

JUNE 23, 2021

Let's plow right into the latest audience trending summary data for our PPM measured markets. Overall we see good results and some win back from the previous week's (Memorial Holiday) modest dips. In fact, it is notable that LA this week posted its best AQH audience number since the pandemic shutdown began in March of 2020.

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%

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%

June Week 1 - 627,200 off 9.5%
June Week 2 - 667,300 off 3.7%

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%

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 2.8%

May Week 4 - 10,308,400 off 2.9%

June Week 1 - 10,314,800 off 2.8%

June Week 2 - 10,295,700 off 3%

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%

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%

June Week 1 - 109,500 off 15%
June Week 2 - 108,000 off 16.2%

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%

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%

June Week 1 - 1,989,200 off 1.1%

June Week 2 - 1,933,100 off 3.9%

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%)

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%

[June Week 1 - 121,300 off 15.0%](#)

[June Week 2 - 126,300 off 11.5%](#)

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%)

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%)

[June Week 1 - 2,418,900 \(off 5.1%\)](#)

[June Week 2 - 2,383,500 \(off 6.5%\)](#)

I think you will find a lot of valuable and actionable information in this week's curated lists of resources and articles. Information is power and the goal here is to empower you to perform at the highest level. Maybe even a few geniuses will be revealed this week!

"A 'genius' is often merely a talented person who has done all of his or her homework." — Thomas Edison

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

5 Reasons to Keep Traditional Media In The Mix

MediaPost June 23, 2021

https://www.mediapost.com/publications/article/364484/5-reasons-to-keep-traditional-media-in-the-mix.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122775&has_hid=nPO6kNh8ToCb2_NBH4Mycg

Dealers Advertising to Replenish Inventory

WardsAuto June 17, 2021

<https://www.wardsauto.com/dealers/dealers-advertising-replenish-inventory>

Major automakers turn the corner on global chip shortage

Seeking Alpha June 23, 2021

https://seekingalpha.com/news/3709230-major-automakers-turn-the-corner-on-global-chip-shortage?mail_subject=f-major-automakers-turn-the-corner-on-global-chip-shortage&utm_campaign=rta-stock-news&utm_content=link-3&utm_medium=email&utm_source=seeking_alpha

Improving Sales Performance - IMPACT Your Sales Process: IFM

The Center for Sales Strategy June 23, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-process-ifm?utm_campaign=subscriber&utm_medium=email&hsmi=135735546&hsenc=p2ANqtz--67iVZ1n_Rokpc0nLP27f8vTDZz7eamkclhqt-Uc5k161z2w3flzTrziJG65tISD_be6Ni5X8-u45OY22AFG1QTjNwaw&utm_content=135735546&utm_source=hs_email

Survey: More Americans ready to shop in-store as confidence rises

Chain Store Age June 22, 2021

https://chainstoreage.com/survey-more-americans-ready-shop-store-confidence-rises?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Coca-Cola to double spending on minority-owned media and ramp up empowerment initiatives

MARKETINGDIVE June 22, 2021

https://www.marketingdive.com/news/coca-cola-to-double-spending-on-minority-owned-media-and-ramp-up-empowermen/602197/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-06-22%20Marketing%20Dive%20Newsletter%20%5Bissue:34996%5D&utm_term=Marketing%20Dive

Walmart spends the most on retail ads; Prime Day not a major factor

Chain Store Age June 21, 2021

(Question: Where is the radio spend in this media mix?)

https://chainstoreage.com/walmart-spends-most-retail-ads-prime-day-not-major-factor?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Paid Ad Slowdown At Spot Radio?

Radio+Television Business Report June 21, 2021

<https://www.rbr.com/mm-062121/>

Better Help Remained Podcasting's Top Ad Spender In May, Dell Is The Big Mover.

Inside Radio (Magellan) June 21, 2021

http://www.insideradio.com/podcastnewsdaily/betterhelp-remained-podcasting-s-top-ad-spender-in-may-dell-is-the-big-mover/article_0ed979d8-d2b5-11eb-9f30-031df42ebb86.html

Wavemaker Finds Consumers Becoming Less Attached To Brands, Especially Online

MediaPost June 21, 2021

https://www.mediapost.com/publications/article/364367/wavemaker-finds-consumers-becoming-less-attached-t.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122734&hashid=XOWE7PwT4-lekA7MLbhQg

Resilience: How to Embrace and Learn from Mistakes

The Center For Sales Strategy June 21, 2021

https://blog.thecenterforsalesstrategy.com/resilience-how-to-embrace-and-learn-from-mistakes?utm_campaign=subscriber&utm_medium=email&_hsmi=135231173&_hsenc=p2ANqtz-i51HrLDJRAGrE44IeKjmqhvxkwA99dqTJu5y5lXSGCps021cbrBnmQsKA_uoN85kEjxTLbjCuxvt1k0dknH5HgeWFw&utm_content=135231173&utm_source=hs_email

What will be the new norm in L.A. traffic?

Transit officials and motorists wait to see if patterns altered by COVID offer clues to the future of commuting.

Los Angeles Times June 20 2021

http://enewspaper.latimes.com/infinity/article_share.aspx?guid=7cad7187-5805-4632-ae49-6e4bae10a903

ATTACHMENT: [What Will Be The New Norm in LA Traffic](#)

5 Closing Phrases to Seal a Deal

SalesFuel June 19, 2021

<https://salesfuel.com/5-closing-phrases-to-seal-a-deal/>

Emotional Intelligence: Three Tips to Hone This Soft Skill

SalesFuel June 19, 2021

<https://salesfuel.com/emotional-intelligence-three-tips-to-hone-this-soft-skill/>

GroupM Tracking Study Signals Boon For Out-of-Home Media

MediaPost June 18, 2021

(Note: good news for radio in this report)

https://www.mediapost.com/publications/article/364326/groupm-tracking-study-signals-boon-for-out-of-home.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122719&hashid=0GmwUb-VQzGI9svJRwTNRa

Ad Spending Surges 56% In May, All Media Except Magazines Rise

MediaPost (Standard Media Index) June 18, 2021

(Note: Even more good news for radio)

https://www.mediapost.com/publications/article/364329/ad-spending-surges-56-in-may-all-media-except-ma.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122719&hashid=0GmwUb-VQzGI9svJRwTNRa

6 Resources to Sharpen Virtual Selling Skills

LinkedIn June 18, 2021 (republished from May)

<https://www.linkedin.com/business/sales/blog/strategy/six-resources-to-sharpen-virtual-selling-skills>

Consumers have acclimated to using mobile devices for shopping, food delivery

eMarketer June 14, 2021

<https://www.emarketer.com/content/consumers-have-acclimated-using-mobile-devices-shopping-food-delivery?ecid=NL1001>

Radio Right Tool For Reaching Homeowners Planning Home Improvement Projects.

Inside Radio (The Media Audit) June 17, 2021

http://www.insideradio.com/free/radio-right-tool-for-reaching-homeowners-planning-home-improvement-projects/article_edd73c24-cf31-11eb-a259-b31fa9e05d3a.html

Radio Dials Up the Audio Experience Post-Pandemic

More people are now looking for the type of immersive and intimate experience that radio has long provided

ANA (RAB) June 17, 2021

https://www.ana.net/magazines/show/id/forward-2021-06-rab-radio-ad-trends-post-pandemic?st3=210618newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210618-newsstandnow-non&zs=FANij1&zl=q7ui7

Nielsen Has Good News in May Numbers

“Radio’s weekly reach and average audience at highest levels since March 2020”

RadioWorld June 17, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-has-good-news-in-may-numbers?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=31397E54-5739-40E6-9F86-218FB98A2E33&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

NBC Seeks Record \$6 Million for Super Bowl Commercials (EXCLUSIVE)

Variety June 16, 2021

<https://variety.com/2021/tv/news/super-bowl-commercials-price-record-1234998593/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

State Broadcasters: FCC Fee Regime is Illegal

Said fees must be levied on beneficiaries, not just licensees

Broadcasting+Cable June 22, 2021

<https://www.nexttv.com/news/state-broadcasters-fcc-fee-regime-is-illegal>

Tech Giants, Fearful of Proposals to Curb Them, Blitz Washington With Lobbying

New York Times June 22, 2021

<https://www.nytimes.com/2021/06/22/technology/amazon-apple-google-facebook-antitrust-bills.html>

NAB Urges FCC To Toss Translator-Sized LPFM Ideas

Radio+Television Business Report June 22, 2021

<https://www.rbr.com/nab-urges-fcc-to-toss-translator-sized-lpfm-ideas/>

Measurement Woes Persist As Stations, Nielsen At Critical Juncture

TVNewsCheck June 23, 2021

<https://tvnewscheck.com/top-news/business/article/measurement-woes-persist-as-stations-nielsen-at-critical-juncture/>

For Radio, The Kids Are Alright

Jacobs Media Strategies (Fred Jacobs) June 23, 2021

<https://jacobsmedia.com/for-radio-the-kids-are-alright/>

The Power Of Single-Market Media Buying

MARTECH June 21, 2021

<https://martechseries.com/mts-insights/guest-authors/power-single-market-media-buying/>

The sports gambling opportunity for marketers

eMarketer June 21, 2021

<https://www.emarketer.com/content/sports-gambling-opportunity-marketers?ecid=NL1001>

In A Post-Pandemic World, Will “Windshield Media” Be The Big Winners?

Jacobs Media Strategies (Fred Jacobs) June 22, 2021

<https://jacobsmedia.com/in-a-post-pandemic-world-how-will-marketing-dollars-be-allocated/>

Association To Test Effectiveness of Radio Ads

Radio Ink June 22, 2021

(Note: Jerry Lee has long been a practicing proponent of radio ad test back to his ownership of WBEB-FM. It will be interesting to see if this works well and gets adopted in other markets)

<https://radioink.com/2021/06/22/pab-consumer-engagement-testing/>

Remember Your Biennial Reports

Radio Ink June 21, 2021

<https://radioink.com/2021/06/21/remember-your-biennial-reports/>

Inflationary Disconnect Between Fed And Consumers

MediaPost June 17, 2021

https://www.mediapost.com/publications/article/364307/inflationary-disconnect-between-fed-and-consumers.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122742&hashid=nPO6kNh8ToCb2_NBH4Mycg

Facebook Hits Play On Podcasts Today As Part Of Broader Push Into Audio.

Inside Radio June 21, 2021

http://www.insideradio.com/podcastnewsdaily/facebook-hits-play-on-podcasts-today-as-part-of-broader-push-into-audio/article_e48689be-d2b4-11eb-af04-831f2bf2f508.html

Tax Credits For Buying Radio Ads? It’s One Idea Congress Is Considering To Help Local Media.

Inside Radio June 21, 2021

http://www.insideradio.com/free/tax-credits-for-buying-radio-ads-it-s-one-idea-congress-is-considering-to-help/article_07b53878-d25f-11eb-9d69-ef4a36818135.html

When The Train Becomes Obvious, Get Off The Tracks

Radio Ink (Lloyd Ford) June 21, 2021

<https://radioink.com/2021/06/21/when-the-train-becomes-obvious-get-off-the-tracks/>

“My Favorite Decade Of Music Is The ___’s”

Jacobs Media Strategies (Fred Jacobs) June 21, 2021

https://jacobsmedia.com/my-favorite-music-is-from-the-___ties/

Paid Audio Services Boom in U.S.

Edison Research says percentage of subscribers doubled in six years

Radio World June 17, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/paid-audio-services-boom-in-u-s?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=F5218B5B-DBBE-4B85-9B95-F7638CE6EE8B&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

NAB To FCC: You Can Impose Regulatory Fees On 'Big Tech'

All Access June 18, 2021

<https://www.allaccess.com/net-news/archive/story/208575/nab-to-fcc-you-can-impose-regulatory-fees-on-big-t>

Audience-based TV buying on the rise

RAPIDTVNews June 17, 2021

<https://www.rapidtvnews.com/2021061760676/audience-based-tv-buying-on-the-rise.html#axzz6yScb22NH>

(What Is Audience-based Buying? The act of buying TV advertising based on an advanced audience segment, which was created using behavioral, attitudinal, and/or lifestyle-based data. This enables cost-effective and optimized media plans to target behavioral segments....Sounds similar to radio format targeting don't you think?)

Nielsen Rolls Out PPM Encoding Software For FM Stations.

Inside Radio June 18, 2021

http://www.insideradio.com/free/nielsen-rolls-out-ppm-encoding-software-for-fm-stations/article_3317a868-d000-11eb-8da4-bfad7e609cea.html

Should Your Sales Team Go Forever-Remote?

CLOSERIQ June 21, 2021 (republished from February)

<https://www.closeriq.com/blog/2021/02/remote-sales-team/>

How ANA's Marketer-Led Initiative Is Reinventing Cross-Media Measurement

ANA June 16, 2021

https://www.ana.net/blogs/show/id/mm-blog-2021-06-cross-media-measurement-initiative?st3=210618mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210618-marketing360-am-non&zs=FANij1&zl=hqqi7

A Spotlight On Broadcast Media's Crystal Ball

Radio+Television Business Report June 17, 2021

<https://www.rbr.com/a-spotlight-on-broadcast-medias-crystal-ball/>

Consumers Are Open To More Audio In More Places, Audioburst Survey Finds.

Inside Radio (Audioburst) June 17, 2021

http://www.insideradio.com/podcastnewsdaily/consumers-are-open-to-more-audio-in-more-places-audioburst-survey-finds/article_203b3464-cf86-11eb-9040-3fb79330571a.html

3 Reasons You Shouldn't Rely on Your Sales Team to Generate Leads

The Center For Sales Sales Strategy (Dean Moothart) June 17, 2021

https://blog.thecenterforsalesstrategy.com/3-reasons-you-shouldnt-rely-on-your-sales-team-to-generate-leads?utm_medium=email&hsmi=134461123&hsenc=p2ANqtz-C9_8Efpo6vkDPL90rkVkOhIDNm8Wkn6QKNMhiO43IbvIlfd76JOiQdoY5vTzxficFW9tYXf4mjk_m6l9r7oAK4kcnQ&utm_content=134461123&utm_source=hs_email

Edison Survey: Nearly Half Of Americans Now Pay For Audio.

Inside Radio (Edison Research) June 17, 2021

http://www.insideradio.com/podcastnewsdaily/edison-survey-nearly-half-of-americans-now-pay-for-audio/article_19aafd42-cf85-11eb-aaa4-47d9c5a11b27.html

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