

JULY 14, 2021

As I mentioned a couple of weeks ago, we are done with the ongoing audience trending comparisons to March, 2020, since those comparisons have pretty much lost their relevance.

However, we will continue to provide the weekly summary data for AQH and Cume trending in our PPM measured markets. When each quarter ends we will retire that data. I have also added the metro 12+ population for each market for context.

We kick this off with July, Week One:

Los Angeles (Metro 12+ Population 11,469,700)

AQH:

July Week 1 - 642,400

Cume:

July Week 1 - 10,067,300

Riverside/San Bernardino (Metro 12+ Population 2,145,300)

AQH:

July Week 1 - 105,600

Cume:

July Week 1 - 1,933,400

San Diego (Metro 12+ Population 2,873,100)

AQH:

July Week 1 - 120,800

Cume:

July Week 1 - 2,355,100

With the Summer Olympics coming up in Japan in just over a week, here is an appropriate quote from former US Olympic Team athlete and multiple Gold Medalist, Jackie Joyner-Kersey, as we continue our learning:

“I maintained my edge by always being a student; you will always have something new to learn.”

-Jackie Joyner Kersee

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Location, Location, Location: Why Geofencing Might Be Essential For Retailers This Summer

Forbes July 12, 2021

<https://www.forbes.com/sites/forbestechcouncil/2021/07/12/location-location-location-why-geofencing-might-be-essential-for-retailers-this-summer/?sh=33bad6a1258a>

Study: Shoppers returning to stores as ‘new normal’ settles in

Chain Store Age June 29, 2021

https://chainstoreage.com/study-shoppers-returning-stores-new-normal-settles?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Store+Spaces&utm_keyword=&oly_enc_id=8319H4585489H7M

In-Car Listening Overtakes At-Home In Big Diary Markets, Reversing Pandemic Shifts.

Inside Radio July 13, 2021

http://www.insideradio.com/free/in-car-listening-overtakes-at-home-in-big-diary-markets-reversing-pandemic-shifts/article_7916f5fa-e39f-11eb-8691-fb3600f9c401.html

Increasing Ad Spend, Reach Makes Radio “Ideal Medium” For Insurance Brands.

Inside Radio July 13, 2021

http://www.insideradio.com/free/increasing-ad-spend-reach-makes-radio-ideal-medium-for-insurance-brands/article_31274f9c-e39f-11eb-80f9-e70a1f006382.html

Spot Radio: ‘The Ones Who Get it Done’

Radio+Television Business Report July 12, 2021

<https://www.rbr.com/mm-radio-071221/>

The Biggest Sales Killer of All

Radio Ink July 12, 2021

<https://radioink.com/2021/07/12/the-biggest-sales-killer-of-all/>

Forrester: Stores will account for 71% of all U.S. retail sales by 2024

Chain store Age July 1, 2021

https://chainstoreage.com/forrester-stores-will-account-71-all-us-retail-sales-2024?oly_enc_id=5790A5386267C6Y&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Big Entertainment Marketing Season Is Coming: TV, Streaming, Movie Ads

MediaPost July 9, 2021

https://www.mediapost.com/publications/article/364932/big-entertainment-marketing-season-is-coming-tv.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122938&hashid=Y1PEPj99RXCj6hr8RtU_Q

Don't Kill a Sale. Use These 5 Methods Instead

SalesFuel July 10, 2021

<https://salesfuel.com/dont-kill-a-sale-use-these-5-methods-instead/>

Listening Challenges & How to Do Better

SalesFuel July 10, 2021

<https://salesfuel.com/listening-challenges-how-to-do-better/>

Unresponsive Clients Can Be Reached With These Tips

SalesFuel July 10, 2021

<https://salesfuel.com/unresponsive-clients-can-be-reached-with-these-tips/>

Deloitte: Parents Spending More And Shopping Earlier For Back-To-School Supplies.

Inside Radio July 9, 2021

http://www.insideradio.com/free/deloitte-parents-spending-more-and-shopping-earlier-for-back-to-school-supplies/article_6ae434bc-e08d-11eb-bb90-bbf75fec820.html

Dentsu Creates Global Chief Product Officer Role For Media, Taps Doug Ray To Fill It

MediaPost July 8, 2021

https://www.mediapost.com/publications/article/364915/dentsu-creates-global-chief-product-officer-role-f.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122931&hashid=XOWE7PwT4-lekA7MLbhQg

27 Sales Training Games, Activities, & Ideas to Ramp Up Your Team

HubSpot July 9, 2021

https://blog.hubspot.com/sales/sales-training-ideas?utm_campaign=Sales%20Blog&_hstc=201195441.2c48704e13419adf74bf71cc9fa046e0.1622665137035.1625676142959.1625867507309.22&_hssc=201195441.1.1625867507309&_hsfp=4129676268

8 Proven Sales Forecasting Methods for Greater Accuracy

Sales Hacker July 2, 2021

<https://www.saleshacker.com/sales-forecasting-methods/>

Mastercard: Retail sales in June up 11% year-over-year and 10.4% over 2019

Chain Store Age July 8, 2021

https://chainstoreage.com/mastercard-retail-sales-june-11-year-over-year-and-104-over-2019?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Summer is here, and marketers may not be ready

The Drum July 8, 2021

https://www.thedrum.com/opinion/2021/07/08/summer-here-and-marketers-may-not-be-ready?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email

Report: Malls are within striking distance of 2019 traffic levels

Chain Store Age July 7, 2021

https://chainstoreage.com/report-malls-are-within-striking-distance-2019-traffic-levels?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Deutsch LA Adds Jason Lonsdale as CSO as the Agency Grows its Leadership Team by Three

AgencySpy July 6, 2021

<https://www.adweek.com/agencyspy/deutsch-la-adds-jason-lonsdale-as-cso-as-the-agency-grows-its-leadership-team-by-three/172973/?ntfData=login>

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:**Dentsu Revises Ad Forecast, Ad Consensus Upgraded Dramatically**

MediaPost July 13, 2021

https://www.mediapost.com/publications/article/365028/dentsu-revises-ad-forecast-ad-consensus-upgraded.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122967&hashid=XOWE7PwDT4-lekA7MLbhQg

Less Debt Equals Higher Stock Prices. Analyst Says It's Radio's Winning Formula In 2021.

Inside Radio July 13, 2021

http://www.insideradio.com/free/less-debt-equals-higher-stock-prices-analyst-says-it-s-radio-s-winning-formula-in/article_5acf25a-e39f-11eb-859d-6b33e9ef39f8.html

Why Sales Talent Isn't Enough

The Center for Sales Strategy July 14, 2021

https://blog.thecenterforsalesstrategy.com/why-sales-talent-isnt-enough?utm_medium=email&hsmi=140416405&hsenc=p2ANqtz-83WoW8tzxwYIX4RD0vtTwYRs5_86Uh5ZLQ6GfxchfVwaX3KWmHZ_1uel2oA4WdjK23Q_n47_PiepRw8W6IJ1xWg_p3eww&utm_content=140416405&utm_source=hs_email

Tips and Tricks From the 'School of Podcasting'

Radio Ink July 13, 2021

<https://radioink.com/2021/07/13/tips-and-tricks-from-the-school-of-podcasting/>

CMOS at Risk of Getting Left Behind in Digital Marketing

CMO Council July 13, 2021

<https://www.prnewswire.com/news-releases/cmos-at-risk-of-getting-left-behind-in-digital-marketing-301331706.html>

Why Would Businesses Want To Do A Sales Diagnostic?

The Center For Sales Strategy July 13, 2021

https://blog.thecenterforsalesstrategy.com/why-would-businesses-want-to-do-a-sales-diagnostic?utm_campaign=subscriber&utm_medium=email&_hsmi=140108208&_hsenc=p2ANqtz--Lalh9J0Ut2bLJUSLxFjpAlqJEg9bXGPrWZBuyxqBPvg7q5OA5W-jgsh16dgBdtRhvBYKQy98acxl9e5e06FByUrSHolw&utm_content=140108208&utm_source=hs_email

U.S. Latino Podcast Listening Grew Over Last Year, According To Edison Research's Latino Podcast Listener Report 2021

All Access July 13, 2021

<https://www.allaccess.com/net-news/archive/story/209248/u-s-latino-podcast-listening-grew-over-last-year-a>

Downloads Down 8% Week-To-Week, Down 25% Year-To-Year In Podtrac Weekly Podcast Data Release For July 5-11

All Access July 13, 2021

<https://www.allaccess.com/net-news/archive/story/209227/downloads-down-8-week-to-week-down-25-year-to-year>

For GenZs And Millennials, Audio Is Part Of 'Cultural Rebirth.'

Inside Radio July 13, 2021

http://www.insideradio.com/podcastnewsdaily/for-genzs-and-millennials-audio-is-part-of-cultural-rebirth/article_a6ad88f4-e3f8-11eb-ac64-870c898636d5.html

10 More In House Join As Co-Sponsors Of Local Radio Freedom Act

All Access July 12, 2021

https://www.allaccess.com/net-news/archive/story/209189/10-more-in-house-join-as-co-sponsors-of-local-radi?ref=mail_net_news

Reboot the Commute: In-Car Audio System Impact

All Access (NuVoodoo) July 12, 2021

<https://www.allaccess.com/nuvoodoo/archive/33359/reboot-the-commute-in-car-audio-system-impact>

It's Time for Radio to Rethink Contesting

Jacobs Media Strategies (Seth Resler) July 12, 2021

https://jacobsmedia.com/its-time-for-radio-to-rethink-contesting/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=f846b17c93-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-f846b17c93-179898762

Every Radio CEO Should Read This Now

Radio Ink (Loyd Ford) July 12, 2021

<https://radioink.com/2021/07/12/every-radio-ceo-should-read-this-now/>

Apple's newest privacy changes mean more rework for the ad industry

VentureBeat July 10, 2021

<https://venturebeat.com/2021/07/10/apples-newest-privacy-changes-mean-more-rework-for-the-ad-industry/>

3 Characteristics of a High-Performance Sales Culture

SalesFuel July 10, 2021

<https://salesfuel.com/3-characteristics-of-a-high-performance-sales-culture/>

Get Ready For An 'Unbundled Workplace' As Companies Plot The 'Jigsaw Of Return.'

Inside Radio July 9, 2021

http://www.insideradio.com/free/get-ready-for-an-unbundled-workplace-as-companies-plot-the-jigsaw-of-return/article_70b0e1be-e08e-11eb-b88b-e35b7e702a61.html

Developing A Branding Campaign For Radio

Radio Ink (Buzz Knight) July 9, 2021

<https://radioink.com/2021/07/09/developing-a-branding-campaign-for-radio/>

Bureau Of Labor Statistics Shows Broadcasting Added Back 700 Jobs Since June 2020.

Inside Radio July 8, 2021

http://www.insideradio.com/free/bureau-of-labor-statistics-shows-broadcasting-added-back-700-jobs-since-june-2020/article_b682cd7c-dfb4-11eb-bbe2-5732a2f8df6b.html

Havas Media Launches Black, Latino Radio Ad Booster

Radio+Television Business Report July 8, 2021

<https://www.rbr.com/havas-media-launches-black-latino-radio-ad-booster/>

B2B Marketers Get Up Close and Personal (Possibly)

Will brand managers put the hard sell to rest and embrace the art of the subtle?

ANA July 7, 2021

https://www.ana.net/magazines/show/id/btob-2021-07-b2b-gets-personal?st3=210708newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210708-newsstandnow-non&zs=FANij1&zl=9htk7

The Growing Importance of an Audio Brand

Podcast Business Journal July 8, 2021

https://podcastbusinessjournal.com/the-growing-importance-of-an-audio-brand/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Dunkin' drives audio ad results by matching background music to listeners' tastes

MarketingDive July 8, 2021

https://www.marketingdive.com/news/dunkin-drives-audio-ad-results-by-matching-background-music-to-listeners/603014/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-07-08%20Marketing%20Dive%20Newsletter%20%5Bissue:35315%5D&utm_term=Marketing%20Dive

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