

AUGUST 18, 2021

Before we check out the latest audience listening trends in our PPM measured markets I want to touch on an important forward looking issue regarding next year's Midterm Elections. I have heard that some candidates are already inquiring about placing schedules leading up to the June 7, 2022, Primary Election. Here is a quick primer on the LUR protection periods to help you plan for next year:

Since you have no way to determine what the LUR might be for the June 7, 2022, Primary at this point, you would only be able to provide the current LUR as "planning rates". If they want to book now you can use those rates subject to adjustment when you determine the LUR for the June 7 Primary. The protection period for the Primary starts 45-days prior so that would be April 23, 2022. So schedule booked now would only be subject to LUR for the current LUR period you are in for the Recall Election which ends on September 14, 2021. Anything between then and April 23, 2022 would not be subject to LUR. The 60-day LUR protection period for the November 8, 2022, General Election starts on September 9, 2022 through the November 8, 2022, election. So anything running from June 7, 2022, and September 9, 2022, is not subject to LUR. Remember, LUR applies only to verified candidates' use.

Now, let's look at the PPM summary audience data for our PPM markets for August Week 2. Midway through the month it is "steady as she goes". Only minor fluctuations, both up and down, for the week:

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

AQH:

July Monthly - 644,400

Aug Week 1 - 642,600

[Aug Week 2 - 637,500](#)

Cume:

July Monthly - 10,244,800

Aug Week 1 - 10,244,700

[Aug Week 2 - 10,277,600](#)

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

AQH:

July Monthly - 104,500

Aug Week 1 - 113,200

[Aug Week 2 - 104,500](#)

Cume:

July Monthly - 1,929,800

Aug Week 1 - 1,936,500

Aug Week 2 - 1,889,800

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

AQH:

July Monthly - 119,700

Aug Week 1 - 118,600

Aug Week 2 - 131,800

Cume:

July Monthly - 2,363,700

Aug Week 1 - 2,434,600

Aug Week 2 - 2,425,600

“I constantly see people rise in life who are not the smartest, sometimes not even the most diligent, but they are learning machines. They go to bed every night a little wiser than they were when they got up and boy does that help, particularly when you have a long run ahead of you...Develop into a lifelong self-learner through voracious reading; cultivate curiosity and strive to become a little wiser every day.”

-- Charlie Munger, Vice-Chairman of Berkshire Hathaway

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Retail sales dip in July but demand continues, says NRF

Chain /Store Age (National Retail Federation) August 17, 2021

https://chainstoreage.com/retail-sales-dip-july-demand-continues-says-nrf?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Four In Ten Advertisers Use Self-Serve Ad Portals. But They'd Rather Buy From A Marketing Expert.

Inside Radio (Borrell) August 18, 2021

http://www.insideradio.com/free/four-in-ten-advertisers-use-self-serve-ad-portals-but-they-d-rather-buy-from/article_b47c6d64-fff1-11eb-936b-ef192723e22e.html

Make Relationships The Center Of Post-Pandemic B2B Marketing Strategy

MediaPost August 18, 2021

https://www.mediapost.com/publications/article/366071/make-relationships-the-center-of-post-pandemic-b2b.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123369&has_hid=nPO6kNh8ToCb2_NBH4Mycg

Luxury's guide to the new rules of audio advertising

VogueBusiness August 18, 2021

<https://www.voguebusiness.com/companies/luxurys-guide-to-the-new-rules-of-audio-advertising>

A Closer Look At Hispanic Radio

Radio Ink August 16, 2021

https://radioink.com/2021/08/16/a-closer-look-at-hispanic-radio/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How to Sell Through LinkedIn (Your Complete Guide)

The Center For Sales Strategy August 17, 2021

https://blog.thecenterforsalesstrategy.com/how-to-sell-through-linkedin-your-complete-guide?utm_campaign=subscriber&utm_medium=email&_hsmi=150275533&_hsenc=p2ANqtz-8AH24x5c938QkMVenuhGHEdMbtCCC2uXZMjtLwklwOBkWHs3YWFZT-k75rbw81WgJ9C7CNcFmGWkk3CGna-jOuYSXjhg&utm_content=150275533&utm_source=hs_email

Reach, Creative Drive Nearly 70% Of Sales, More Than Twice Ad Industry Perception.

Inside Radio (Westwood One) August 17, 2021

http://www.insideradio.com/free/reach-creative-drive-nearly-70-of-sales-more-than-twice-ad-industry-perception/article_47b93892-ff24-11eb-80de-1beb2f9e01ea.html

Survey: E-commerce surge will continue through holidays and beyond

Chain Store Age August 13, 2021

https://chainstoreage.com/survey-e-commerce-surge-will-continue-through-holidays-and-beyond?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail&utm_keyword=&oly_enc_id=8319H4585489H7M

Retailers on Edge as Delta Variant Spreads

STREETFIGHT August 16, 2021

https://streetfightmag.com/2021/08/16/retailers-on-edge-as-delta-variant-spreads/?mc_cid=f7069f0367&mc_eid=281a8bbec8

BIA: Growth To Continue In The Healthcare Vertical.

Inside Radio (BIA Advisory Services) August 16, 2021

http://www.insideradio.com/free/bia-growth-to-continue-in-the-healthcare-vertical/article_a238b3b8-fe63-11eb-abdd-eb81d4399c2b.html

Consumer sentiment plummets in early August with one of biggest drops ever

Chain Store Age August 13, 2021

https://chainstoreage.com/consumer-sentiment-plummets-early-august-one-biggest-drops-ever?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Survey: E-commerce surge will continue through holidays and beyond

Chain Store Age August 13, 2021

https://chainstoreage.com/survey-e-commerce-surge-will-continue-through-holidays-and-beyond?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

A new report found that 37% of digital advertising spend was wasted in the second quarter

Illinois News Live (Next & Co.) August 14, 2021

<https://illinoisnewstoday.com/a-new-report-found-that-37-of-digital-advertising-spend-was-wasted-in-the-second-quarter/342462/>

Helping the Buyer on Their Journey

SalesFuel August 14, 2021

<https://salesfuel.com/helping-the-buyer-on-their-journey/>

Stay Motivated This Year & Beyond With These Tips

SalesFuel August 14, 2021

<https://salesfuel.com/stay-motivated-this-year-beyond-with-these-tips/>

Hand-Raisers: Who They Are & Why Reps Should Care

SalesFuel August 14, 2021

<https://salesfuel.com/hand-raiser-who-they-are-why-reps-should-care/>

4 ways to streamline your next presentation

SmartBrief August 16, 2021

https://www.smartbrief.com/original/2021/08/no-1-communication-secret-great-leaders-be-clear-and-concise?utm_source=brief

The 2021-22 Midterm Election Cycle Is Forecast To Set A Record For Political Ad Dollars

Forbes August 12, 2021

<https://www.forbes.com/sites/bradadgate/2021/08/12/the-2021-22-midterm-election-cycle-is-forecast-to-set-a-record-for-political-ad-dollars/?sh=32c466681fda>

Video Ad Bureau Tells Marketers Podcasting Is A Good Complement To TV.

Inside Radio August 12, 2021

http://www.insideradio.com/podcastnewsdaily/video-ad-bureau-tells-marketers-podcasting-is-a-good-complement-to-tv/article_4bb1039c-fb89-11eb-a8c8-83f3f8383a1b.html

Radio Helps Advertisers Keep Pace with Runners, Joggers and Walkers.

Inside Radio (The Media Audit) August 12, 2021

http://www.insideradio.com/free/radio-helps-advertisers-keep-pace-with-runners-joggers-and-walkers/article_5659c2a8-fb38-11eb-8ae3-b7c2d07fe25b.html

'No one even notices a banner ad anymore': Marketers see post-pandemic value in out-of-home advertising

DIGIDAY August 12, 2021

<https://digiday.com/marketing/no-one-even-notices-a-banner-ad-anymore-marketers-see-post-pandemic-value-in-out-of-home-advertising/>

WHAT IS SALES ENABLEMENT? | SELL SMARTER. SELL FASTER.

LeadG2 August 12, 2021

<https://leadg2.thecenterforsalesstrategy.com/blog/what-is-sales-enablement-sell-smarter.-sell-faster>

Nielsen Audio Cites “Rising Tide of Optimism”

RadioWorld August 11, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-audio-cites-rising-tide-of-optimism?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=49F830B6-A847-4091-B4FE-B7119BFCBB17&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Placer.ai: Mall resurgence begins!

Chain Store Age August 11, 2021

https://chainstoreage.com/placerai-mall-resurgence-begins?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTI

Economic Update with Leo Feler, Senior Economist, UCLA Anderson Forecast

UCLA Anderson August 18, 2021

ATTACHMENT: [Economic Update with Leo Feler 8.18.21](#)

2022 Midterm Ad Spending Projected To Hit \$8.9B

MediaPost August 18, 2021

https://www.mediapost.com/publications/article/366066/2022-midterm-ad-spending-projected-to-hit-89b.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123370&has_hid=0GmwUb-VQzGI9svJRwTNRa

IAB Sets Fall Podcast Upfront Plan, Says Industry Still On Track To Top \$1 Billion In 2021.

Inside Radio August 18, 2021

http://www.insideradio.com/podcastnewsdaily/iab-sets-fall-podcast-upfront-plan-says-industry-still-on-track-to-top-1-billion/article_40b2b47c-0043-11ec-b49a-9749cc4910ee.html

Talk Hard: The Future of Radio Is Social Audio

Social audio is to licensed broadcasters what Uber has become to taxi drivers in New York

RadioWorld August 12, 2021

https://www.radioworld.com/columns-and-views/guest-commentaries/talk-hard-the-future-of-radio-is-social-audio?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=D3AAB5DA-63D1-465B-9E22-3DC6968A998B&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Report: Audio May Benefit From Digital's Move To Greater Data Privacy.

Inside Radio (Signal Hill Insights) August 17, 2021

http://www.insideradio.com/free/report-audio-may-benefit-from-digital's-move-to-greater-data-privacy/article_8b1879ea-ff24-11eb-9bee-b3bb4191d669.html

Emperor Nielsen Has No Clothes

TVNewsCheck (Hank Price) August 16, 2021

<https://tvnewscheck.com/business/article/emperor-nielsen-has-no-clothes/>

TV's Ad Bounceback Stronger Than Expected

TVNewsCheck August 16, 2021

<https://tvnewscheck.com/top-news/business/article/tvs-ad-bounceback-stronger-than-expected/>

Stop the brainstorm: Here's the right way to foster change-making conversations

SmartBrief August 13, 2021

https://www.smartbrief.com/original/2021/08/stop-brainstorms-heres-right-way-foster-change-making-conversations?utm_source=brief

The New Rules Ahead for Streaming TV Advertising: A Premion & BIA Special Report

MediaPost August 16, 2021

<https://www.mediapost.com/sponsor/content/2723/>

Quu Up The Visual: In-Vehicle 'Billboards,' Synched To Radio, Driving Value For Broadcasters.

Inside Radio August 16, 2021

http://www.insideradio.com/free/quu-up-the-visual-in-vehicle-billboards-synched-to-radio-driving-value-for-broadcasters/article_2ab664ce-fe64-11eb-b57c-2350f0a301bf.html

2021's Format Report Card: CHR, Hot AC, Classic Hits On The Rise.

Inside Radio August 16, 2021

http://www.insideradio.com/free/2021s-format-report-card-chr-hot-ac-classic-hits-on-the-rise/article_0a7b9b5c-fe64-11eb-a5e3-c7f138fd7b09.html

The Olympics Ratings Paradox And What It Means To Radio

Jacobs Media Strategies (Fred Jacobs) August 16, 2021

<https://jacobsmedia.com/the-olympics-ratings-paradox-and-what-it-means-to-radio/>

NAB and Others Sue FCC Over Foreign ID

RadioWorld August 13, 2021

https://www.radioworld.com/news-and-business/headlines/nab-and-others-sue-fcc-over-foreign-id?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=B6D2ADE6-BE4D-4864-90B5-853C4E450C98&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Why People Listen To Radio In 2021

Radio Ink August 16, 2021

https://radioink.com/2021/08/16/why-people-listen-to-radio-in-2021/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Data Alone Won't Win Sales

Radio Ink (Charlie Sislen) August 16, 2021

https://radioink.com/2021/08/16/data-alone-wont-win-sales/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Education – A GREAT Investment

Radio Ink (Rick Fink) August 16, 2021

https://radioink.com/2021/08/16/education-a-great-investment/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

10 Ways To Avoid Becoming A Local Radio Commodity

Radio Ink (Loyd Ford) August 16, 2021

https://radioink.com/2021/08/16/10-ways-to-avoid-becoming-a-local-radio-commodity/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

As Brand Safety Becomes Bigger Issue, A Big Audio Buyer Builds An Advertiser Warning System.

Inside Radio August 16, 2021

http://www.insideradio.com/free/as-brand-safety-becomes-bigger-issue-a-big-audio-buyer-builds-an-advertiser-warning-system/article_e8b8be46-fe63-11eb-ba0c-bb0cb4265b31.html

Embedding Social Media Videos on Your Website? – Court Case Says Get Permission from Copyright Owner First

Broadcast Law Blog (David Oxenford) August 11, 2021

<https://www.broadcastlawblog.com/2021/08/articles/embedding-social-media-videos-on-your-website-court-case-says-get-permission-from-copyright-owner-first/>

Venture Capitalist Ben Horowitz Says 'Audio Broadcasting Is 100% A Big Deal.'

Inside Radio August 13, 2021

http://www.insideradio.com/podcastnewsdaily/venture-capitalist-ben-horowitz-says-audio-broadcasting-is-100-a-big-deal/article_db284948-fc4e-11eb-bc32-f3d330b283d7.html

Dentsu introduces 30-day payment term for minority-owned media

The Drum August 13, 2021

<https://www.thedrum.com/news/2021/08/13/dentsu-introduces-30-day-payment-term-minority-owned-media>

ANA Aims to Begin Cross-Platform Measurement Testing in Late Spring 2022

Marketers hope to reduce waste and prevent ads from annoying shoppers

ADWEEK August 12, 2021

<https://www.adweek.com/performance-marketing/ana-begin-cross-platform-measurement-testing-late-spring-2022/>

Nielsen Puts Its National TV Ratings Service In 'Hiatus' Accreditation Mode

MediaPost August 12, 2021

https://www.mediapost.com/publications/article/365923/nielsen-puts-its-national-tv-ratings-service-in-h.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123309&hashid=0GmwUb-VQzGI9svJRwTNRa

MRC: Nielsen 'Hiatus' Requires Approval

MediaPost August 12, 2021

https://www.mediapost.com/publications/article/365948/mrc-nielsen-hiatus-requires-approval.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123322&hashid=0GmwUb-VQzGl9svJRwTNRa

Nielsen's Shaky MRC Accreditation Could Accelerate Use Of Alt Currencies

Ad Exchanger August 17, 2021

https://www.adexchanger.com/featured-2/niensens-shaky-mrc-accreditation-could-accelerate-use-of-alt-currencies/?oly_enc_id=0651H4943323A6U

HOW MARKETING KPIS AND DIGITAL INITIATIVES HAVE ADAPTED TO THE PANDEMIC—AS CUSTOMERS REMAIN ONLINE

Ad Age August 11, 2021

<https://adage.com/article/digital-marketing-ad-tech-news/how-marketing-kpis-and-digital-initiatives-have-adapted-pandemic-customers-remain-online/2356661>

Reminder: Submit Your Final Repacking Invoices Soon

Broadcast Law Blog (David Oxenford) August 10, 2021

https://www.broadcastlawblog.com/2021/08/articles/reminder-submit-your-final-repacking-invoices-soon/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=c4b7290d65-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-c4b7290d65-70422897

Local media agencies poised to be key part of accelerating digital ad market

MARKETINGDIVE August 9, 2021

<https://www.marketingdive.com/news/local-media-agencies-poised-to-be-key-part-of-accelerating-digital-ad-marke/604566/>

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