

## AUGUST 4, 2021

This first week of August also brings us to the last week of Nielsen's July Survey. Usually we expect to see some significant declines in audience numbers during these Dog Days of Summer, but the full month of July has held up very well with only minimal declines from June in the core summary metrics, especially in Cume. So let's take a look at the summary data for both July Week 4 and the full July Monthly:

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

#### **AQH:**

July Week 1 - 642,400  
July Week 2 - 640,200  
July Week 3 - 652,500  
July Week 4 - 642,400  
**July Monthly - 644,400**

#### **Cume:**

July Week 1 - 10,067,300  
July Week 2 - 10,430,100  
July Week 3 - 10,239,400  
July Week 4 - 10,242,600  
**July Monthly - 10,244,800**

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

#### **AQH:**

July Week 1 - 105,600  
July Week 2 - 97,700  
July Week 3 - 106,500  
July Week 4 - 108,200  
**July Monthly - 104,500**

#### **Cume:**

July Week 1 - 1,933,400  
July Week 2 - 1,958,000  
July Week 3 - 1,911,800  
**July Week 4 - 1,916,100**

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

### **AQH:**

July Week 1 - 120,800  
July Week 2 - 120,800  
July Week 3 - 117,500  
July Week 4 - 119,700  
**July Monthly - 119,700**

### **Cume:**

July Week 1 - 2,355,100  
July Week 2 - 2,415,400  
July Week 3 - 2,309,700  
July Week 4 - 2,374,400  
**July Monthly - 2,363,700**

**Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.”**

– Brain Tracy

So I hope you are in a knowledge acquisition mood as we present your curated aggregation of important articles and resources from the past week:

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

### **Study Finds Repeating TV Ads In Close Succession Leads To 'Wear Out'**

MediaPost August 4, 2021

[https://www.mediapost.com/publications/article/365680/study-finds-repeating-tv-ads-in-close-succession-l.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123223&hashid=0GmwUb-VQzGI9svJRwTnrA](https://www.mediapost.com/publications/article/365680/study-finds-repeating-tv-ads-in-close-succession-l.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123223&hashid=0GmwUb-VQzGI9svJRwTnrA)

### **Optimistic Ad Campaigns Collide With Rise in Covid-19 Cases**

**A gap is showing between hopeful advertising and rebounding infections**

WSJ August 3, 2021

<https://www.wsj.com/articles/optimistic-ad-campaigns-collide-with-rise-in-covid-19-cases-11628027615>

## **WHY THE STAGE IS SET FOR GREATER PODCAST MONETIZATION**

**The convergence of three critical trends will fuel a surge in revenue: Opinion**

Ad Age August 4, 2021

[https://adage.com/article/marketing-news-strategy/why-stage-set-greater-podcast-monetization/2354401?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202021-08-04%20Marketing%20Dive%20Newsletter%20%5Bissue:35857%5D&utm\\_term=Marketing%20Dive](https://adage.com/article/marketing-news-strategy/why-stage-set-greater-podcast-monetization/2354401?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-08-04%20Marketing%20Dive%20Newsletter%20%5Bissue:35857%5D&utm_term=Marketing%20Dive)

### **Here's Why Auto Insurance Brands Are Among Radio's Top Advertisers.**

Inside Radio (Katz Radio Group) August 4, 2021

[http://www.insideradio.com/free/here-s-why-auto-insurance-brands-are-among-radio-s-top-advertisers/article\\_de9c7964-f4f1-11eb-b131-cfbce9430db6.html](http://www.insideradio.com/free/here-s-why-auto-insurance-brands-are-among-radio-s-top-advertisers/article_de9c7964-f4f1-11eb-b131-cfbce9430db6.html)

### **For Back-To-School Advertisers 'Channel Choice Will Be Critical,' Nielsen Says.**

Inside Radio (Nielsen) August 4, 2021

[http://www.insideradio.com/free/for-back-to-school-advertisers-channel-choice-will-be-critical-nielsen-says/article\\_99c7c9c4-f4f1-11eb-80d2-232f6efe523f.html](http://www.insideradio.com/free/for-back-to-school-advertisers-channel-choice-will-be-critical-nielsen-says/article_99c7c9c4-f4f1-11eb-80d2-232f6efe523f.html)

### **Personalization Rage: What Consumers Will Do When Brands Get It Wrong**

MediaPost August 3, 2021

[https://www.mediapost.com/publications/article/365642/personalization-rage-what-consumers-will-do-when.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123215&hashid=3ryQP86FTTiyUS5w5BYR2g](https://www.mediapost.com/publications/article/365642/personalization-rage-what-consumers-will-do-when.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123215&hashid=3ryQP86FTTiyUS5w5BYR2g)

### **Horizon Taps UM's Hunt As West Coast President**

MediaPost August 3, 2021

[https://www.mediapost.com/publications/article/365616/horizon-taps-ums-hunt-as-west-coast-president.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123204&hashid=XOWE7PwdT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/365616/horizon-taps-ums-hunt-as-west-coast-president.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123204&hashid=XOWE7PwdT4-lekA7MLbhQg)

### **eMarketer: E-commerce sales to make up 18.9% of total holiday retail sales**

Chain Store Age August 2, 2021

[https://chainstoreage.com/emarketer-e-commerce-sales-make-189-total-holiday-retail-sales?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/emarketer-e-commerce-sales-make-189-total-holiday-retail-sales?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **TABLE FOR 2: 2-PARTY NEGOTIATIONS AND THE 4 PILLARS OF A SUCCESSFUL AGREEMENT**

UVA DARDEN July 30, 2021

<https://ideas.darden.virginia.edu/negotiation-4-pillars>

### **Large-Scale Concerts Return And Radio (And Clients) Are Stoked.**

Inside Radio August 2, 2021

[http://www.insideradio.com/free/large-scale-concerts-return-and-radio-and-clients-are-stoked/article\\_d554e52c-f365-11eb-a39b-c7204fdcafd.html](http://www.insideradio.com/free/large-scale-concerts-return-and-radio-and-clients-are-stoked/article_d554e52c-f365-11eb-a39b-c7204fdcafd.html)

### **Radio's Biggest Advertisers Rethink How They Market To Multicultural Audiences.**

Inside Radio August 2, 2021

[http://www.insideradio.com/free/radio-s-biggest-advertisers-rethink-how-they-market-to-multicultural-audiences/article\\_ae668100-f365-11eb-9ba4-d7ebf6fb5ee1.html](http://www.insideradio.com/free/radio-s-biggest-advertisers-rethink-how-they-market-to-multicultural-audiences/article_ae668100-f365-11eb-9ba4-d7ebf6fb5ee1.html)

### **Netflix Changed The TV Ad Dynamic - Without Selling Any**

MediaPost July 28, 2021

[https://www.mediapost.com/publications/article/365471/netflix-changed-the-tv-ad-dynamic-without-sellin.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123150&hasid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/365471/netflix-changed-the-tv-ad-dynamic-without-sellin.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123150&hasid=GkaoK9PSSKGhs-uNohSxFw)

### **Triton Digital Sees ‘Dramatic Growth’ In Programmatic Ad Sales For Audio.**

Inside Radio August 2, 2021

[http://www.insideradio.com/podcastnewsdaily/triton-digital-sees-dramatic-growth-in-programmatic-ad-sales-for-audio/article\\_d1c9e6a2-f3b3-11eb-bc0c-6b8983301ac4.html](http://www.insideradio.com/podcastnewsdaily/triton-digital-sees-dramatic-growth-in-programmatic-ad-sales-for-audio/article_d1c9e6a2-f3b3-11eb-bc0c-6b8983301ac4.html)

### **Which Advertisers Are On Podcasts And Where? Media Monitors Is Now Tracking That.**

Inside Radio August 2, 2021

[http://www.insideradio.com/podcastnewsdaily/which-advertisers-are-on-podcasts-and-where-media-monitors-is-now-tracking-that/article\\_a9cde478-f3b3-11eb-a0a5-1fe011686a69.html](http://www.insideradio.com/podcastnewsdaily/which-advertisers-are-on-podcasts-and-where-media-monitors-is-now-tracking-that/article_a9cde478-f3b3-11eb-a0a5-1fe011686a69.html)

### **Effective Advertising? Start With Campaign Objective, Not Cost.**

Inside Radio August 2, 2021

[http://www.insideradio.com/free/effective-advertising-start-with-campaign-objective-not-cost/article\\_ed24477a-f364-11eb-aec8-27f04e92d699.html](http://www.insideradio.com/free/effective-advertising-start-with-campaign-objective-not-cost/article_ed24477a-f364-11eb-aec8-27f04e92d699.html)

### **P&G Sales Soar As Retiring CEO Extols Marketing Spend**

MediaPost August 1, 2021

[https://www.mediapost.com/publications/article/365568/pg-sales-soar-as-retiring-ceo-extols-marketing-sp.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123182&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/365568/pg-sales-soar-as-retiring-ceo-extols-marketing-sp.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123182&hashid=XOWE7PwT4-lekA7MLbhQg)

### **Zip The Lips**

Radio Ink (Rick Fink) August 2, 2021

<https://radioink.com/2021/08/02/zip-the-lips/>

### **5 Reasons to Keep Traditional Media In The Mix**

MediaPost August 2, 2021 (previously published in an earlier edition of Marketing Insider.)

[https://www.mediapost.com/publications/article/365611/5-reasons-to-keep-traditional-media-in-the-mix.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123195&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/365611/5-reasons-to-keep-traditional-media-in-the-mix.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123195&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **Omnichannel Strategies Still Baffle Many Marketers**

MediaPost July 19, 2021

[https://www.mediapost.com/publications/article/365169/omnichannel-strategies-still-baffle-many-marketers.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123189&hashid=grmAnk9ZRAeFF01byG1w0g](https://www.mediapost.com/publications/article/365169/omnichannel-strategies-still-baffle-many-marketers.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123189&hashid=grmAnk9ZRAeFF01byG1w0g)

### **How Pharma Marketing Can Ride the Audio Wave Into Modern Times**

Adweek July 31, 2021

[https://www.adweek.com/partner-articles/how-pharma-marketing-can-ride-the-audio-wave-into-modern-times/?mvpf=4b73eea9f05d46e58c5ba9cfb3de814b&mvpflabel=&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=Adweekender\\_Newsletter\\_210731090220&lyt\\_id=1385784](https://www.adweek.com/partner-articles/how-pharma-marketing-can-ride-the-audio-wave-into-modern-times/?mvpf=4b73eea9f05d46e58c5ba9cfb3de814b&mvpflabel=&utm_source=postup&utm_medium=email&utm_campaign=Adweekender_Newsletter_210731090220&lyt_id=1385784)

### **Writing Friendly Reminder Emails to Prospects 101**

SalesFuel July 31, 2021

<https://salesfuel.com/writing-friendly-reminder-emails-to-prospects-101/>

### **Sales Credibility Begins With the Right Mindset**

SalesFuel July 31, 2021

<https://salesfuel.com/sales-credibility-begins-with-the-right-mindset/>

### **Criticism: How to Cope In A Healthy Manner**

SalesFuel July 31, 2021

<https://salesfuel.com/criticism-how-to-cope-in-a-healthy-manner/>

### **Context is the king of digital advertising's future**

The Drum July 30, 2021

<https://www.thedrum.com/industryinsights/2021/07/30/context-the-king-digital-advertising-s-future>

### **Can Survey Data Save Digital Marketers In A Post-Cookie World?**

Forbes July 30, 2021

<https://www.forbes.com/sites/forbesagencycouncil/2021/07/30/can-survey-data-save-digital-marketers-in-a-post-cookie-world/?sh=535a607034e0>

### **Come Back Later, Said No Car Salesman, Ever: Only, Now They Might**

Forbes July 30, 2021

<https://www.forbes.com/sites/jimhenry/2021/07/30/come-back-later-said-no-car-salesman-ever-only-now-they-might/?sh=1f5cb91e7eab>

### **End In Sight for Auto Shortage? Not So Fast**

JDSupra July 29, 2021

<https://www.jdsupra.com/legalnews/end-in-sight-for-auto-shortage-not-so-8195883/>

### **Consumer Mindsets Matter: Understanding The Why Behind The Buy**

MediaPost (Kim Lawton) July 23, 2021

[https://www.mediapost.com/publications/article/365350/consumer-mindsets-matter-understanding-the-why-be.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123177&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/365350/consumer-mindsets-matter-understanding-the-why-be.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123177&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **Mindful Marketing: What Brands Are Doing To Survive In 2021**

MediaPost (Ray Schultz) July 27, 2021

[https://www.mediapost.com/publications/article/365453/mindful-marketing-what-brands-are-doing-to-surviv.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123169&hashid=Y1PEPj99RXCij6hr8RtU\\_Q](https://www.mediapost.com/publications/article/365453/mindful-marketing-what-brands-are-doing-to-surviv.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123169&hashid=Y1PEPj99RXCij6hr8RtU_Q)

### **TTD: Cord-Cutters Set To Exceed Cable Users, 92% Of Advertisers Say CTV Is As Effective As Linear**

MediaPost (Karlene Lukovitz) July 2, 2021

[https://www.mediapost.com/publications/article/364786/ttd-cord-cutters-set-to-exceed-cable-users-92-o.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123176&hashid=dbTeyk\\_KQPCPkUhfRIu1tg](https://www.mediapost.com/publications/article/364786/ttd-cord-cutters-set-to-exceed-cable-users-92-o.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123176&hashid=dbTeyk_KQPCPkUhfRIu1tg)

### **How A Global Pandemic Changed Audio Habits In The U.S.**

Inside Radio (Edison Research) July 30, 2021

[http://www.insideradio.com/free/how-a-global-pandemic-changed-audio-habits-in-the-u-s/article\\_8075df72-f101-11eb-b90a-374f61839c54.html](http://www.insideradio.com/free/how-a-global-pandemic-changed-audio-habits-in-the-u-s/article_8075df72-f101-11eb-b90a-374f61839c54.html)

### **52% of consumers tune out TV ads, says Midia Research**

Fierce Video (Midia Research) July 29, 2021

<https://www.fiercevideo.com/video/52-consumers-tune-out-tv-ads-says-midia-research>

### **Radio's Positive Programming Attracts Financial Optimists – and Their Disposable Income.**

Inside Radio (The Media Audit) July 30, 2021

[http://www.insideradio.com/free/radio-s-positive-programming-attracts-financial-optimists-and-their-disposable-income/article\\_c1b527d2-f100-11eb-9366-bbe24ec9a7ab.html](http://www.insideradio.com/free/radio-s-positive-programming-attracts-financial-optimists-and-their-disposable-income/article_c1b527d2-f100-11eb-9366-bbe24ec9a7ab.html)

### **Local Advertising to Rebound As America Reopens, BIA Predicts**

CRM July 29, 2021

<https://www.destinationcrm.com/Articles/CRM-News/CRM-Featured-Articles/Local-Advertising-to-Rebound-As-America-Reopens-BIA-Predicts-148201.aspx>

### **Buyer Beware: The Media Proposal With The Lowest Fees Is Not Always The Best Proposal.**

MediaPost (Michael Hubbard , Op-Ed Contributor) July 29, 2021

[https://www.mediapost.com/publications/article/365528/buyer-beware-the-media-proposal-with-the-lowest-f.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123160&hashid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/365528/buyer-beware-the-media-proposal-with-the-lowest-f.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123160&hashid=CKfKjD-IQuCPkoXp87oXHg)

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

### **Indie Agency Finds The Post-Pandemic Future Is About 'Free Agency'**

MediaPost August 4, 2021

[https://www.mediapost.com/publications/article/365677/indie-agency-finds-the-post-pandemic-future-is-abo.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123223&hashid=0GmwUb-VQzGI9svJRwTNrA](https://www.mediapost.com/publications/article/365677/indie-agency-finds-the-post-pandemic-future-is-abo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123223&hashid=0GmwUb-VQzGI9svJRwTNrA)

### **Summer Slowdown: Streaming Numbers Mostly Flat From May To June.**

Inside Radio (Triton Digital) August 4, 2021

[http://www.insideradio.com/free/summer-slowdown-streaming-numbers-mostly-flat-from-may-to-june/article\\_7eb1e5c0-f4f1-11eb-8a82-3f04fbc783b5.html](http://www.insideradio.com/free/summer-slowdown-streaming-numbers-mostly-flat-from-may-to-june/article_7eb1e5c0-f4f1-11eb-8a82-3f04fbc783b5.html)

### **Rise of Digital Advertising and Growth of Podcasts Signal a Rapidly Changing Media - Horowitz**

GoLocalProv August 3, 2021

<https://www.golocalprov.com/politics/rise-of-digital-advertising-and-growth-of-podcasts-signal-a-rapidly-changin>

### **FCC Looks To Fine-Tune New Ad Disclosure Rules To Clarify Advertising Exemption.**

Inside Radio July 4, 2021

[http://www.insideradio.com/free/fcc-looks-to-fine-tune-new-ad-disclosure-rules-to-clarify-advertising-exemption/article\\_c000c866-f4f1-11eb-973c-5771a822b8d3.html](http://www.insideradio.com/free/fcc-looks-to-fine-tune-new-ad-disclosure-rules-to-clarify-advertising-exemption/article_c000c866-f4f1-11eb-973c-5771a822b8d3.html)

### **The Local Journalism Sustainability Act – Another Congressional Proposal to Help Local Media**

Broadcast Law Blog (David Oxenford) August 3, 2021

<https://www.broadcastlawblog.com/2021/08/articles/the-local-journalism-sustainability-act-another-congressional-proposal-to-help-local-media/>

### **AM/FM Radio Represents Three-Fourths Of All Ad-Supported Audio, Analysis Shows.**

Inside Radio August 3, 2021

[http://www.insideradio.com/free/am-fm-radio-represents-three-fourths-of-all-ad-supported-audio-analysis-shows/article\\_2cc18270-f429-11eb-ac6e-a3eb72ba8dbd.html](http://www.insideradio.com/free/am-fm-radio-represents-three-fourths-of-all-ad-supported-audio-analysis-shows/article_2cc18270-f429-11eb-ac6e-a3eb72ba8dbd.html)

### **New Legislation, But Familiar Battle Lines Remain In Fight Over Radio Royalty Payments.**

Inside Radio August 3, 2021

[http://www.insideradio.com/free/new-legislation-but-familiar-battle-lines-remain-in-fight-over-radio-royalty-payments/article\\_a6c6f344-f428-11eb-806e-9f17b40ee357.html](http://www.insideradio.com/free/new-legislation-but-familiar-battle-lines-remain-in-fight-over-radio-royalty-payments/article_a6c6f344-f428-11eb-806e-9f17b40ee357.html)

### **What Will Get Podcast Listeners To Subscribe May Have More To Do With Offering Than Price.**

Inside Radio August 3, 2021

[http://www.insideradio.com/podcastnewsdaily/what-will-get-podcast-listeners-to-subscribe-may-have-more-to-do-with-offering-than/article\\_019f4780-f479-11eb-a9ff-57600c597cd7.html](http://www.insideradio.com/podcastnewsdaily/what-will-get-podcast-listeners-to-subscribe-may-have-more-to-do-with-offering-than/article_019f4780-f479-11eb-a9ff-57600c597cd7.html)

### **Rising Ad Prices: What It Really Means For Brands**

MediaPost August 2, 2021

[https://www.mediapost.com/publications/article/365591/rising-ad-prices-what-it-really-means-for-brands.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=123196&hshid=MvrWDWYNRcOEFJu\\_y2GIhQ](https://www.mediapost.com/publications/article/365591/rising-ad-prices-what-it-really-means-for-brands.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=123196&hshid=MvrWDWYNRcOEFJu_y2GIhQ)

### **2021 Mid-Year Digital Ad Data Shows Impact On Campaign Strategies**

MediaPost August 2, 2021

[https://www.mediapost.com/publications/article/365582/2021-mid-year-digital-ad-data-shows-impact-on-camp.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123189&hshid=grmAnk9ZRAeFF01byG1w0g](https://www.mediapost.com/publications/article/365582/2021-mid-year-digital-ad-data-shows-impact-on-camp.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123189&hshid=grmAnk9ZRAeFF01byG1w0g)

### **Micromanagement — The Pros and Cons That Every Manager Should Know**

The Center For Sales Strategy (Amanda Meade) August 2, 2021

[https://blog.thecenterforsalesstrategy.com/micromanagement-the-pros-and-cons-that-every-manager-should-know?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=145839416&hsenc=p2ANqtz-9CNogAwBi4cgaHUBI6Hp\\_k\\_IFGVvbLB6nnhEOsvUB2Y7sGiK3ZiNynQQh-Zy5og8rRoR1QvojuqekBvQC8yqEZHwslVw&utm\\_content=145839416&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/micromanagement-the-pros-and-cons-that-every-manager-should-know?utm_campaign=subscriber&utm_medium=email&hsmi=145839416&hsenc=p2ANqtz-9CNogAwBi4cgaHUBI6Hp_k_IFGVvbLB6nnhEOsvUB2Y7sGiK3ZiNynQQh-Zy5og8rRoR1QvojuqekBvQC8yqEZHwslVw&utm_content=145839416&utm_source=hs_email)

### **Your Million Dollar Promotional Budget**

Jacobs Media Strategies (Fred Jacobs) August 2, 2021

<https://jacobsmedia.com/your-million-dollar-promotional-budget/>

### **How to build team trust and boost collaboration: 5 strategies**

**Team collaboration guide and meeting framework cover**

**Boost collaboration on your team!**

officevibe July 23, 2021

<https://officevibe.com/blog/build-team-trust>

Use this guide to help your team get to know one another and build trust-based team dynamics.

**ATTACHMENT:** [Team collaboration guide & meeting framework](#)

### **Ad Industry Urges California To Retract 'Global Privacy Control' Mandate**

MediaPost July 28, 2021

[https://www.mediapost.com/publications/article/365501/ad-industry-urges-california-to-retract-global-pr.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123171&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/365501/ad-industry-urges-california-to-retract-global-pr.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123171&hashid=IZA7uSulTnimoAz9RMXvmQ)

### **2021 U.S., Worldwide Consensus Jumps On Zenith Ad Revisions**

MediaPost July

[https://www.mediapost.com/publications/article/365391/2021-us-worldwide-consensus-jumps-on-zenith-ad.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123171&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/365391/2021-us-worldwide-consensus-jumps-on-zenith-ad.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123171&hashid=IZA7uSulTnimoAz9RMXvmQ)

### **Sales Coaching Solutions for Gen Z**

SalesFuel July 31, 2021

<https://salesfuel.com/sales-coaching-solutions-for-gen-z/>

### **Online advertising needs to transition from tracking to smarter context**

MarketingWeek July 31, 2021

<https://www.marketingweek.com/online-advertising-tracking-smarter-context/>

### **A Call For Intergenerational Marketing**

MediaPost (Nic Allum) July 27, 2021

[https://www.mediapost.com/publications/article/365450/a-call-for-intergenerational-marketing.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123177&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/365450/a-call-for-intergenerational-marketing.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123177&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **Why Advertising Is Poised To Become Amazon's Main Business**

MediaPost July 30, 2021

[https://www.mediapost.com/publications/article/365561/why-advertising-is-poised-to-become-amazons-main.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123169&hashid=Y1PEPj99RXCjj6hr8RtU\\_Q](https://www.mediapost.com/publications/article/365561/why-advertising-is-poised-to-become-amazons-main.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123169&hashid=Y1PEPj99RXCjj6hr8RtU_Q)

### **Secrets to Super-Serving Your Audience**

Radio + Television Business Report (Hispanic Radio Conference) July 30, 2021

<https://www.rbr.com/secrets-to-super-serving-your-audience/>

### **Nielsen Has Very Nice Quarter**

Radio Ink July 30, 2021

<https://radioink.com/2021/07/30/nielsen-has-very-nice-quarter/>

### **Prominent Agencies And Marketers Are Ramping Up Their Ad Commitment To Minority-Owned Media**

Forbes July 23, 2021

<https://www.forbes.com/sites/bradadgate/2021/07/23/prominent-agencies-and-marketers-are-ramping-up-their-ad-commitment-to-minority-owned-media/?sh=70e42b94348c>

### **How Americans Will Consume Media in 2021 and Beyond**

SalesFuel July 30, 2021

<https://salesfuel.com/how-americans-will-consume-media-in-2021-and-beyond/>



### **Radio's Kentucky Test**

Jacobs Media Strategies (Fred Jacobs) July 30, 2021

<https://jacobsmedia.com/radio-kentucky-test/>

### **Ek: Podcasting Will Never Overtake Radio**

Podcast Business Journal July 29, 2021

[https://podcastbusinessjournal.com/ek-podcasting-will-never-overtake-radio/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/ek-podcasting-will-never-overtake-radio/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **JUST FOR LAUGHS**

During the course of the daily curation of important materials for you to review I often run across an off beat story from the world of media, marketing and advertising that causes some spontaneous laughter. When I come see such stories in the future I will add one as a kicker to lighten things up after you've crammed on all the serious stuff. The selection this week comes from retailer Ikea and its creative agency Ogilvy:

### **Ikea Releases Limited-Edition Candle That Smells Like Its Famous Swedish Meatballs**

ADWEEK August 3, 2021

[https://www.adweek.com/creativity/ikea-releases-limited-edition-candle-that-smells-like-its-famous-swedish-meatballs/?utm\\_content=position\\_1&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=FirstThingsFirst\\_Newsletter\\_210804054948&lyt\\_id=1385784](https://www.adweek.com/creativity/ikea-releases-limited-edition-candle-that-smells-like-its-famous-swedish-meatballs/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=FirstThingsFirst_Newsletter_210804054948&lyt_id=1385784)

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