

JUNE 9, 2021

The first item in both the Sales and Management sections of today's Roundup is a survey of marketing professionals entitled **Media KPIs That Matter** conducted by the ANA Media Leadership Growth Council. As you all know, we have an SCBA committee working on the important issue of converting the negotiating currency for most media from CPP to CPM. CPM is one of the Key Performance Indicators (KPIs).

This committee is working with Nielsen Audio right now on a presentation to address this issue of CPM valuation and why Radio CPM characteristics need to be differentiated and valued differently from Digital CPMs. This presentation will also demonstrate how Radio and Digital advertising can best be paired to achieve optimal results.

I think you will find the ANA survey worth your time. Just consider this one quote from one survey participant regarding CPM:

“CPMs need to be relevant, as lower isn’t always better. CPM isn’t the first thing to look at because it’s more of a tracking/efficiency KPI. It needs to be augmented with more specific metrics.”

Next up is our weekly review of the latest audience survey trending in our PPM measured markets. This is May Week 4 and it wraps up the May Survey and you will see the summary metrics for the month as well as the Week 4 performance. A review of the full month of May shows strong recovery continues and we are edging back to pre-covid levels.

Los Angeles AQH

2020

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%

2021

Jan - 541,600 off 21.8%
Feb - 576,500 off 16.7%
Mar. - 606,100 off 12.5%

Apr. - 623,900 off 9.9%

May - 645,900 off 6.8%

Jan. Week 1 - 519,500 off 25%
Jan. Week 2 - 531,800 off 23.2%
Jan. Week 3 - 507,900 off 26.6%
Jan. Week 4 - 520,800 off 24.8%

Feb. Week 1 - 551,800 off 20.3%
Feb. Week 2 - 546,300 off 21.1%
Feb. Week 3 - 557,800 off 19.4%
Feb. Week 4 - 576,400 off 16.7%

Mar. Week 1 - 590,900 off 14.6%
Mar. Week 2 - 578,500 off 16.4%
Mar. Week 3 - 615,500 off 11.1%
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%
Apr. Week 2 - 612,400 off 11.5%
Apr. Week 3 - 620,100 off 10.5%
Apr. Week 4 - 627,100 off 9.5%

May Week 1 - 645,400 off 6.8%
May Week 2 - 645,400 off 6.8%
May Week 3 - 637,900 off 7.9%
May Week 4 - 654,900 off 5.5%

Los Angeles Cume

2020

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%

2021

Jan. - 9,587,700 off 9.6%
Feb. - 9,717,300 off 8.4%

Mar. - 9,817,600 off 7.5%
Apr. - 10,212,500 off 3.8%
May - 10,339,100 off 2.6%

Jan. Week 1 - 9,541,700 off 10%
Jan. Week 2 - 9,560,000 off 9.9%
Jan. Week 3 - 9,558,400 off 9.9%
Jan. Week 4 - 9,690,700 off 8.6%

Feb. Week 1 - 9,660,500 off 8.9%
Feb. Week 2 - 9,776,500 off 7.8%
Feb. Week 3 - 9,603,500 off 9.4%
Feb. Week 4 - 9,828,900 off 7.3%

Mar. Week 1 - 9,647,900 off 9%
Mar. Week 2 - 9,582,400 off 9.6%
Mar. Week 3 - 9,965,900 off 6%
Mar. Week 4 - 10,074,100 off 5.1%

Apr. Week 1 - 10,328,400 off 2.7%
Apr. Week 2 - 10,069,400 off 5.1%
Apr. Week 3 - 10,230,100 off 3.6%
Apr. Week 4 - 10,222,300 off 3.7%

May Week 1 - 10,351,300 off 2.5%
May Week 2 - 10,385,500 off 2.1%
May Week 3 - 10,311,200 off 2.8%
May Week 4 - 10,308,400 off 2.9%

Riverside/San Bernardino AQH

2020

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%

2021

Jan. - 91,500 off 29%
Feb. -101,800 off 21%
Mar. - 105,800 off 17.9%
Apr. - 111,300 off 13.7%
May - 111,900 off 13.2%

Jan. Week 1 - 88,900 off 31%
Jan. Week 2 - 86,400 off 32.9%
Jan. Week 3 - 85,800 off 33.4%
Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%
Feb. Week 2 - 98,000 off 23.9%
Feb. Week 3 - 98,200 off 23.8%
Feb. Week 4 - 101,900 off 20%

Mar. Week 1 - 101,600 off 21.1%
Mar. Week 2 - 105,500 off 18%
Mar. Week 3 - 110,400 off 14.4%
Mar. Week 4 - 105,900 off 17.8%

Apr. Week 1 - 111,400 off 13.6%
Apr. Week 2 - 108,300 off 15.9%
Apr. Week 3 - 113,200 off 12.2%
Apr. Week 4 - 112,400 off 12.8%

May Week 1 - 114,600 off 11%
May Week 2 - 113,800 off 11.7%
May Week 3 - 108,300 off 16%
May Week 4 - 110,900 off 14%

Riverside/San Bernardino Cume

2020

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%

2021

Jan. - 1,824,500 off 9.3%

Feb. - 1,941,100 off 3.5%

Mar. - 1,919,700 off 4.6%

Apr. - 1,948,200 off 3.2%

May - 1,951,300 off 3%

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

Jan. Week 2 - 1,792,800 off 10.9%

Jan. Week 3 - 1,790,600 off 11%

Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%

Feb. Week 2 - 1,930,300 off 4%

Feb. Week 3 - 1,945,000 off 3.3%

Feb. Week 4 - 1,967,800 off 2.2%

Mar. Week 1 - 1,903,700 off 5.4%

Mar. Week 2 - 1,876,800 off 6.7%

Mar. Week 3 - 1,930,600 off 4.1%

Mar. Week 4 - 1,967,600 off 2.2%

Apr. Week 1 - 1,935,000 off 3.8%

Apr. Week 2 - 1,919,100 off 4.6%

Apr. Week 3 - 1,960,000 off 2.6%

Apr. Week 4 - 1,978,600 off 1.7%

May Week 1 - 1,968,700 off 2.2%

May Week 2 - 1,989,800 off 1.1%

May Week 3 - 1,902,700 off 5.5%

May Week 4 - 1,944,100 off 3.4%

San Diego AQH

2020

March - 142,700

April - 98,000

May - 109,400

June - 120,100

July - 126,000

August - 128,500 (off 10%)

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%)

2021

Jan. - 114,200 (off 19.97%)
Feb. - 117,700 (off 17.5%)
Mar. - 119,900 (off 16.0%)
Apr. - 122,000 (off 14.5%)
May - 122,200 (off 14.4%)

Jan. Week 1 - 112,300 off 21.3%
Jan. Week 2 - 111,500 off 21.9%
Jan. Week 3 - 105,200 off 26.3%
Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%
Feb. Week 2 - 111,800 off 21.7%
Feb. Week 3 - 113,100 off 20.7%
Feb. Week 4 - 113,900 off 20.2%

Mar. Week 1 - 117,000 off 18.0%
Mar. Week 2 - 119,000 off 16.6%
Mar. Week 3 - 118,700 off 16.8%
Mar. Week 4 - 124,700 off 12.6%

Apr. Week 1 - 122,500 off 14.2%
Apr. Week 2 - 124,000 off 13.1%
Apr. Week 3 - 119,800 off 16.0%
Apr. Week 4 - 121,700 off 14.7%

May Week 1 - 120,400 off 15.6%
May Week 2 - 122,600 off 14.1%
May Week 3 - 122,100 off 14.4%
May Week 4 - 123,600 off 13.4%

San Diego Cume

2020

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%)

2021

Jan. - 2,287,800 (off 10.2%)
Feb. - 2,302,200 (off 9.7%)
Mar. - 2,314,400 (off 9.2%)
Apr. - 2,319,500 (off 9.0%)
May - 2,329,600 (off 8.6%)

Jan. Week 1 - 2,377,200 (off 6.7%)
Jan. Week 2 - 2,296,200 (off 9.9%)
Jan. Week 3 - 2,163,800 (off 15.1%)
Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)
Feb. Week 2 - 2,342,600 (off 8.1%)
Feb. Week 3 - 2,324,000 (off 8.8%)
Feb. Week 4 - 2,299,500 (off 9.8%)

Mar. Week 1 - 2,305,100 (off 9.6%)
Mar. Week 2 - 2,314,400 (off 9.2%)
Mar. Week 3 - 2,321,300 (off 8.9%)
Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)
Apr. Week 2 - 2,354,300 (off 7.6%)
Apr. Week 3 - 2,265,200 (off 11.1%)
Apr. Week 4 - 2,382,800 (off 6.5%)

May Week 1 - 2,392,700 (off 6.1%)
May Week 2 - 2,298,900 (off 9.8%)
May Week 3 - 2,344,100 (off 8.0%)
May Week 4 - 2,282,800 (off 10.4%)

Now let's jump into this week's curated collection of articles and resources to enrich your professional learning experience beginning with this timeless reminder from Abigail Adams, former First Lady of the United States:

"Learning is not attained by chance, it must be sought for with ardor and diligence."

Abigail Adams

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Media KPIs That Matter

ANA Media Leadership Growth Council June 8, 2021-originally May 18, 2021

https://www.ana.net/blogs/show/id/mm-blog-2021-05-media-kpis-that-matter?st3=210608mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210608-marketing360-am-non&zs=FANij1&zl=RI4h7

ATTACHMENT: [ANA Media KPIs That Matter | May 2021](#)

Twenty Companies Commit to Black Media Budget Bump

Radio+Television Business Report June 9, 2021

<https://www.rbr.com/twenty-companies-commit-to-black-media-budget-bump/>

Retail sales to exceed \$4.44 trillion in 2021, as NRF revises annual forecast upward

Chain Store Age (National Retail Federation) June 9, 2021

https://chainstoreage.com/retail-sales-exceed-444-trillion-2021-nrf-revises-annual-forecast-upward?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Breaking+News&utm_keyword=

Apple's Moves to Tighten Flow of User Data Leave Advertisers Anxious

WSJ June 9, 2021

ATTACHMENT: [WSJ Apple's Moves Leave Advertisers Anxious](#)

Identifying Three Sales Process Bottlenecks and the Tactics to Drive Improved Performance

The Center For Sales Strategy June 8, 2021

https://blog.thecenterforsalesstrategy.com/identifying-three-sales-process-bottlenecks-and-the-tactics-to-drive-improved-performance?utm_campaign=subscriber&utm_medium=email&hsmi=132409904&hsenc=p2ANqtz-9E5-2g134GPnMfGEDisqe5S7bG2u8KzMi-GFe1Qgtf1UHn17TffJqIFln1pYMV8oezWAqMud3YAuQ_URk2sFUSHiOXDA&utm_content=132409904&utm_source=hs_email

Why US adults avoid buying directly from brands online

eMarketer May 26, 2021

<https://www.emarketer.com/content/why-us-adults-avoid-buying-directly-brands-online?ecid=NL1001>

Cycling Up A High Spot Radio Play Count

Radio+TV Business Report June 7, 2021

<https://www.rbr.com/mm-spot-ten-r-06072021/>

Why Ad Fraud Keeps Battering Brand Safety

Forbes June 5, 2021

<https://www.forbes.com/sites/paultalbot/2021/06/05/why-ad-fraud-keeps-battering-brand-safety/?sh=bdde2b5771b5>

Welcoming Back Advertisers & Listeners

Radio Ink (Charlie Sislen) June 7, 2021

<https://radioink.com/2021/06/07/welcoming-back-advertisers-listeners/>

Despite inventory woes, automakers post records as May sales soar

Automakers reporting May sales all posted gains, but tight inventories spell trouble going into the summer sales season.

Automotive News June 07, 2021

<https://www.autonews.com/sales/despite-inventory-woes-automakers-post-records-may-sales-soar>

3 Tips to Get Organized so You can Up Your Sales Game

SalesFuel June 5, 2021

<https://salesfuel.com/3-tips-to-get-organized-so-you-can-up-your-sales-game/>

Layers of Questions Can Bring You Closer to a Deal

SalesFuel June 5, 2021

<https://salesfuel.com/layers-of-questions-can-bring-you-closer-to-a-deal/>

Walmart to take on Amazon with 'Deals for Days' promotion

Chain Store Age June 2, 2021

https://chainstoreage.com/walmart-take-amazon-deals-days-promotion?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Weekend+Update&utm_keyword=

Study: COVID-19 recovery impacts shopping behavior

Chain Store Age June 4, 2021

https://chainstoreage.com/study-covid-19-recovery-impacts-shopping-behavior?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

The law of averages does not apply to complex B2B sales

CustomerThink June 3, 2021

https://customerthink.com/the-law-of-averages-does-not-apply-to-complex-b2b-sales/?ct_subscriber=yes

How Sales Associates Use Their Digital Independence to Drive Sales

The pandemic forced retailers to accelerate their clienteling plans—and the results are impressive

ADWEEK June 4, 2021

<https://www.adweek.com/performance-marketing/how-sales-associates-use-their-digital-independence-to-drive-sales/>

Tips for Targeting Dads

RAB (NRF) June 1, 2021

<http://www.radiomatters.org/index.php/2021/06/01/tips-for-targeting-dads/#more-4082>

Magna Teams With Spotify: Finds Americans Suffer From 'Screen Fatigue,' Turn To Audio

MediaPost June 3, 2021

https://www.mediapost.com/publications/article/363847/magna-teams-with-spotify-finds-americans-suffer-f.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122569&hashid=CKfKjD-IQuCPkoXp87oXHg

How Long Should A Podcast Ad Be? Analysis Points To A Brand's Goal As A Deciding Factor.

Inside Radio June 3, 2021

http://www.insideradio.com/free/how-long-should-a-podcast-ad-be-analysis-points-to-a-brand-s-goal-as/article_dccb4d8a-c4af-11eb-82f7-5b93a4ea36ff.html

Sales Reps Pull Better Close Rates When Offered Incentives, Study Finds

MediaPost June 4, 2021

https://www.mediapost.com/publications/article/363916/sales-reps-pull-better-close-rates-when-offered-in.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122583&hashid=3ryQP86FTTiyUS5w5BYR2g

Radio Creates a Big Splash for Swimming Pool Builders.

Inside Radio (Media Audit) June 3, 2021

http://www.insideradio.com/free/radio-creates-a-big-splash-for-swimming-pool-builders/article_0bb8c03e-c436-11eb-8c2b-d7f667ed6fd6.html

The Capricious Consumer: Shoppers Want Firms To Use Their Data, But Remain Suspicious

MediaPost June 2, 2021

https://www.mediapost.com/publications/article/363833/the-capricious-consumer-shoppers-want-firms-to-us.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122555&hashid=3ryQP86FTTiyUS5w5BYR2g

Another Case Against Ad Fraud Comes To Fruition

Forbes May 29, 2021

<https://www.forbes.com/sites/augustinefou/2021/05/29/another-lawsuit-against-ad-fraud-comes-to-fruition/?sh=1c3759843af6>

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

Media KPIs That Matter

ANA Media Leadership Growth Council June 8, 2021-originally May 18, 2021

https://www.ana.net/blogs/show/id/mm-blog-2021-05-media-kpis-that-matter?st3=210608mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210608-marketing360-am-non&zs=FANij1&zl=RI4h7

SMI Unveils A 'Pricing Intelligence Suite'

Radio+Television Business Report (Standard Media Index) June 9, 2021

<https://www.rbr.com/smi-unveils-a-pricing-intelligence-suite/>

Nielsen: Local COVID Ratings Understated At Levels Similar To National TV

MediaPost (Media Ratings Council) June 9, 2021

<https://www.mediapost.com/publications/article/364008/nielsen-finds-local-covid-tv-ratings-understated-a.html>

Saving Bookstores – Saving Radio?

Jacobs Media Strategies (Fred Jacobs) June 9, 2021

<https://jacobsmedia.com/saving-bookstores-saving-radio/>

Streaming Royalty Rate Decision Looms; NAB Pushes For Lower Rate For Station Simulcasts.

Inside Radio (NAB) June 8, 2021

http://www.insideradio.com/free/streaming-royalty-rate-decision-looms-nab-pushes-for-lower-rate-for-station-simulcasts/article_57b00e16-c837-11eb-ad96-43b452fc233f.html

Podcast Download Spring 2021 Report: Pandemic Serves As Podcast Accelerant.

Inside Radio (Cumulus/Signal Hill) June 8, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-download-spring-2021-report-pandemic-serves-as-podcast-accelerant/article_44080e00-c877-11eb-8e41-f3ba45786099.html

A Ransomware Attack Cripples A Media Outlet. What Do You Do?

Radio+Television Business Report June 7, 2021

<https://www.rbr.com/a-ransomware-attack-cripples-a-media-outlet-what-do-you-do/>

Study Finds Only 2% Of Marketing Execs Want 'Full Return' To Office

MediaPost June 7, 2021

https://www.mediapost.com/publications/article/363949/study-finds-only-2-of-marketing-execs-want-full.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122605&has_hid=XOWE7PwDT4-lekA7MLbhQg

The Age Relevance Rebrand

Coleman Insights Media Research June 8, 2021

<https://colemaninsights.com/coleman-insights-blog/the-age-relevance-rebrand>

Amidst Social and Economic Upheaval, Radio Continues to Flourish

RadioWorld (more takeaways from Jacobs Media Tech Survey '21) June 7, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/amidst-social-and-economic-upheaval-radio-continues-to-flourish?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=7EF35E2C-57C1-42FF-8A0F-E411BA97862B&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Sales Management Hacks that Will Work for You

SalesFuel June 5, 2021

<https://salesfuel.com/sales-management-hacks-that-will-work-for-you/>

Watch for a Coming Sea Change in Online Advertising

Bloomberg Law June 7, 2021

<https://news.bloomberglaw.com/us-law-week/watch-for-a-coming-sea-change-in-online-advertising>

US adults will consume almost as much media in 2021, but TV viewing will backslide

eMarketer June 6, 2021

<https://www.emarketer.com/content/us-adults-will-consume-almost-much-media-2021-tv-viewing-will-backslide?cid=NL1001>

[INFOGRAPHIC] 2020 Media Sales Report

The Center for Sales Strategy June 7, 2021

https://blog.thecenterforsalesstrategy.com/infographic-2020-media-sales-report?utm_campaign=subscriber&utm_medium=email&_hsmi=132162235&_hsenc=p2ANqtz---K3tBvP_dyJhDTmuGBdzj691QnzFuA9p7Sg4T2dWd7Dokt5Wk2Y-JFyx0eKzTOlxgXqDudzlAKiK6ddDrbzmHT3ljQ&utm_content=132162235&utm_source=hs_email

Television Audiences Still Discovering Podcasting

Podcasting Business Journal June 7, 2021

https://podcastbusinessjournal.com/television-audiences-still-discovering-podcasting/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Madison Avenue's New Impressionistic Movement

MediaPost June 7, 2021

https://www.mediapost.com/publications/article/363939/madison-avenues-new-impressionistic-movement.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122588&hashid=XOWE7PwdT4-lekA7MLbhQg

Taking Radio Back to the Streets: Stations Ready to Return to Normal With Summer Events.

Inside Radio June 7, 2021

http://www.insideradio.com/free/taking-radio-back-to-the-streets-stations-ready-to-return-to-normal-with-summer-events/article_e4dff16c-c76e-11eb-be95-a7c345fab941.html

Katz TV Group Says Yes To Impressions-Based Currency

Radio+TV Business Report June 4, 2021

ATTACHMENT: [Katz TV Group Says Yes To Impressions](#)

NAB Says Big Tech Is Getting A Free Ride And Pushes FCC To Adjust Proposed Annual Fees On Radio.

Inside Radio June 4, 2021

http://www.insideradio.com/free/nab-says-big-tech-is-getting-a-free-ride-and-pushes-fcc-to-adjust-proposed/article_5a0e3c7a-c506-11eb-bf91-43eca5134ce9.html

WHERE IS THE GROWTH OF ON-DEMAND CONTENT LEADING US?

Don't write off broadcast TV and radio as part of the on-demand future

Signal Hill Insights June 2, 2021

https://signalhillinsights.com/where-is-the-growth-of-on-demand-content-leading-us/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2021-06-03

Getting The Brand Back Together

Jacobs Media Strategies (Fred Jacobs) June 3, 2021

<https://jacobsmedia.com/getting-the-brand-back-together/>

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