national-radio-advertiser-for-jan-24/article_dcf894ac-5fa1-11eb-9247-0b4c29cef1ca.html

How marketers and service professionals use SMS messages

eMarketer January 26, 2021

<https://www.emarketer.com/content/how-marketers-service-professionals-use-sms-messages?ecid=NL1014>

Explaining Digital Marketing (with Examples)

Business-2-Community January 25, 2021

<https://www.business2community.com/digital-marketing/explaining-digital-marketing-with-examples-02380958>

Stay A Lot More Than Six Feet From The NFL's Trademarks! 2021 Update on Super Bowl Advertising and Promotions

Broadcast Law Blog January 25, 2021

<https://www.broadcastlawblog.com/2021/01/articles/stay-a-lot-more-than-six-feet-from-the-nfls-trademarks-2021-update-on-super-bowl-advertising-and-promotions/>

Converting Facebook Advertisers Into Radio Users, One Client At A Time.

Inside Radio January 25, 2021

http://www.insideradio.com/free/converting-facebook-advertisers-into-radio-users-one-client-at-a-time/article_ec5be8be-5ee7-11eb-b2ed-87e9d65bd926.html

December 2020: Top spenders, movers, and shakers

Magellan AI January 25, 2021

<https://www.magellan.ai/blog-posts/december-2020-top-spenders-movers-and-shakers>

ReallyGoodPodcastAds.com Launches

Podcast Business Journal (Magellan AI) January 25, 2021

https://podcastbusinessjournal.com/reallygoodpodcastads-com-launches/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Better Days Ahead? Here's What Local Advertisers Are Thinking About 2021.

Inside Radio January 25, 2021

http://www.insideradio.com/free/better-days-ahead-here-s-what-local-advertisers-are-thinking-about-2021/article_fd8668ca-5ee8-11eb-ba97-8740a64ffefc.html

Survey: Online customer service misses the mark

Chain Store Age January 22, 2021

https://chainstoreage.com/survey-online-customer-service-misses-mark?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Da+y+Breaker&utm_keyword=

Retailers plan investments in e-commerce amid sharp growth

Chain Store Age January 21, 2021

https://chainstoreage.com/retailers-plan-investments-e-commerce-amid-sharp-growth?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+D+ay+Breaker&utm_keyword=

Spends on mobile advertising to witness a surge: Report

Exchange4Media January 25, 2021

<https://www.exchange4media.com/advertising-news/spends-on-mobile-advertising-to-witness-a-surge-in-mobi-report-110461.html>

Prove That Radio Is the Perfect Complement

Radio Ink (Charlie Sislen) January 25, 2021

https://radioink.com/2021/01/25/prove-that-radio-is-the-perfect-complement/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Comfortable Are Your Salespeople?

SalesFuel January 23, 2021

<https://salesfuel.com/how-comfortable-are-your-salespeople/>

How to Join the Ranks of Sales Winners this Year

SalesFuel January 23, 2021

<https://salesfuel.com/how-to-join-the-ranks-of-sales-winners-this-year/>

How to Build Sales Pitch Credibility

SalesFuel January 23, 2021

<https://salesfuel.com/how-to-build-sales-pitch-credibility/>

Political Advertising Operatives Worry Digital Ad Bans Limit Options, Transparency During Historic Events

Morning Consult January 20, 2021

<https://morningconsult.com/2021/01/20/political-ads-bans-alternatives-transparency/>

Analysis: Heavy Radio Listeners In Better Economic Shape Than Average Consumer.

Inside Radio (Katz Radio Group) January 22, 2021

http://www.insideradio.com/free/analysis-heavy-radio-listeners-in-better-economic-shape-than-average-consumer/article_5a35fc6c-5c86-11eb-bb06-db3c6ed70d8b.html

Programmatic Buying Making It Harder For Some Diverse Podcasts to Get Ad Buys.

Inside Radio January 22, 2021

http://www.insideradio.com/free/programmatic-buying-making-it-harder-for-some-diverse-podcasts-to-get-ad-buys/article_c376a484-5c85-11eb-85f1-e31226bb5b15.html

With Pandemic As Catalyst, Healthcare Poised For ‘Giant Leap’ In Ad Spending.

Inside Radio (MediaRadar) January 22, 2021

http://www.insideradio.com/free/with-pandemic-as-catalyst-healthcare-poised-for-giant-leap-in-ad-spending/article_d58746aa-5c86-11eb-b6e3-5b741b4e9f24.html

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

Radio May Have One Of Media’s Best Revenue Rebounds In 2021, Says Analyst.

Inside Radio January 27, 2021

http://www.insideradio.com/free/radio-may-have-one-of-media-s-best-revenue-rebounds-in-2021-says-analyst/article_42c42a4e-606f-11eb-b761-cbfb12d0a719.html

Stations struggle to recruit, train new generation of broadcast engineers

Current.org January 26, 2021

<https://current.org/2021/01/stations-struggle-to-recruit-train-new-generation-of-broadcast-engineers/>

U.S. Ad Economy Ends 2020 With Fifth Consecutive Month Of Expansion

MediaPost (SMI) January 26, 2021

<https://www.mediapost.com/publications/article/359860/us-ad-economy-ends-2020-with-fifth-consecutive-m.html>

Is Podcasting Pandemic Proof?

Podcast Business Journal January 26, 2021

https://podcastbusinessjournal.com/is-podcasting-pandemic-proof/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

GOOGLE THINKS IT MAY HAVE FOUND A REPLACEMENT FOR THIRD-PARTY COOKIES

Ad Age January 26, 2020

<https://adage.com/article/digital/google-thinks-it-may-have-found-replacement-third-party-cookies/2308211>

A Modern war of the Titans: How will the digital ad universe be divided?

SmartBrief January 26, 2021

<https://www.smartbrief.com/original/2021/01/modern-war-titans-how-will-digital-ad-universe-be-divided>

NAB’s Top Priorities For 2021 Include Music Royalties, Ad Taxes And Media Ownership.

Inside Radio January 25, 2021

http://www.insideradio.com/free/nab-s-top-priorities-for-2021-include-music-royalties-ad-taxes-and-media-ownership/article_c213319a-5ce2-11eb-98a0-432d60619121.html

Comscore: Smart Speaker In-Home Data Usage Saw Huge Increases In 2020.

Inside Radio (Comscore) January 25, 2021

http://www.insideradio.com/free/comscore-smart-speaker-in-home-data-usage-saw-huge-increases-in-2020/article_c4200f4c-5ee7-11eb-9767-5ba36ed2f0c9.html

Dealing With A Public That Is Checking Out In 2021

Inside Radio (Lloyd Ford) January 25, 2021

https://radioink.com/2021/01/25/dealing-with-a-public-that-is-checking-out-in-2021/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

5 Areas of Development for Sales Managers

SalesFuel January 23, 2021

<https://salesfuel.com/5-areas-of-development-for-sales-managers/>

Are You Asking Candidates the Right Questions?

SalesFuel January 23, 2021

<https://salesfuel.com/are-you-asking-candidates-the-right-questions/>

How Comfortable Are Your Salespeople?

SalesFuel January 23, 2021

<https://salesfuel.com/how-comfortable-are-your-salespeople/>

Three Ways COVID-19 Changed Listening Patterns

Radio+Television Business Report January 22, 2021

<https://www.rbr.com/three-ways-covid-19-changed-listening-patterns/?event=login>

The 4Ps of marketing that unlock Millennials and Gen Z

The Drum January 22, 2021

<https://www.thedrum.com/opinion/2021/01/22/the-4ps-marketing-unlock-millennials-and-gen-z>

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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031