

**JULY 7, 2021**

The first two articles in the Sales section today will be of special interest to you.

In the first article, Paul Heine, Managing Editor of Inside Radio, has written a story on the issue of selling/buying based on impressions instead of rating points. As you should be aware, we are working with Nielsen right now on an SCBA presentation on this very issue.

When Paul contacted Brad Kelly, Managing Director of Nielsen Audio, to interview him about this topic, Brad also suggested that he talk with me.

Besides me, Paul interviewed Kathy Doyle, Executive VP, Managing Director, Local Investment of IPG's Magna Global, Brad Kelly, and Tony Hereau, VP of Cross Platform Insights at Nielsen.

I think Paul did a good job capturing the main points of the issues and he used a lot of the material I mentioned and sent him, including the ANA study and quote, and the Nielsen research on media trustworthiness with audiences among other points.

I have a follow up call scheduled with Tony on Friday, 7/9, to continue our work on the CPM and Digital presentation. My hope is that we can have a presentation ready to go by the end of the month or early August at the latest.

The second article is a companion piece from Nielsen that explains the major differences between impressions and rating points

But first, let's take a look at the audience trend data for our PPM measured markets for June Week 4. This wraps up the June Survey so you will also see the summary data for the full month as well as the weeklies. The full June Survey reports will begin releasing next Tuesday, June 13.

### **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%  
June - 656,400 off 5.2%

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%  
June Week 3 - 670,200 off 3.2%  
June Week 4 - 660,700 off 4.6%

## **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%

June - 10,266,900 off 3.2%

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%  
June Week 3 - 10,157,400 off 4.3%  
June Week 4 - 10,299,500 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%  
June - 107,700 off 16.4%

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%  
June Week 3 - 107,200 off 16.8%  
June Week 4 - 106,000 off 17.8%

### **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%  
June - 1,940,800 off 3.6%

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%  
June Week 3 - 1,939,700 off 3.6%

June Week 4 - 1,901,100 off 5.5%

### 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%)  
June - 123,100 (off 13.7%)

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%  
June Week 3 - 123,200 off 13.7%  
June Week 4 - 121,400 off 14.9%

### 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%)  
June - 2,386,400 (off 6.4%)

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%)  
June Week 3 - 2,359,300 (off 7.4%)  
June Week 4 - 2,383,800 (off 6.5%)

**Knowledge has power. It controls access to opportunity and advancement.**

- Peter Drucker

#### RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

**Radio Works To Differentiate Its Value In Transition To Impressions-Based Ad Sales.**

**Inside Radio July 6, 2021**

[http://www.insideradio.com/free/radio-works-to-differentiate-its-value-in-transition-to-impressions-based-ad-sales/article\\_6cbed6cc-de24-11eb-84a4-1b98fda7455e.html](http://www.insideradio.com/free/radio-works-to-differentiate-its-value-in-transition-to-impressions-based-ad-sales/article_6cbed6cc-de24-11eb-84a4-1b98fda7455e.html)

**What Are Impressions And How Do They Differ From Ratings?**

Inside Radio (Nielsen) July 6, 2021

[http://www.insideradio.com/free/what-are-impressions-and-how-do-they-differ-from-ratings/article\\_3daabf0e-de24-11eb-af77-0307e6b2e58f.html](http://www.insideradio.com/free/what-are-impressions-and-how-do-they-differ-from-ratings/article_3daabf0e-de24-11eb-af77-0307e6b2e58f.html)

### **Improving Sales Performance - IMPACT Your Sales Planning: Target Drives**

The Center For Sales Strategy July 7, 2021

[https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-planning-target-drives?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=138784272&\\_hsenc=p2ANqtz-9mKLeEXjda7nEdQ3uQaFcr1UK1Pu0s4hcuqoyFByVjznisnO3HrqhVEQ-OxsX2cfzhVg9-EsXaOpXrB\\_8n5UU9hi1gSQ&utm\\_content=138784272&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-planning-target-drives?utm_campaign=subscriber&utm_medium=email&_hsmt=138784272&_hsenc=p2ANqtz-9mKLeEXjda7nEdQ3uQaFcr1UK1Pu0s4hcuqoyFByVjznisnO3HrqhVEQ-OxsX2cfzhVg9-EsXaOpXrB_8n5UU9hi1gSQ&utm_content=138784272&utm_source=hs_email)

### **Don't Let COVID Habits Impact Sales**

Radio Ink (Charlie Sislen) July 6, 2021

<https://radioink.com/2021/07/06/dont-let-covid-habits-impact-sales/>

### **How Do You Improve Sales Performance?**

The Center For Sales Strategy July 6, 2021

[https://blog.thecenterforsalesstrategy.com/how-do-you-improve-sales-performance?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=138547897&\\_hsenc=p2ANqtz-9k6ddloCQ-C6GkvH9GjpQVHwHCXqz1QscmPQ-gWwAUCvPvP0YVuTm\\_BVZEPsto5J1aVw7v-iOehVMfPkvogLdmUvMfdw&utm\\_content=138547897&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-do-you-improve-sales-performance?utm_campaign=subscriber&utm_medium=email&_hsmt=138547897&_hsenc=p2ANqtz-9k6ddloCQ-C6GkvH9GjpQVHwHCXqz1QscmPQ-gWwAUCvPvP0YVuTm_BVZEPsto5J1aVw7v-iOehVMfPkvogLdmUvMfdw&utm_content=138547897&utm_source=hs_email)

### **Retail sales growing 'far faster' than expected, says NRF chief economist**

Chain Store Age July 2, 2021

[https://chainstoreage.com/retail-sales-growing-far-faster-expected-says-nrf-chief-economist?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CS\\_A+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/retail-sales-growing-far-faster-expected-says-nrf-chief-economist?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS_A+Day+Breaker&utm_keyword=)

### **Consumers will keep shopping online, especially for one feature**

Chain Store Age July 2, 2021

[https://chainstoreage.com/consumers-will-keep-shopping-online-especially-one-feature?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/consumers-will-keep-shopping-online-especially-one-feature?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Let the good times roll for auto industry in rocking '21**

Automotive News July 05, 2021

<https://www.autonews.com/commentary/let-good-times-roll-auto-industry-rocking-21>

### **6 Sales Call Stats to Help Your Cold Call Confidence**

SalesFuel July 3, 2021

<https://salesfuel.com/36605-2/>

### **Productive Conversations Require "Key" Elements**

SalesFuel July 3, 2021

<https://salesfuel.com/productive-conversations-requirekey-elements/>

### **Discovery Calls: Why They Matter & 3 Tips to Improve Them**

SalesFuel July 3, 2021

<https://salesfuel.com/discovery-calls-why-they-matter-3-tips-to-improve-them/>

### **Insight selling vs solution selling + how modern sales teams use both**

Close July 2, 2021

<https://blog.close.com/insight-selling-vs-solution-selling/>

## 5 ways to tell when you should use lead generation or sales prospecting

### Sales tips

PandaDoc June 21, 2021

<https://www.pandadoc.com/blog/lead-generation-vs-sales-prospecting/>

## Back-to-school shopping to rise 9% in 2021: KPMG

RetailDive July 1, 2021

[https://www.retaildive.com/news/back-to-school-shopping-to-rise-9-in-2021-kpmg/602715/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202021-07-02%20Marketing%20Dive%20Newsletter%20%5Bissue:35233%5D&utm\\_term=Marketing%20Dive](https://www.retaildive.com/news/back-to-school-shopping-to-rise-9-in-2021-kpmg/602715/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-07-02%20Marketing%20Dive%20Newsletter%20%5Bissue:35233%5D&utm_term=Marketing%20Dive)

## Car Sales Continue Hot Streak, but Market Shows Signs of Cooling

**Automakers are likely to report a slowing U.S. sales pace for recent months, as dealers have ready buyers but a lack of inventory**

WSJ July 1, 2021

<https://www.wsj.com/articles/car-market-is-expected-to-cool-amid-dearth-of-vehicles-on-lots-11625131802>

## The Pace Of Car Sales Is Slowing. That Could Mean More Car Dealer Ads For Radio.

Inside Radio (J.D. Power and LMC Automotive) July 6, 2021

[http://www.insideradio.com/free/the-pace-of-car-sales-is-slowing-that-could-mean-more-car-dealer-ads-for/article\\_1dda3b78-de24-11eb-ac39-5be3f1c0c42f.html](http://www.insideradio.com/free/the-pace-of-car-sales-is-slowing-that-could-mean-more-car-dealer-ads-for/article_1dda3b78-de24-11eb-ac39-5be3f1c0c42f.html)

## Expected Rebound For Out-Of-Home Commuting 'Great For Radio,' Says NuVoodoo.

Inside Radio July 1, 2021

[http://www.insideradio.com/free/expected-rebound-for-out-of-home-commuting-great-for-radio-says-nuvoodoo/article\\_c3d72fa4-da32-11eb-a170-e3884390524f.html](http://www.insideradio.com/free/expected-rebound-for-out-of-home-commuting-great-for-radio-says-nuvoodoo/article_c3d72fa4-da32-11eb-a170-e3884390524f.html)

Here is the original story from NuVoodoo site:

### News on the Reboot of the Commute

Nuvoodoo June 28, 2021

<https://nuvoodoo.com/news-on-the-reboot-of-the-commute/>

## Share Of Ear: Podcasts Rank Second Among Advertising's 'Money Demo.'

Inside Radio (Edison Research) July 1, 2021

[http://www.insideradio.com/podcastnewsdaily/share-of-ear-podcasts-rank-second-among-advertising-s-money-demo/article\\_3b75ff60-da8b-11eb-a227-eb95fd4a7352.html](http://www.insideradio.com/podcastnewsdaily/share-of-ear-podcasts-rank-second-among-advertising-s-money-demo/article_3b75ff60-da8b-11eb-a227-eb95fd4a7352.html)

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

### LeGeyt Sees Radio as a Bipartisan Issue

**Here's our special interview with NAB's next president/CEO**

RadioWorld July 7, 2021

[https://www.radioworld.com/news-and-business/news-makers/legeyt-sees-radio-as-a-bipartisan-issue?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=5383EB7C-6E9C-48F4-9C0C-9293CF9F370C&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/news-makers/legeyt-sees-radio-as-a-bipartisan-issue?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=5383EB7C-6E9C-48F4-9C0C-9293CF9F370C&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)



## **U.S. ADVERTISING EMPLOYMENT SCORES RECORD JOB INCREASE IN JUNE**

Ad Age July 2, 2021

<https://adage.com/article/datacenter/us-advertising-employment-scores-record-job-increase-june/2347246>

## **Podcast Tally Tops 2.5 Million, But Pace Of New Show Launches Slowed In Second Quarter.**

Inside Radio (Listen Notes) July 6, 2021

[http://www.insideradio.com/podcastnewsdaily/podcast-tally-tops-2-5-million-but-pace-of-new-show-launches-slowed-in-second/article\\_bc993656-de79-11eb-bcb3-1b09732057e1.html](http://www.insideradio.com/podcastnewsdaily/podcast-tally-tops-2-5-million-but-pace-of-new-show-launches-slowed-in-second/article_bc993656-de79-11eb-bcb3-1b09732057e1.html)

## **Radio Can Expect to See Rebound by Year's End, Survey Says**

### **New report finds radio industry has reason to be optimistic**

RadioWorld July 1, 2021

[https://www.radioworld.com/news-and-business/business-and-law/radio-can-expect-to-see-rebound-by-years-end-survey-says?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=42425DFC-3FA1-4F29-A029-81B1AFA12C03&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/business-and-law/radio-can-expect-to-see-rebound-by-years-end-survey-says?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=42425DFC-3FA1-4F29-A029-81B1AFA12C03&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

## **After Apple Tightens Tracking Rules, Advertisers Shift Spending Toward Android Devices**

### **Android ad prices have jumped, as iOS users opt out of being tracked, early data show**

WSJ July 5, 2021

<https://www.wsj.com/articles/after-apple-tightens-tracking-rules-advertisers-shift-spending-toward-android-devices-11625477401>

## **US upfront CTV ad spending will surpass \$4 billion this year**

eMarketer June 30, 2021

<https://www.emarketer.com/content/us-upfront-connected-tv-ad-spending-will-surpass-4-billion?ecid=NL1009>

## **Internet antitrust laws need updating**

The Republic July 4, 2021

<http://www.therepublic.com/2021/07/04/internet-antitrust-laws-need-updating/>

## **Omnichannel Advertising in a Streaming-Centric World**

### **The pandemic has changed how viewers consume TV — likely forever — and marketers will need to adapt**

ANA June 29, 2021

[https://www.ana.net/magazines/show/id/forward-2021-06-innovid-omnichannel-advertising?st3=210703saturdaynon&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=210703-whatshappening-non&zs=FANij1&zl=lwRk7](https://www.ana.net/magazines/show/id/forward-2021-06-innovid-omnichannel-advertising?st3=210703saturdaynon&utm_source=informz&utm_medium=email&utm_campaign=210703-whatshappening-non&zs=FANij1&zl=lwRk7)

## **Radio's Audience Remains High. Is a Revenue Drop Concerning?**

Radio+Television Business Report June 30, 2021

<https://www.rbr.com/radios-audience-remains-high-its-a-revenue-drop-concerning/>

### **Streaming for Radio in 2021: A New Ebook**

**The audio revolution challenges radio leaders to think in new ways**

RadioWorld June 30, 2021

[https://www.radioworld.com/resource-center/ebooks/streaming-for-radio-in-2021-a-new-ebook?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=7EBE0147-1562-4C11-806A-EF64DB708B23&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/resource-center/ebooks/streaming-for-radio-in-2021-a-new-ebook?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=7EBE0147-1562-4C11-806A-EF64DB708B23&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

Here's the ebook:

**ATTACHMENT:** [Radio World Streaming for Radio 2021](#)

### **Broadcasters Eager to Advertise Pot Tap Lobbyists for Hill Push**

Bloomberg Government June 28, 2021

<https://about.bgov.com/news/broadcasters-eager-to-advertise-pot-tap-lobbyists-for-hill-push/>

### **Will HD Radio Be Back in GM Vehicles**

Radio Ink July 1, 2021

<https://radioink.com/2021/07/01/will-hd-radio-be-back-in-gm-vehicles/>

--

Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031