

SEPTEMBER 22, 2021

There is an exceptional amount of information for you in your specially curated lists from the past week. Pay particular attention to the **Stop Pitching Spot-Only Proposals Now** article and some others dealing with digital measurement and television moving from ratings to impressions. We will be rolling out our own presentation on selling/buying on impressions and the power combining Radio with Digital very soon so these related articles are important background and context for you.

Turning to the latest Nielsen audience trending date for our PPM markets radio usage continues to show strength with the results for September Week 3. Radio continues to be the premiere reach medium in all our radio markets

In particular, I have to point out the nice trend in Cume growth in San Diego where the market Cume has grown each week in September and each of those weeks is greater than the full month Cume in the previous two months. Nice work San Diego Radio!

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100

Sept. Week 1 - 653,000
Sept. Week 2 - 652,900
[Sept. Week 3 - 606,800](#)

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000

Sept. Week 1 - 10,243,500
Sept. Week 2 - 10,158,000
[Sept. Week 3 - 10,282,100](#)

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900

Sept. Week 1 - 111,500
Sept. Week 2 - 113,900
Sept. Week 3 - 113,500

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700

Sept. Week 1 - 1,938,400
Sept. Week 2 - 1,871,200
Sept. Week 3 - 1,934,300

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

July Monthly - 119,700
Aug Monthly - 129,100

Sept. Week 1 - 133,800
Sept. Week 2 - 136,100
Sept. Week 3 - 137,000

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900

Sept. Week 1 - 2,410,300
Sept. Week 2 - 2,457,400
Sept. Week 3 - 2,460,600

“Knowledge is a weapon. I intend to be formidably armed.”

—Terry Goodkind (An American writer. He was known for the epic fantasy series The Sword of Truth)

Resources and Articles of Interest to Sales and Advertisers

Confronting The Hypocrisy Of Advertising On Instagram And Facebook

MediaPost September 22, 2021

https://www.mediapost.com/publications/article/367144/confronting-the-hypocrisy-of-advertising-on-instagram.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123734&hashid=XOWE7PwdT4-lekA7MLbhQg

How Language Boosts Customer Satisfaction

Wharton University September 20, 2021

<https://knowledge.wharton.upenn.edu/article/how-language-boosts-customer-satisfaction/>

Radio Powers Seven Of The Top 10 Recruitment Advertisers.

Inside Radio (Media Monitors) September 22, 2021

http://www.insideradio.com/free/radio-powers-seven-of-the-top-10-recruitment-advertisers/article_3c00f65c-1b71-11ec-85ce-e35954ef27ee.html

Kantar Says Radio Got More Than Ten Percent Of Ad Dollars Spent During California Recall.

Inside Radio September 21, 2021

http://www.insideradio.com/free/kantar-says-radio-got-more-than-ten-percent-of-ad-dollars-spent-during-california-recall/article_13f37702-1aa9-11ec-8b86-cf5e8504439a.html

As Smart Speaker Ownership Hovers At 40%, AM/FM Dominates Its Ad-supported Audio.

Inside Radio (Edison Research) September 21, 2021

http://www.insideradio.com/free/as-smart-speaker-ownership-hovers-at-40-am-fm-dominates-its-ad-supported-audio/article_f53c124c-1aa8-11ec-b60e-0325e5b55110.html

Borrell: Advertiser Optimism Slips Back To February Levels In Latest Survey.

Inside Radio September 21, 2021

http://www.insideradio.com/free/borrell-advertiser-optimism-slips-back-to-february-levels-in-latest-survey/article_b3be73be-1aa8-11ec-ae65-abee5ce224d8.html

Slow Down the Sales Process So You Can Speed Up the Sale

The Center For Sales Strategy (Trey Morris) September 21, 2021

https://blog.thecenterforsalesstrategy.com/slow-down-the-sales-process-so-you-can-speed-up-the-sale?utm_campaign=subscriber&utm_medium=email&hsmi=161973781&hsenc=p2ANqtz--RJNTxRpmPuqsdQL8TRozJzAWUbyvmLqw80itkdndFumHrzvIYBOTLduRaOoyMzSdaQwBAS4dAZKZifHRmidQG2nWiQ&utm_content=161973781&utm_source=hs_email

BetterHelp Stayed Podcasting's Top Ad Spender In August, Marking One Year At The Top.

Inside Radio (Magellan AI) September 21, 2021

http://www.insideradio.com/podcastnewsdaily/betterhelp-stayed-podcasting-s-top-ad-spender-in-august-marking-one-year-at-the-top/article_c72808e2-1af4-11ec-9da0-933a916185c1.html

Latest Spot Counts: New Advertisers In Radio's Top 10.

Inside Radio (Media Monitors) September 21, 2021

http://www.insideradio.com/free/latest-spot-counts-new-advertisers-in-radio-s-top-10/article_76734480-1aa8-11ec-a815-db3ebcd571e4.html

Stop Pitching Spot-Only Proposals Now

Radio Ink September 20, 2021

<https://radioink.com/2021/09/20/stop-pitching-spot-only-proposals-now/>

From New Ad Tech To Podcasting, Audio's Ad Evolution Earns Praise From Marketers.

Inside Radio September 20, 2021

http://www.insideradio.com/podcastnewsdaily/from-new-ad-tech-to-podcasting-audio-s-ad-evolution-earns-praise-from-marketers/article_41a68ff2-1a33-11ec-8fe9-5faea325ca9b.html

Survey: Online grocery sales, but not profits, soar

Chain Store Age September 20, 2021

https://chainstoreage.com/survey-online-grocery-sales-not-profits-soar?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

WARC: Audio Gets 31% Of Media Consumption But Just 9% of Ad Spend.

Inside Radio September 20, 2021

http://www.insideradio.com/free/warc-audio-gets-31-of-media-consumption-but-just-9-of-ad-spend/article_c1f2174c-19e0-11ec-ba26-9f65e74887ae.html

One Big Category, One Big Lead at Spot Radio

Radio + Television Business Report September 20, 2021

<https://www.rbr.com/mm-spot-10-radio-092121/>

Why Do Podcast Ads Work? New Research Says It's Because Listeners Are Paying Attention.

Inside Radio (Signal Hill - Cumulus Media) September 20, 2021

http://www.insideradio.com/podcastnewsdaily/why-do-podcast-ads-work-new-research-says-it-s-because-listeners-are-paying-attention/article_173cd582-1a33-11ec-a956-e3636c7eabb4.html

Ideas = Dollar\$

Radio Ink (Rick Fink) September 20, 2021

https://radioink.com/2021/09/20/ideas-dollar/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Mindshare: Americans Sustain Higher Levels Of Post-Pandemic Media Usage

MediaPost September 17, 2021

https://www.mediapost.com/publications/article/367009/mindshare-americans-sustain-higher-levels-of-post.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123711&hashid=Y1PEPj99RXCjj6hr8RtU_Q

Sounding the Alert on U.S. Supply Chain Congestion

Chain Store Age September 20, 2021

https://chainstoreage.com/sounding-alert-us-supply-chain-congestion?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker&utm_keyword=

Acquiring Customers: The Financial Impact Of Bots, Invalid Clicks

MediaPost September 20, 2021

https://www.mediapost.com/publications/article/367045/acquiring-customers-the-financial-impact-of-bots.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=123713&has_hid=MvrWDWYNRCOEJFu_y2GIhQ

Study Dives Into Consumers' Perception of Media

Report finds that radio still ranks high when it comes to reliability and credibility

RadioWorld September 18, 2021

https://www.radioworld.com/news-and-business/business-and-law/study-dives-into-consumers-perception-of-media?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=5F04F735-3928-46A4-B6D1-A093B706B551&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Getting Referrals: Tips For Boosting These Business Builders

SalesFuel September 18, 2021

<https://salesfuel.com/getting-referrals-tips-for-boosting-these-business-builders/>

Mapping Buyers' Journeys Make It Easier For You to Sell

SalesFuel September 18, 2021

<https://salesfuel.com/mapping-buyers-journeys-make-it-easier-for-you-to-sell/>

Are Extroverts at a Disadvantage in Sales?

SalesFuel September 18, 2021

<https://salesfuel.com/are-extroverts-at-a-disadvantage-in-sales/>

Podcasts Up Brand Awareness, Purchase Intent

MediaPost (Ray Schultz) September 17, 2021

https://www.mediapost.com/publications/article/367042/podcasts-up-brand-awareness-purchase-intent.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123713&has_hid=MvrWDWYNRCOEJFu_y2GIhQ

First Forecasts: Holiday Spending To Increase 7+%

MediaPost September 17, 2021

https://www.mediapost.com/publications/article/366986/first-forecasts-holiday-spending-to-increase-7.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123687&hashid=Xbl3-p0DS1exdHSa15Xu_g

Mindshare: Americans Sustain Higher Levels Of Post-Pandemic Media Usage

MediaPost September 17, 2021

https://www.mediapost.com/publications/article/367009/mindshare-americans-sustain-higher-levels-of-post.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123687&hashid=Xbl3-p0DS1exdHSa15Xu_g

Does Your Sales Team Have Enough Pipeline to Make Quota?

SalesPower Blog September 14, 2021

<https://blog.sellingpower.com/gg/2021/09/does-your-sales-team-have-enough-pipeline-to-make-quota.html>

18 steps to the ultimate discovery call + free discovery call checklist

Close September 17, 2021

<https://blog.close.com/discovery-call/>

Why Media Planning Belongs In Creative Agencies

MediaPost September 16, 2021

https://www.mediapost.com/publications/article/366995/why-media-planning-belongs-in-creative-agencies.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123684&hashid=CKfKjD-IQuCPkoXp87oXHg

The leading places where US adults listen to ad-supported audio

eMarketer September 15, 2021

https://www.emarketer.com/content/leading-places-where-us-adults-listen-ad-supported-audio?utm_source=Triggermail&utm_medium=email&utm_campaign=II20210917AdSupportedAudioCOTD&utm_term=New%20COTD%202020

US Digital Ad Spending by Industry 2021

Strong Growth Across the Board as 2020's Roller Coaster Subsides

eMarketer September 16, 2021

<https://www.emarketer.com/content/us-digital-ad-spending-by-industry-2021>

Retail sales make strong rebound in August

Chain Store Age September 16, 2021

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

Survey: Black Friday and Cyber Monday still matter to shoppers

Chain Store Age September 16, 2021

https://chainstoreage.com/survey-black-friday-and-cyber-monday-still-matter-shoppers?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Cross-sector study shows auto industry as a Covid recovery leader

JustAuto September 16, 2021

<https://www.just-auto.com/news/104967/>

Podcast News Daily Q&A: Ad Results Media's Patty Mertes On Q4 Ad Trends.

Inside Radio September 16, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-news-daily-q-a-ad-results-media-s-patty-mertes-on-q4-ad-trends/article_0f44aaba-1706-11ec-9b50-2b962df9c2a3.html

Study: Podcast Advertising Drives Sales

MediaPost (Ray Schultz) September 15, 2021

<https://www.mediapost.com/publications/article/366948/study-podcast-advertising-drives-sales.html>

Why Are CTV Ad Rates So High?

Media Post September 15, 2021

https://www.mediapost.com/publications/article/366975/why-are-ctv-ad-rates-so-high.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123672&hashid=13ziehw8S-6SGyiO6JORFg

Brand loyalty is eroding under supply chain and price pressures, survey finds

MarketingDive September 14, 2021

https://www.marketingdive.com/news/brand-loyalty-is-eroding-under-supply-chain-and-price-pressures-survey-fin/606694/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-09-16%20Marketing%20Dive%20Newsletter%20%5Bissue:36741%5D&utm_term=Marketing%20Dive

Latinx American Radio Listeners Support Brand Sustainability by ‘Buying Green.’

Inside Radio (the Media Audit) September 16, 2021

http://www.insideradio.com/free/latinx-american-radio-listeners-support-brand-sustainability-by-buying-green/article_08db0ac4-16b7-11ec-8e1b-4b4bf22f015e.html

Survey: 36% of holiday shoppers to increase spending, highest number since 2018

Chain Store Age September 15, 2021

https://chainstoreage.com/survey-36-holiday-shoppers-increase-spending-highest-number-2018?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

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

Ad Expansion Slows In August On Tougher Comps, Smaller Advertisers Continue To Lead Recovery

MediaPost (Standard Media Index) September 22, 2021

https://www.mediapost.com/publications/article/367145/ad-expansion-slows-in-august-on-tougher-comps-sma.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123736&hashid=0GmwUb-VQzGI9svJRWtNrA

P&G's Pritchard calls out Sisyphean challenges around improving measurement

MarketingDive September 22, 2021

https://www.marketingdive.com/news/pgs-pritchard-calls-out-sisyphean-challenges-around-improving-measurement/606975/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-09-22%20Marketing%20Dive%20Newsletter%20%5Bissue:36865%5D&utm_term=Marketing%20Dive

P&G's Measurement Cornerstones

MediaPost September 22, 2021

https://www.mediapost.com/publications/article/367142/pgs-measurement-cornerstones.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123734&hashid=XOWE7PwT4-lekA7MLbhQg

CRB Judges Say Evidence Points To Record Labels Benefiting From On-Air Promotion.

Inside Radio September 22, 2021

http://www.insideradio.com/free/crb-judges-say-evidence-points-to-record-labels-benefiting-from-on-air-promotion/article_1f044e32-1b71-11ec-8ca1-6700db96fab6.html

Who Needs Donuts?

Jacobs Media Strategies (Fred Jacobs) September 22, 2021

<https://jacobsmedia.com/who-needs-donuts/>

Small Tweak In eMarketer's Podcast Growth Forecast For 2022.

Inside Radio (eMarketer) September 22, 2021

http://www.insideradio.com/podcastnewsdaily/small-tweak-in-emarketer-s-podcast-growth-forecast-for-2022/article_2b4a3666-1bc1-11ec-9a60-e767f21ca9bb.html

Nielsen To Start Local TV Impressions Metric Measure In January 2022

MediaPost September 21, 2021

https://www.mediapost.com/publications/article/367093/nielsen-to-start-local-tv-impressions-metric-measu.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123724&hashid=OGmwUb-VQzGI9svJRwTNRa

Crowley: "Radio is Exploiting Artists"

Radio Ink September 21, 2021

https://radioink.com/2021/09/21/crowley-radio-is-exploiting-artists/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

NAB Dismisses Crowley, musicFIRST Claims

Radio + Television Business Report September 21, 2021

<https://www.rbr.com/nab-dismisses-crowley-musicfirst-claims/>

When the Old Guard Falls: TV Advertising Beyond Nielsen

AdExchanger September 20, 2021

https://www.adexchanger.com/the-sell-sider/%e2%80%8b%e2%80%8bwhen-the-old-guard-falls-tv-advertising-beyond-nielsen/?oly_enc_id=0651H4943323A6U

Why Your Podcasts And Newsletters Should Be Shorter

Jacobs Media Strategies (Fred Jacobs) September 21, 2021

<https://jacobsmedia.com/should-your-podcasts-and-newsletters-be-shorter/>

Ad Groups Defend MRC, Call Accreditation Relevant And Critical To Effective Measurement

MediaPost September 20, 2021

https://www.mediapost.com/publications/article/367075/ad-groups-defend-mrc-call-accreditation-relevant.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123719&hashid=CKfKjD-IQuCPkoXp87oXHg

These Digital Privacy Issues Should Be On Broadcasters' Radar

Jacobs Media Strategies (Seth Resler) September 20, 2021

https://jacobsmedia.com/these-digital-privacy-issues-should-be-on-broadcasters-radar/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=74df259a4a-CTD+EmailOnly&utm_medium=email&utm_term=0_5007ff924d-74df259a4a-179898762

How to Coach for Sales Effectiveness

SalesFuel September 18, 2021

<https://salesfuel.com/how-to-coach-for-sales-effectiveness/>

How Your Sales Management Training Program Can Generate a Higher Return

SalesFuel September 18, 2021

<https://salesfuel.com/how-your-sales-management-training-program-can-generate-a-higher-return/>

'Permanent Changes' to Media Perception, Consumption, Revenue: What's Next?

Radio + Television Business Report (Adam Jacobson) September 17, 2021

<https://www.rbr.com/permanent-changes-to-media-perception-consumption-revenue-whats-next/>

Radio's Clear + Present Danger

Radio Ink (Loyd Ford) September 17, 2021

<https://radioink.com/2021/09/17/radios-clear-present-danger-of-death-by-a-thousand-cuts/>

We Are Officially In The Post-Traditional-TV Era

MediaPost September 17, 2021

https://www.mediapost.com/publications/article/367014/we-are-officially-in-the-post-traditional-tv-era.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123688&has_hid=13ziehw8S-6SGyiO6JORFg

Report: TV Sees 31% Ad Revenue Growth In Q2, But Will Go Negative In Q4

MediaPost September 16, 2021

https://www.mediapost.com/publications/article/366981/report-tv-sees-31-ad-revenue-growth-in-q2-but-w.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123687&hashid=Xbl3-p0DS1exdHSa15Xu_g

New Triton Digital Ad Exchange To Offer Unified Buying Platform For Podcast, Broadcast And Streaming.

Inside Radio September 17, 2021

http://www.insideradio.com/free/new-triton-digital-ad-exchange-to-offer-unified-buying-platform-for-podcast-broadcast-and-streaming/article_2c51ec96-17d1-11ec-9173-afd92d4f0cdd.html

By Focusing On Non-Listeners, Podcasters Hope To Grow Their Reach Among Latinos.

InsideRadio (Edison Research) September 17, 2021

http://www.insideradio.com/free/by-focusing-on-non-listeners-podcasters-hope-to-grow-their-reach-among-latinos/article_c584b3be-1789-11ec-8165-b39db00c96c0.html

Room For Latino Podcast Growth

Radio Ink September 17, 2021

https://radioink.com/2021/09/17/room-for-latino-podcast-growth/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Audience Habits Are 'Shifting Fast,' Futuri Says In Preview Of New Study

Inside Radio September 16, 2021

http://www.insideradio.com/free/audience-habits-are-shifting-fast-futuri-says-in-preview-of-new-study/article_0748c73e-170a-11ec-8ef3-17b0f5c436dc.html

Updated Forecast Calls For Radio Advertising To Rebound By 12% In 2021.

Inside Radio (Moffett-Nathanson's 2021 Ad Tracker) September 16, 2021

http://www.insideradio.com/free/updated-forecast-calls-for-radio-advertising-to-rebound-by-12-in-2021/article_1024e45c-16b8-11ec-9bb4-739b9ae4fbf7.html

NAB New Ad Campaign Boosting Local Radio, TV

Radio + Television Business Report September 16, 2021

<https://www.rbr.com/nab-new-ad-campaign-boosting-local-radio/>

Comscore Promises Broadcast TV 'True Cross Platform' Sales Tools

Radio + Television Business Report (Adam Jacobson) September 15, 2021

<https://www.rbr.com/comscore-promises-broadcast-tv-true-cross-platform-sales-tools/>

For Maturing Podcast Industry, Focus Moves From Adding Listeners To Engaging With Them.

Inside Radio (Nielsen) September 16, 2021

http://www.insideradio.com/podcastnewsdaily/for-maturing-podcast-industry-focus-moves-from-adding-listeners-to-engaging-with-them/article_bcac6800-1706-11ec-9afb-bf1fd4c6b63e.html

Why Are Heavy Podcast Listeners Declining?

Podcast Business Journal September 16, 2021

https://podcastbusinessjournal.com/why-are-heavy-podcast-listeners-declining/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B11h38V58Ke8bVrp%2FmcsM%3D

FCC's Carr Touts Digital Ad Tax As Best Fund Reform Option

Law360 September 16, 2021

<https://www.law360.com/technology/articles/1422565/fcc-s-carr-touts-digital-ad-tax-as-best-fund-reform-option?copied=1https://www.law360.com/technology/articles/1422565/fcc-s-carr-touts-digital-ad-tax-as-best-fund-reform-option>

Making Digital Radio Part of the New Multimedia Landscape

Streaming and podcasting are booming, what does that mean for digital radio?

RadioWorld September 13, 2021

https://www.radioworld.com/columns-and-views/guest-commentaries/making-digital-radio-part-of-the-new-multimedia-landscape?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=5F04F735-3928-46A4-B6D1-A093B706B551&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031