

JULY 21, 2021

This week's installment of your Midweek Resource Roundup is especially packed with usable and actionable information for sales as well as an abundance of information for forward looking revenue forecasting and general strategic planning for all managers.

But before you dig into all that, let's do a review of the latest audience trending summary data for our PPM measured markets. This is July Week 2 and the good news is that we see some Cume growth across all three PPM markets. There is some marginal fall off in AQH Persons as TSL will need to get traction with the Cume growth. Also keep in mind that we are into the Summer media consumption patterns as consumers' media usage shifts with their life routines and schedules. All things considered it is a solid week:

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

AQH:

July Week 1 - 642,400

[July Week 2 - 640,200](#)

Cume:

July Week 1 - 10,067,300

[July Week 2 - 10,430,100](#)

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

AQH:

July Week 1 - 105,600

[July Week 2 - 97,700](#)

Cume:

July Week 1 - 1,933,400

[July Week 2 - 1,958,000](#)

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

AQH:

July Week 1 - 120,800

[July Week 2 - 120,800](#)

Cume:

July Week 1 - 2,355,100

July Week 2 - 2,415,400

Many fans of the sport of soccer (or fútbol to some) consider Pele the greatest player ever. In 1999 he was named Athlete of the Century by the International Olympic Committee. Ironically, Pele never had the opportunity to play in the Olympic Games. But he knew what it takes to be a winner at anything and this quote serves as an inspiration and lesson for us all:

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do."

— Pele.

Let the Games...and the learning begin!:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

News podcasts lead the pack in US ad revenue share

eMarketer Insider Intelligence July 20, 2021

https://www.emarketer.com/content/news-podcasts-lead-pack-us-ad-revenue-share?utm_source=Triggermail&utm_medium=email&utm_campaign=II20210721PodcastAdsCOTD&utm_term=New%20COTD%202020

Brands that Cracked the Advertising Code in 2021

Veritonic identified those who “got audio right” in the first half of the year

RadioWorld (Veritonic) July 18, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/brands-that-cracked-the-advertising-code-in-2021?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=41F11BFE-47A4-4D63-9F98-F3693CE74E6D&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

MARKETERS SPEND BIG ON BACK-TO-SCHOOL—DESPITE LOOMING DELTA VARIANT

Ad Age July 30, 2021

<https://adage.com/article/marketing-news-strategy/back-to-school-brands-record-sales-despite-delta-variant-covid/2351591>

Chip Shortage Is Now Affecting Actual New Car Sales Numbers

Analysts at Black Book said June saw new-car sales down 14 percent as existing inventory was cleaned out.

Car & Driver July 18, 2021

<https://www.caranddriver.com/news/a37058080/new-car-sales-june-chip-shortage/>

Stalled Deals Happen. Uncover the Issue to Close More

SalesFuel July 17, 2021

<https://salesfuel.com/stalled-deals-happen-uncover-the-issue-to-close-more/>

Your Mindset Matters In Sales

SalesFuel July 17, 2021

<https://salesfuel.com/your-mindset-matters-in-sales/>

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

SalesFuel July 17, 2021

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

Survey predicts earlier holiday shopping season; Black Friday 'outdated'

Chain Store Age July 13, 2021

https://chainstoreage.com/survey-predicts-earlier-holiday-shopping-season-black-friday-outdated?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

'Unprecedented' Consumer Demand Will Fuel Record 2021 Tech Revenue

tvtech July 15, 2021

<https://www.tvtechnology.com/news/unprecedented-consumer-demand-will-fuel-record-2021-tech-revenue>

SUPER BOWL LVI IS 85% SOLD OUT OF COMMERCIAL TIME

NBC

says demand was driven by smaller advertisers buying commercials for the first time

AdAge July 15, 2021

<https://adage.com/article/super-bowl-2022-lvi-nearly-sold-out-tv-commercial-slots-nbc/2350716>

Amazon will capture 85% of US back-to-school digital shoppers this year

eMarketer July 6, 2021

<https://www.emarketer.com/content/amazon-will-capture-back-to-school-shoppers?ecid=NL1001>

Retail sales solid in June

Chain Store Age July 16, 2021

https://chainstoreage.com/retail-sales-solid-june?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Higher June Retail Sales Bolsters U.S. Recovery

Increased consumer spending, after May's decline, comes amid an acceleration in inflation

WSJ July 16, 2021

<https://www.wsj.com/articles/us-economy-june-2021-retail-sales-11626391633?mod=djemwhatsnews>

Consumer sentiment falls amid concern over rising prices

Chain Store Age July 16, 2021

https://chainstoreage.com/consumer-sentiment-falls-amid-concern-over-rising-prices?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Radio Has Biggest Listening Numbers In 15 Months Says Nielsen.

Inside Radio July 15, 2021

http://www.insideradio.com/free/radio-has-biggest-listening-numbers-in-15-months-says-nielsen/article_6ee379c6-e52c-11eb-b761-b7028766b239.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/Audacy) originally June 17, 2021, republished by ANA July 15, 2021

https://www.ana.net/magazines/show/id/forward-2021-06-rab-radio-ad-trends-post-pandemic?st3=210715newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210715-newsstandnow-non&zs=FANij1&zl=3Wf17

Survey Finds Radio Listeners Are On The Move, Including Back To Work And School.

Inside Radio (Nielsen) July 15, 2021

http://www.insideradio.com/free/survey-finds-radio-listeners-are-on-the-move-including-back-to-work-and-school/article_b92d8446-e52b-11eb-9cf7-6b868484e284.html

Nielsen Cites Improving Consumer Sentiment

“Ready to go”: Survey reflects an economy that’s opening back up

RadioWorld July 15, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-cites-improving-consumer-sentiment?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=BC96B760-5BC8-4480-86E2-76D2A869CB74&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Improving Sales Performance - IMPACT Your Sales Planning: Sales Calendar

The Center For Sales Strategy July 15, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-impact-your-sales-planning-sales-calendar?utm_campaign=subscriber&utm_medium=email&hsmi=140743687&hsenc=p2ANqtz-8kcw5nfXNVwEj2REcQb1bjDTnqi_5eGR3MqT4DKimsKOMdLmOcCUTCSblrPqEuVq4DuZMLqvOhKOTRpfTk6hLI2Lsxlw&utm_content=140743687&utm_source=hs_email

The Car Market Is Insane. It Might Stay That Way for a While.

SLATE July 14, 2021

<https://slate.com/business/2021/07/car-prices-used-new-supply-chain.html>

Chip Shortage Will Continue To Stymie Muscular Auto Recovery, While Supply Gap Inspires New Ideas

Forbes July 14, 2021

<https://www.forbes.com/sites/neilwinton/2021/07/14/chip-shortage-will-continue-to-stymie-muscular-auto-recovery-while-supply-gap-inspires-new-ideas/?sh=5d708fee56da>

Radio Listening Up as Consumers Move About

Radio Ink July 15, 2021

<https://radioink.com/2021/07/15/radio-listening-up-as-consumers-move-about/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Projected \$9B Ad Spend For 2022 Elections Matches 2020, With \$220M To Radio.

Inside Radio (AdImpact) July 21, 2021

http://www.insideradio.com/free/projected-9b-ad-spend-for-2022-elections-matches-2020-with-220m-to-radio/article_53451a1e-e9e4-11eb-8293-cbea8520eb00.html

Study: Blacks Have Concerns About The Media – But Not Radio.

Inside Radio (HorowitzIHeartMedia) July 21, 2021

http://www.insideradio.com/free/study-blacks-have-concerns-about-the-media-but-not-radio/article_964b911c-e9e4-11eb-b4a5-2b99089669da.html

House Passes Media Diversity Act

Radio Ink July 21, 2021

<https://radioink.com/2021/07/21/house-passes-media-diversity-act/>

US Time Spent with Mobile 2021

Pandemic Gains Stick Even as Growth Cools

eMarketer Insider Intelligence June 2, 2021

https://www.emarketer.com/content/us-time-spent-with-mobile-2021?utm_source=Triggermail&utm_medium=email&utm_campaign=I|20210721PodcastAdsCOTD&utm_term=New%20COTD%202020

Positive Feedback Examples (And a Few Negative Ones Too)

The Center For Sales Strategy (Emily Nelson) July 21, 2021

https://blog.thecenterforsalesstrategy.com/positive-feedback-examples-and-a-few-negative-ones-too?utm_campaign=subscriber&utm_medium=email&hsmi=142410278&hsenc=p2ANqtz-9qUUGwElxon3HzBF-plwTHMvPpM4ZsfftL2XiSMNUatKBxSnhWa18zEGBjL4WkF-zg95WbxHrJhenEKGYZ02YPBdZorg&utm_content=142410278&utm_source=hs_email

As HD Radio Turns 15, Industry Looks Back – And Ahead

Inside Radio July 21, 2021

http://www.insideradio.com/free/as-hd-radio-turns-15-industry-looks-back-and-ahead/article_fb7746e0-e9e3-11eb-8cdb-9fa755707cc3.html

Radio Shows Strong Growth During Continued Economic Recovery.

Inside Radio (Standard Media Index) July 20, 2021

http://www.insideradio.com/free/radio-shows-strong-growth-during-continued-economic-recovery/article_1c0ad518-e91f-11eb-99a4-e37fdad6cb2e.html

UCLA Anderson Economic Forecast July 2021

Inflation in a Rebounding Economy.

ATTACHMENT: [UCLA Anderson Forecast – July 2021](#)

Four Former FCC Chairs Back Tax Certificate Program To Boost Female, Minority Ownership.

Inside Radio July 20, 2021

http://www.insideradio.com/free/four-former-fcc-chairs-back-tax-certificate-program-to-boost-female-minority-ownership/article_5e9fe44a-e91f-11eb-87de-8b5c10cda9b8.html

IAB Announces Fall Event

Podcast Business Journal July 20, 2021

https://podcastbusinessjournal.com/iab-announces-fall-event/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

5 Reasons Managers Struggle to Develop Consistent Revenue

The Center For Sales Strategy (Jim Hopes) July 20, 2021

https://blog.thecenterforsalesstrategy.com/5-reasons-managers-struggle-to-develop-consistent-revenue?utm_campaign=subscriber&utm_medium=email&_hsmi=142100256&_hsenc=p2ANqtz--PMMR-r1fZ4HTtkrFinF6ijvJty0odl6LNm6DTLi4XBWOMuMdf1ke_bP3QTFYEC-6firM97nqPMX3dgr0m8erusQ39gA&utm_content=142100256&utm_source=hs_email

Ad Market Grows 35.2% In June, Marks Fourth Consecutive Month Of Expansion

MediaPost July 20, 2021

https://www.mediapost.com/publications/article/365229/ad-market-grows-352-in-june-marks-fourth-consec.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123049&hashid=Xbl3-p0DS1exdHSa15Xu_g

Newspaper Ad Spending Surges, While Magazines Lag

MediaPost July 20, 2021

https://www.mediapost.com/publications/article/365207/newspaper-ad-spending-surges-while-magazines-lag.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=123040&hashid=mJekFDXrQpCzIaeSPZoRTw

How to Build Radio Station Remote Kits for the Digital Age

Jacobs Media Strategies (Seth Resler) July 19, 2021

https://jacobsmedia.com/how-to-build-radio-station-remote-kits-for-the-digital-age/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=a972d3b576-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-a972d3b576-179898762

The Suicide Of Ad-Supported Television

MediaPost (Herbert Jack Rotfeld) July 16, 2021

https://www.mediapost.com/publications/article/365149/the-suicide-of-ad-supported-television.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123032&hashid=0GmwUb-VQzGI9svJRwTNRa

As Ad Economy Continues Rebound, Fear Of Media Price Inflation Rises With It

MediaPost July 19, 2021

https://www.mediapost.com/publications/article/365189/ad-ad-economy-continues-rebound-fear-of-media-pri.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123027&hashid=XOWE7PwDT4-lekA7MLbhQg

Ad Pros Explain Why Finely Tuned Audio Ads Will Perform Best In Back-To-Basics Primer.

Inside Radio July 19, 2021

http://www.insideradio.com/podcastnewsdaily/ad-pros-explain-why-finely-tuned-audio-ads-will-perform-best-in-back-to-basics/article_cb730062-e8b5-11eb-a5cc-ab4884d2a7db.html

Using Photos on Your Website – Court Decision Highlights Problems with a Creative Commons License and Other Copyright Issues

Broadcast Law Blog (David Oxenford) July 16, 2021

https://www.broadcastlawblog.com/2021/07/articles/using-photos-on-your-website-court-decision-highlights-problems-with-a-creative-commons-license-and-other-copyright-issues/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=4b0ffc42b6-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-4b0ffc42b6-70422897

TV Upfront Ads: 20% Gains In Broadcast CPMs, But Volume Down 13% From 2019

MediaPost June 15, 2021

<https://www.mediapost.com/publications/article/365120/tv-upfront-ads-20-gains-in-broadcast-cpms-but-v.html>

Could a Supreme Court Decision Affect Disclosure Obligations on Political Advertising?

Broadcast Law Blog (David Oxenford) July 13, 2021

https://www.broadcastlawblog.com/2021/07/articles/could-a-supreme-court-decision-affect-disclosure-obligations-on-political-advertising/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=4b0ffc42b6-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-4b0ffc42b6-70422897

Lowest Unit Rates May Be Easier To Get For Some Candidates Under FCC Proposal.

Inside Radio July 16, 2021

http://www.insideradio.com/free/lowest-unit-rates-may-be-easier-to-get-for-some-candidates-under-fcc-proposal/article_91e05f52-e603-11eb-b3a8-87f016ff5194.html

Stations Face Over-The-Air TV Ad Revenue Decline

MediaPost (TelevisionNewsDaily) July 15, 2021

<https://www.mediapost.com/publications/article/365099/stations-face-over-the-air-tv-ad-revenue-decline.html>

All-News Stations Billed Six-Times News-Talk Stations In 2020 Says Pew Report.

Inside Radio (BIA Advisory Services) July 16, 2021

http://www.insideradio.com/free/all-news-stations-billed-six-times-news-talk-stations-in-2020-says-pew-report/article_56c533e8-e603-11eb-ba05-2b861611b106.html

CMOs: Budgets, Resources Are Constrained, Digital Investments Most Popular

MediaPost July 14, 2021

https://www.mediapost.com/publications/article/365074/cmso-budgets-resources-are-constrained-digital.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122999&hashid=Y1PEPj99RXCjj6hr8RtU_Q

ENGINE Lets Ad Media Buyers Build, Target Profiles In One Platform

MediaPost July 15, 2021

https://www.mediapost.com/publications/article/365104/engine-lets-ad-media-buyers-build-target-profiles.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123000&hashid=MvrWDWYNRCOEJfu_y2GIhQ

To Reinvent Radio, Think INSIDE The Box

Jacobs Media Strategies (Fred Jacobs) July 15, 2021

<https://jacobsmedia.com/reinventing-radio-2/>

How Ecommerce Is Bringing Online Advertising Into Supply Chain And Product Decisions

ad exchanger July 14, 2021

https://www.adexchanger.com/online-advertising/how-ecommerce-is-bringing-online-advertising-into-supply-chain-and-product-decisions/?oly_enc_id=0651H4943323A6U

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