

OCTOBER 13, 2021

By now you should have all received an invitation to our **Selling/Buying AM/FM Radio Using Impressions** GoToWebinar presentation for next Wednesday, October 20, at 10am. This webinar will be co-hosted by Tony Hereau, VP Audience Insights at Nielsen Audio, and me. If you did not receive the invitation to register, let me know and I will forward it to you. Remember that you can also forward to your sales staff so that they can also register. Reach out to me if you are having any difficulty. I can see by my GoToWebinar dashboard that 45 of you have already registered.

In today's specially curated lists of articles and resources there is a lot of important information for you on many topics affecting media and media sales, the economic outlook, sales training, retail and general business and much more. Be sure to scan through the entire lists for topics on the issues most important to you. There are many topics that will create new opportunities for growth.

Now, onto the latest audience trending data for our PPM measured markets. Today we look at the results for October Week 2. There is the usual ups and downs inherent with this research but the main word to describe the results is stability:

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
Oct Week 2 - 646,100

Cume:

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

Oct Week 1 - 10,077,000
Oct Week 2 - 10,147,000

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
Oct Week 2 - 112,100

Cume:

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

Oct Week 1 - 1,934,200
Oct Week 2 - 1,866,700

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
Oct Week 2 - 135,800

Cume:

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

Oct Week 1 - 2,485,100
Oct Week 2 - 2,505,900

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

- Alvin Toffler

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Survey Says: Sellers Are Optimistic

Radio Ink (SalesFuel) October 13, 2021

<https://radioink.com/2021/10/13/survey-says-sellers-are-optimistic/>

Growth Of National Podcast Ad Spending May Lead Local Advertisers To Follow, Says Borrell.

Inside Radio (Borrell) October 13, 2021

http://www.insideradio.com/podcastnewsdaily/growth-of-national-podcast-ad-spending-may-lead-local-advertisers-to-follow-says-borrell/article_d02ccb3e-2c43-11ec-affd-df1c3135701a.html

Strong Consumer Confidence Bodes Well For Ad Economy

MediaPost October 13, 2021

https://www.mediapost.com/publications/article/367756/strong-consumer-confidence-bodes-well-for-ad-econo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123953&hashid=o5sexdpQRQeeqa1Ux78qbw

Fearing Shortages, Shoppers Bank On Early Holiday Shopping

MediaPost (ICSC) October 12, 2021

https://www.mediapost.com/publications/article/367732/fearing-shortages-shoppers-bank-on-early-holiday.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123945&hashid=akE-7z-LS1W9CYmV5M9xXA

Automaker TV Spending Increases In September

MediaPost October 12, 2021

https://www.mediapost.com/publications/article/367735/automaker-tv-spending-increases-in-september.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123950&hashid=XOWE7PwDT4-lekA7MLbhQg

Latest Research Shows AM/FM Listening, Vehicular Traffic Are Both Up.

Inside Radio October 12, 2021

http://www.insideradio.com/free/latest-research-shows-am-fm-listening-vehicular-traffic-are-both-up/article_a200848c-2b29-11ec-b4ef-fb81a35e9d70.html

FACEBOOK USERS UNLIKELY TO DELETE APP BUT WANT BRANDS TO PULL ADS, POLL FINDS

Ad Age October 12, 2021

<https://adage.com/article/digital-marketing-ad-tech-news/facebook-users-unlikely-delete-app-want-brands-pull-ads/2371791>

How Sales Teams Can Take Communication with Prospects to the Next Level

The Center For Sales Strategy (Amanda Meade) October 12, 2021

https://blog.thecenterforsalesstrategy.com/how-sales-teams-can-take-communication-with-prospects-to-the-next-level?utm_campaign=subscriber&utm_medium=email&hsmi=169908703&hsenc=p2ANqtz--1dJ9ULSPVX3RFFPY8pAbm-j-GLp8SJINhNPmCGpcxrwevhLVH37dnAqVXCyhrVu-H9Iw9b8-nd_qE5QmcE1J6B14bRQ&utm_content=169908703&utm_source=hs_email

US retail holiday season sales will grow the fastest in years despite ecommerce deceleration

eMarketer October 11, 2021

https://www.emarketer.com/content/us-retail-holiday-season-sales-will-grow-fastest-years-despite-ecommerce-deceleration?utm_source=Triggermail&utm_medium=email&utm_campaign=1120211012RetailHolidayCOTD&utm_term=New%20COTD%202020

Holiday survey: 58% of shoppers plan to shop in stores; top six retailers are...

Chain Store Age October 11, 2021

https://chainstoreage.com/holiday-survey-58-shoppers-plan-shop-stores-top-six-retailers-are?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

New Research Shows How Much Incremental Reach Radio Delivers For P&G.

Inside Radio (Audio Active Group) October 11, 2021

http://www.insideradio.com/free/new-research-shows-how-much-incremental-reach-radio-delivers-for-p-g/article_3c00ec3a-2a66-11ec-ac76-57d4c8da2784.html

A Brand That Sees The Upside Of Radio

Radio + Televisions Business Report October 11, 2021

<https://www.rbr.com/mm-spot-10-radio-101121/>

Advertising Case For Podcasts Is Loud And Clear

MediaPost October 11, 2021

https://www.mediapost.com/publications/article/367681/advertising-case-for-podcasts-is-loud-and-clear.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123919&hshid=nPO6kNh8ToCb2_NBH4Mycg

California Will Require Gender-Neutral Store Displays for Kids

Adweek October 11, 2021

https://www.adweek.com/commerce/california-require-gender-neutral-store-displays-for-kids/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Commerce_Newsletter_211011113509&lyt_id=1385784

4 Ways To Increase Sales + A Bonus

Radio Ink (Loyd Ford) October 8, 2021

<https://radioink.com/2021/10/08/4-ways-to-increase-sales-a-bonus/>

Use Your Format's Strength to Grow Billing

Radio Ink (Charlie Sislen) October 11, 2021

<https://radioink.com/2021/10/11/use-your-formats-strength-to-grow-billing/>

Despite Shortage Of New Cars, Automotive Analyst Sees Reasons to Be Optimistic.

Inside Radio (JD Power) October 11, 2021

http://www.insideradio.com/free/despite-shortage-of-new-cars-automotive-analyst-sees-reasons-to-be-optimistic/article_1bf37188-2a66-11ec-820a-63e60840eef4.html

Consumer Assumptions Based On Age No Longer Apply

MediaPost October 11, 2021

https://www.mediapost.com/publications/article/367621/consumer-assumptions-based-on-age-no-longer-apply.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123914&hshid=XOWE7PwT4-lekA7MLbhQg

New Nielsen Report Details Hispanics' Engagement With Radio, Podcasts.

Inside Radio October 11, 2021

http://www.insideradio.com/free/new-nielsen-report-details-hispanics-engagement-with-radio-podcasts/article_db2be57c-2a65-11ec-9df7-5b8a071a272b.html

They Don't Know... And They Don't Know They Don't Know!

Radio Ink (Rick Fink) October 11, 2021

https://radioink.com/2021/10/11/they-dont-know-and-they-dont-know-that-they-dont-know/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Poor Auto Financials Likely As Sales Sag, But Forecasts Point To Strong Turnaround

Forbes October 10, 2021

<https://www.forbes.com/sites/neilwinton/2021/10/10/poor-auto-financials-likely-as-sales-sag-but-forecasts-point-to-strong-turnaround/?sh=510a0a5e4316>

Port congestion slowing pace of retail imports

Chain Store Age October 7, 2021

https://chainstoreage.com/port-congestion-slowing-pace-retail-imports?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

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+Weekend+Update&utm_keyword=

Buyer-First Selling: How to Actually Do It

SalesFuel October 9, 2021

<https://salesfuel.com/buyer-first-selling-how-to-actually-do-it/>

The Best Way to Survive Networking

SalesFuel October 9, 2021

<https://salesfuel.com/the-best-way-to-survive-networking/>

Why Networking Emails Matter & How to Write Them

SalesFuel October 9, 2021

<https://salesfuel.com/why-networking-emails-matter-how-to-write-them/>

Media Habits Are Changing Rapidly For Young Adults, Making Ad Targeting More Challenging

Forbes October 7, 2021

<https://www.forbes.com/sites/bradadgate/2021/10/07/media-habits-are-changing-rapidly-for-young-adults-making-targeting-more-challenging/?sh=36b56e263303>

Higher prices, weaker targeting push companies to rethink digital ads

AXIOS October 7, 2021

<https://www.axios.com/higher-prices-weaker-targeting-push-companies-to-rethink-digital-ads-807bb2c7-2cf9-4da5-9033-812bfc7cafdf.html>

11 ways to overcome sales call reluctance & build iron confidence

Close October 8, 2021

<https://blog.close.com/sales-call-reluctance/>

HOW BRANDS CELEBRATE HISPANIC HERITAGE ALL YEAR LONG

Ad Age October 8, 2021

<https://adage.com/article/marketing-news-strategy/how-brands-celebrate-hispanic-heritage-all-year-long/2371586>

Selling to an Executive? Follow These 10 Steps to Win their Respect

LinkedIn October 4, 2021

<https://www.linkedin.com/business/sales/blog/b2b-sales/how-to-sell-to-executives-and-ceos>

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

BIA: Local Radio Ad Revenue Expected To Grow To \$12.7 Billion In 2022.

Inside Radio (BIA Advisory Services) October 13, 2021

http://www.insideradio.com/free/bia-local-radio-ad-revenue-expected-to-grow-to-12-7-billion-in-2022/article_ae380248-2bf1-11ec-92e9-b3c16ae4b229.html

Mobile Ad Dollars Will Top Direct Mail Spending in Local Media for the First Time

ADWEEK (BIA/KELSEY) October 13, 2021

<https://www.adweek.com/performance-marketing/mobile-ad-dollars-will-top-direct-mail-spending-in-local-media-for-the-first-time/?ntfData=login>

And here is another take on this big story:

Mobile Overtakes Mail As Top Local Ad Medium

MediaPost (BIA/Kelsey) October 13, 2021

https://www.mediapost.com/publications/article/367689/mobile-overtakes-mail-as-top-local-ad-medium.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123950&hashid=XOWE7PwDT4-lekA7MLbhQg

Are D.C. Leaders Broadcast Media's Digital Defenders?

Radio + Television Business Report (Adam Jacobson) October 13, 2021

<https://www.rbr.com/are-d-c-leaders-broadcast-medias-digital-defenders/>

70% Of Buyers Say All TV Should Be Bought On Impressions

MediaPost October 13, 2021

<https://www.mediapost.com/publications/article/367744/70-of-buyers-say-all-tv-should-be-bought-on-impre.html>

U.S. Consumers Spent 4.2 Hours Daily In Mobile Apps In Q3

MediaPost (App Annie) October 13, 2021

https://www.mediapost.com/publications/article/367747/us-consumers-spent-42-hours-daily-in-mobile-app.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123950&has_hid=XOWE7PwT4-lekA7MLbhQg

Strategies to Enhance Your Recruitment Strategy

The Center For Sales Strategy (Elissa Nauful) October 13, 2021

https://blog.thecenterforsalesstrategy.com/strategies-to-enhance-your-recruitment-strategy?utm_campaign=subscriber&utm_medium=email&hsmi=170313308&hsenc=p2ANqtz-UGUDXWnpkX7L2isN6X9-ahzrUtiegp-NnJ00QkiwoviXEhq4fFeFzfpWHRQVpXYODqfws0_iO5-Z1AC_Kk7Kxk83rjA&utm_content=170313308&utm_source=hs_email

Consumers Are Gobbling Up More Content Than Ever. New Study Asks: Who Will Create It?

Inside Radio (Futuri/SmithGeiger) October 13, 2021

http://www.insideradio.com/free/consumers-are-gobbling-up-more-content-than-ever-new-study-asks-who-will-create-it/article_49b18e70-2bf1-11ec-b314-2ff1fed345ce.html

Podtrac Saw An Uptick In Downloads Last Week.

Inside Radio October 12, 2021

http://www.insideradio.com/podcastnewsdaily/podtrac-saw-an-uptick-in-downloads-last-week/article_aab9ded0-2b7d-11ec-bcab-e71bda90f6b8.html

Vaccines Or Mask Mandates For Station Events May Not Be A Turn-Off With Listeners.

Inside Radio (MusicWatch) October 12, 2021

http://www.insideradio.com/free/vaccines-or-mask-mandates-for-station-events-may-not-be-a-turn-off-with-listeners/article_04a8bcb8-2b29-11ec-988f-23d40bd558f6.html

Comscore Goes Live with Measurement for YouTube and YouTube TV

Broadcasting + Cable October 12, 2021

(Note: this cross platform aggregation of listeners/listening is exactly where radio needs to go regardless of the provider)

<https://www.nexttv.com/news/comscore-live-with-measurement-for-youtube-and-youtube-tv>

FACEBOOK IS CHANGING HOW IT COUNTS PEOPLE FOR ADS MEASUREMENT

Advertisers will see increases in pre-campaign audience estimates

Ad Age October 12, 2021

<https://adage.com/article/digital-marketing-ad-tech-news/facebook-changing-how-it-counts-people-ads-measurement/2372071>

Does Your Project Have a Purpose?

Harvard Business Review October 11, 2021

(Note: I am a big believer in this management technique as well as asking the question "What else?", especially in sales forecasting and planning)

<https://hbr.org/2021/10/does-your-project-have-a-purpose>

Contextual Ad Targeting Is On The Upswing – And That Could Help Radio.

Inside Radio (Advertiser Perceptions) October 12, 2021

http://www.insideradio.com/free/contextual-ad-targeting-is-on-the-upswing-and-that-could-help-radio/article_bf5c0840-2b28-11ec-b2c9-b7d5f049cae8.html

Sustainability Act Would Offer Tax Credit for Local Journalist Hires

The NAB is encouraging its broadcast members to press Congress to support the legislation

RadioWorld October 11, 2021

https://www.radioworld.com/news-and-business/business-and-law/sustainability-act-would-offer-tax-credit-for-local-journalist-hires?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=A91BB43E-4B8F-4801-8C28-E38604644D2B&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

“What If I Don’t Have A Favorite Radio Station?”

Jacobs Media Strategies (Fred Jacobs) October 12, 2021

<https://jacobsmedia.com/what-if-i-dont-have-a-favorite-radio-station/>

NAB Says Social Media Isn’t Enough To Be A Qualified Candidate. Stations Need To See Boots On The Ground.

Inside Radio October 11, 2021

http://www.insideradio.com/free/nab-says-social-media-isn-t-enough-to-be-a-qualified-candidate-stations-need-to/article_bd0905b6-2a65-11ec-afcf-d7326e1f678b.html

Ad Execs: Contextual Is King, Again

MediaPost October 8, 2021

https://www.mediapost.com/publications/article/367586/ad-execs-contextual-is-king-again.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123912&hashid=akE-7z-LS1W9CYmV5M9xXA

SRDS Launches Tools Fostering Diverse Audience Planning, Buying

MediaPost October 8, 2021

https://www.mediapost.com/publications/article/367638/srds-launches-tools-fostering-diverse-audience-pla.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123913&hashid=CKfKjD-IQuCPkoXp87oXHg

Hispanics Continue To Break The Mold With Census Answers

MediaPost October 7, 2021

https://www.mediapost.com/publications/article/367603/hispanics-continue-to-break-the-mold-with-census-a.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123919&hashid=nPO6kNh8ToCb2_NBH4Mycg

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