

OCTOBER 6, 2021

I want to start with an important invitation to save the date and time for a special SCBA members only webinar. On Wednesday, October 20 at 10am, we will unveil the joint SCBA/Nielsen study on **Impressions Based Buying for AM/FM Radio**. In this presentation we will also demonstrate how to best use Radio in combination with Digital advertising to reach consumers. This webinar will be co-hosted by Tony Hereau, VP of Audience Insights at Nielsen Media Research and me.

A GoToWebinar invitation will be sent out to all SCBA members by this Friday. We are doing this webinar as a special dress rehearsal for SCBA members only so that we can have a candid exchange on the best use of this presentation which will become available to you all. We will also be announcing another webinar targeted to clients and advertisers and you will be able to forward the invitation to your clients. This webinar will likely be on Thursday, October 21, in the afternoon but that will be confirmed soon.

Now let's take a look at the first Nielsen audience trending data in our PPM markets to kick off October. Radio in our PPM markets continues its strong performance. In fact, both the AQH and Cume metrics for October Week 1 surpass the same numbers for the full month of September:

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500

Oct Week 1 - 654,500

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300

Oct Week 1 - 10,077,000

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600

Oct Week 1 - 120,200

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900

Oct Week 1 - 1,934,200

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

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300

Oct Week 1 - 140,500

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400

Oct Week 1 - 2,485,100

Next up is your specially curated listings of resources and articles to help you stay on top of your game...and let's hope the LA Dodgers are also on top of their game as they face off with the St. Louis Cardinals coming up at 5pm. Go Blue!

“Your earning ability today is largely dependent upon your knowledge, skill and your ability to combine that knowledge and skill in such a way that you contribute value for which customers are going to pay.”

- Brian Tracy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**Dennis Holt's Next New Agency Model: MatrixPoint**

MediaPost October 6, 2021

https://www.mediapost.com/publications/article/367550/the-next-new-agency-model-dennis-holts-matrixpoi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123876&hashid=XOWE7PwT4-lekA7MLbhQg

Fall teen survey: Clothing top priority for first time since 2014; Nike No.1

Chain Store Age October 5, 2021

https://chainstoreage.com/fall-teen-survey-clothing-top-priority-first-time-2014-nike-no1?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

How media buyers are reacting to Facebook's drama: 'spread your risks and ad dollars'

The Drum (Kendra Clark) October 5, 2021

https://www.thedrum.com/news/2021/10/05/how-media-buyers-are-reacting-facebook-s-drama-spread-your-risks-and-ad-dollars?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email

Why to invest and advertise in the Latino Podcast Segment

Sounds Profitable (Edison Research) October 5, 2021

https://soundsprofitable.com/update/invest-in-latino-podcast-segment?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2021-10-06

How Facebook's 'Technical Mistake' Affected Some Advertisers

MediaPost October 5, 2021

https://www.mediapost.com/publications/article/367529/how-facebooks-technical-mistake-affected-some-a.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123876&hashid=XOWE7PwDT4-lekA7MLbhQg

ADVERTISING TO THE U.S. LATINX COMMUNITY: WHAT'S WORKING AND WHAT STILL NEEDS WORK

AdAge October 5, 2021

<https://adage.com/article/agency-news/how-advertising-us-latinx-community-has-changed/2369641>

NAB Admits Listening, Revenue Declining

Radio Ink October 4, 2021

<https://radioink.com/2021/10/04/nab-admits-listening-revenue-declining/>

Ad Spending By Home Appliance Makers Will Spike 12.6% This Year

MediaPost October 4, 2021

https://www.mediapost.com/publications/article/367486/ad-spending-by-home-appliance-makers-will-spike-12.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123863&hashid=Xbl3-p0DS1exdHSa15Xu_g

P&G Expands Investment In U.S. Radio To Include 13 Brands.

Inside Radio October 5, 2021

http://www.insideradio.com/free/p-g-expands-investment-in-u-s-radio-to-include-13-brands/article_336a4b7c-25a5-11ec-bc19-1f95005a8d84.html

A look at the biggest US advertisers in podcasting

eMarketer October 4, 2021

https://www.emarketer.com/content/look-biggest-us-advertisers-podcasting?utm_source=Triggermail&utm_medium=email&utm_campaign=I120211005PodcastAdsCOTD&utm_term=New%20COTD%202020

Survey: Supply chain delays present retail crisis — and opportunity

Chain Store Age October 4, 2021

https://chainstoreage.com/survey-supply-chain-delays-present-retail-crisis-and-opportunity?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

More shutdowns hit NorthAm auto industry

Argus October 4, 2021

<https://www.argusmedia.com/en/news/2260341-more-shutdowns-hit-northam-auto-industry>

Allergy Season Ads Reappear At Spot Radio

Radio + Television Business Report October 4, 2021

<https://www.rbr.com/allergy-season-ads-reappear-at-spot-radio/>

TOP 75 FASTEST GROWING AGENCIES

Adweek October 4, 2021

https://www.adweek.com/fastest-growing-agency/top-75/?_page=1&sort=field term top 75%2Casc

Faster Revenue At The Seller Level

Radio Ink (Loyd Ford) October 4, 2021

<https://radioink.com/2021/10/04/faster-revenue-at-the-seller-level/>

Whether Millennials, GenX-ers or Boomers, 35-40% Listen To Radio Daily.

Inside Radio (Attest) October 4, 2021

http://www.insideradio.com/free/whether-millennials-genx-ers-or-boomers-35-40-listen-to-radio-daily/article_9eb31ac2-24eb-11ec-892d-ebe94e511803.html

What is the long-term impact of the microchip shortage in the auto industry?

FleetNews October 4, 2021

<https://www.fleetnews.co.uk/news/latest-fleet-news/opinion/2021/10/04/what-is-long-term-impact-of-the-microchip-shortage-in-auto-industry>

Apparel spending expected to soar in Q4

Chain Store Age October 1, 2021

https://chainstoreage.com/apparel-spending-expected-soar-q4?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Can Dollars to Hispanic Radio Fuel the 2022 Midterm Elections?

Radio Ink (Crowd React Media) October 4, 2021

ATTACHMENT: [Hispanic Radio Report – Fall 2021](#)

Master the Sales Negotiation — Even If You Are a Giver

SalesFuel October 2, 2021

<https://salesfuel.com/master-the-sales-negotiation-even-if-you-are-a-giver/>

Prospecting Success Relies On These First Steps

SalesFuel October 2, 2021

<https://salesfuel.com/prospecting-success-relies-on-these-first-steps/>

Small Talk Matters: Here's How to Improve Your Own Skills

SalesFuel October 2, 2021

<https://salesfuel.com/small-talk-matters-heres-how-to-improve-your-own-skills/>

**From Google ads to NFL sponsorships: Colleges throw billions at marketing themselves to attract students
Marketing and branding are getting big budgets and advertising is setting new records**

The Hechinger Report October 1, 2021

<https://hechingerreport.org/with-competition-up-enrollment-down-colleges-are-spending-billions-on-marketing-and-advertising/>

Words That Sell: 7 Words to Use to Win Your Next Deal

Mailshake October 1, 2021

<https://mailshake.com/blog/words-that-sell/>

A GUIDE TO EVALUATING YOUR NEW YEAR SALES & MARKETING STRATEGY

LeadG2 October 1, 2021

<https://leadg2.thecenterforsalesstrategy.com/blog/a-guide-to-evaluating-your-sales-and-marketing-strategy>

Ad Buyer Concerns Shifts From Brand Safety To Brand Suitability.

Inside Radio (Ad Results Media) October 1, 2021

http://www.insideradio.com/free/ad-buyer-concerns-shifts-from-brand-safety-to-brand-suitability/article_2bb8b994-2281-11ec-a2da-e3fba710d574.html

Radio STILL Dominates In-Car Listening

Radio Ink (TECHSURVEY 2021) September 30, 2021

https://radioink.com/2021/09/30/radio-still-dominates-in-car-listening/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Radio's Reach and Direct Mail's Penetration Are An Advertiser's Dream.

Inside Radio (The Media Audit) September 30, 2021

http://www.insideradio.com/free/radio-s-reach-and-direct-mail-s-penetration-are-an-advertiser-s-dream/article_8aaaae4f2-21bb-11ec-ab24-5b87b188fc45.html

New Auto Sales To Fall 25% In September As Supply Shortages Worsen.

Inside Radio (J.D. Power and LMC Automotive) September 30, 2021

http://www.insideradio.com/free/new-auto-sales-to-fall-25-in-september-as-supply-shortages-worsen/article_d967f40e-21bb-11ec-a62c-1f053ebdbb66.html

Drink Up: RAB Drills Down Into Beverage Category Strategies.

Inside Radio September 30, 2021

http://www.insideradio.com/free/drink-up-rab-drills-down-into-beverage-category-strategies/article_1e715b30-21bc-11ec-a51b-bf2f30e6073e.html

COVID Concerns Linger, But Borrell Survey Shows Businesses Are Ready To Spend More On Ads.

Inside Radio September 30, 2021

http://www.insideradio.com/free/covid-concerns-linger-but-borrell-survey-shows-businesses-are-ready-to-spend-more-on-ads/article_fa9f8326-21bb-11ec-9f3c-cb408004b3b0.html

The 10 busiest shopping days for holiday 2021 will be...

Chain Store Age September 29, 2021

https://chainstoreage.com/10-busiest-shopping-days-holiday-2021-will-be?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

Skinny Santa: Salesforce Expects Higher Costs, Fewer Online Orders This Holiday Season

MediaPost September 29, 2021

https://www.mediapost.com/publications/article/367357/skinny-santa-salesforce-expects-higher-costs-few.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123852&has_hid=QT49sL4xQ-GvJ7BwwJ5k_A

Report: Consumers remain frustrated, angry over supply chain disruptions

More than 90% of Americans surveyed say more delays are on the way, and two-thirds say they're afraid the challenges will never end.

Supply Chain Quarterly September 29, 2021

<https://www.supplychainquarterly.com/articles/5603-report-consumers-remain-frustrated-angry-over-supply-chain-disruptions>

Streaming Consumption Overtakes Live TV, TV Time-Spent Below Pre-Pandemic Level

MediaPost September 24, 2021

https://www.mediapost.com/publications/article/367247/streaming-consumption-overtakes-live-tv-tv-time-s.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123843&hashid=dbTeyk_KQPCPkUhfRIu1tg

Track These 7 Sales Analytics To Increase Team Performance

GONG September 22, 2021

<https://www.gong.io/blog/sales-analytics/>

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

FTC Commissioner Advocates 'Data Minimization' In Advertising

ad exchanger October 6, 2021

<https://www.adexchanger.com/online-advertising/ftc-commissioner-advocates-data-minimization-in-advertising/>

Audio Attribution: When Big Data Meets Listener Surveys.

Inside Radio (Signal Hill Insights) October 6, 2021

http://www.insideradio.com/free/audio-attribution-when-big-data-meets-listener-surveys/article_9589d1b8-266f-11ec-9332-8f6e2f0f9daf.html

How to Train a Sales Manager

The Center For Sales Strategy (Kurt Sima) October 6, 2021

https://blog.thecenterforsalesstrategy.com/how-to-train-a-sales-manager?utm_campaign=subscriber&utm_medium=email&_hsmi=167670669&_hsenc=p2ANqtz--EfYedPFB6kbvcbN-G-IDR3l33K0L1crn8whG4PZEklj_CikWswpsP3ngYuYAqIpcRy-ORFbTTRm46uVUNmAeYLUqhLg&utm_content=167670669&utm_source=hs_email

Forecast: Streaming Audio/Podcasting Among 2022's Top Growth Media.

Inside Radio (Borrell) October 5, 2021

http://www.insideradio.com/free/forecast-streaming-audio-podcasting-among-2022-s-top-growth-media/article_fdfaa17a-25a5-11ec-9bfe-f7e63d5b877f.html

Will Nielsen's MRC troubles be a turning point for cross-channel ratings?

MARKETINGDIVE October 4, 2021

https://www.marketingdive.com/news/will-nielsens-mrc-troubles-be-a-turning-point-for-cross-channel-ratings/607546/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-10-06%20Marketing%20Dive%20Newsletter%20%5Bissue:37151%5D&utm_term=Marketing%20Dive

Local Advertising To See 6.4% 2022 Growth Following Robust 9.9% 2021 Rebound

MediaPost October 5, 2021

https://www.mediapost.com/publications/article/367516/local-advertising-to-see-64-2022-growth-followin.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123864&hashid=0GmwUb-VQzGI9svJRwTNRa

Measurement In The Age Of Data and Fragmentation

MediaPost October 4, 2021

https://www.mediapost.com/publications/article/367501/measurement-in-the-age-of-data-and-fragmentation.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123864&hashid=0GmwUb-VQzGI9svJRwTNRa

Forecast: Streaming Audio/Podcasting Among 2022's Top Growth Media.

Inside Radio (Borrell) October 5, 2021

http://www.insideradio.com/free/forecast-streaming-audio-podcasting-among-2022-s-top-growth-media/article_fdfaa17a-25a5-11ec-9bfe-f7e63d5b877f.html

Total Radio Solution Is Wide Orbit's New All-In-One Product.

Inside Radio October 5, 2021

http://www.insideradio.com/free/total-radio-solution-is-wide-orbit-s-new-all-in-one-product/article_151ebd9c-25a5-11ec-ac63-aba0829add43.html

FCC Could Recommence Race and Gender Reporting for Broadcasters

RadioWorld October 4, 2021

https://www.radioworld.com/news-and-business/business-and-law/fcc-could-recommence-race-and-gender-reporting-for-broadcasters?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=D360524E-D7DB-45F7-885B-D1F5E9622DA1&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

Digital Advertising Market Remains Strong Amid Regulatory Risks Growth is priced into most valuations, but the top advertisers still have our attention.

Morningstar October 5, 2021

<https://www.morningstar.ca/ca/news/215761/digital-advertising-market-remains-strong-amid-regulatory-risks.aspx>

WARC Audio Ad Inequity Study Seen As 'Milestone.' Will It Bridge The Gap?

Inside Radio October 4, 2021

http://www.insideradio.com/free/warc-audio-ad-inequity-study-seen-as-milestone-will-it-bridge-the-gap/article_959aa24c-24ec-11ec-b2c0-d71145ebbe75.html

Three Things Radio Can Do To Narrow The Spending Gap.

Inside Radio October 4, 2021

http://www.insideradio.com/free/three-things-radio-can-do-to-narrow-the-spending-gap/article_783f0120-24ec-11ec-a641-97b679b9e38a.html

A Social Media Strategy for Recruitment

The Center For Sales Strategy (Elissa Nauful) October 4, 2021

https://blog.thecenterforsalesstrategy.com/a-social-media-strategy-for-recruitment?utm_campaign=subscriber&utm_medium=email&_hsmi=166852631&_hsenc=p2ANqtz--JTUosbkhXZA6Hv9XIWjSOIYxmvGESOV0ObyxLfgqrrC2LVcTAvH8vt1nW8fuZ5RgmTUKrRkGqf3W4uNyVN843mngkgA&utm_content=166852631&utm_source=hs_email

Audi Encourages Support for Hybrid Radio

Broadcasters should embrace it to provide metadata via the online connection

RadioWorld October 4, 2021

https://www.radioworld.com/news-and-business/news-makers/audi-encourages-support-for-hybrid-radio?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=DDB8EE81-6902-4B4C-9919-25ABC06D9D64&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

U.S. 2022 Political Ads To Hit Record Levels, Estimates \$7.8B-\$8.9B

MediaPost (Wayne Friedman) September 30, 2021

https://www.mediapost.com/publications/article/367418/us-2022-political-ads-to-hit-record-levels-esti.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123847&has_hid=CKfKjD-IQuCPkoXp87oXHg

OZY Media, Celebrity Hype, And Houses Of Cards

Jacobs Media Strategies (Fred Jacobs) October 4, 2021

<https://jacobsmedia.com/radio-you-can-trust-our-numbers/>

Why De-Duplication Is Becoming The New Reach & Frequency

MediaPost October 4, 2021

https://www.mediapost.com/publications/article/367467/why-de-duplication-is-becoming-the-new-reach-fre.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123849&has_hid=XOWE7PwDT4-lekA7MLbhQg

AdvertiseCast Says September Podcast CPMs Up 10% Over Last Year.

Inside Radio October 1, 2021

http://www.insideradio.com/podcastnewsdaily/advertisecast-says-september-podcast-cpms-up-10-over-last-year/article_a724a804-22d6-11ec-9abd-c7b937cfd47d.html

BIA: Political Will Push Local TV Ad Revenues Up 26.5% In 2022.

Inside Radio October 1, 2021

http://www.insideradio.com/free/bia-political-will-push-local-tv-ad-revenues-up-26-5-in-2022/article_9d1cc824-2280-11ec-b4bc-bfbf61868432.html

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