

OCTOBER 27, 2021

Our webinar for your invited advertising agencies and clients went very well today and by now you should have received a copy of the press release and a PDF version of the presentation deck for your use. I will forward a link to the recording of today's event soon. Liz will also post all these materials on the SCBA website as resources.

The radio/ad industry trade press are already picking up on our story and the first item in the Sales and Advertisers selection of curated articles today is a breaking story in Inside Radio. Also, there are several articles in both sections today that support the findings and practices included in our presentation so be sure to keep an eye out for those.

Now let's take a preview look at the Nielsen audience trending data for our PPM markets for the week. This is October Week 4 so it also marks the end of the October monthly survey. Both the week and the month are previewed below and they hold good news for Radio:

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

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500
Oct Monthly - 660,800

Oct Week 1 - 654,500
Oct Week 2 - 646,100
Oct Week 3 - 671,700
Oct Week 4 - 670,700

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100

Oct Week 1 - 10,077,000
Oct Week 2 - 10,147,000
Oct Week 3 - 10,276,500
Oct Week 4 - 10,124,100

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

AQH:

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600
Oct Monthly - 116,900

Oct Week 1 - 120,200
Oct Week 2 - 112,100
Oct Week 3 - 115,400
Oct Week 4 - 120,000

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900
Oct Monthly - 1,928,200

Oct Week 1 - 1,934,200
Oct Week 2 - 1,866,700
Oct Week 3 - 1,946,000
Oct Week 4 - 1,965,900

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

AQH:

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300
Oct Monthly - 136,000

Oct Week 1 - 140,500
Oct Week 2 - 135,800
Oct Week 3 - 133,600
Oct Week 4 - 134,300

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600

Oct Week 1 - 2,485,100
Oct Week 2 - 2,505,900
Oct Week 3 - 2,554,700
Oct Week 4 - 2,520,600

“Learning is the beginning of wealth. Learning is the beginning of health. Learning is the beginning of spirituality. Searching and learning is where the miracle process all begins.”

— Jim Rohn

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Nielsen-SCBA Study Highlights Advantages Of Impressions-Based Radio Ad Sales.

Inside Radio October 27, 2021

http://www.insideradio.com/free/nielsen-scba-study-highlights-advantages-of-impressions-based-radio-ad-sales/article_eb0d4212-374c-11ec-b789-d3f24a1bee4c.html

Nielsen's African American Consumer Study Notes Power Of Audio, Challenges To Advertisers.

Inside Radio October 27, 2021

http://www.insideradio.com/podcastnewsdaily/niensens-african-american-consumer-study-notes-power-of-audio-challenges-to-advertisers/article_eaf644d8-3745-11ec-abf3-13279e4f4484.html

What You Say AND How You Say It Matter When Presenting

MediaPost October 27, 2021

https://www.mediapost.com/publications/article/368146/what-you-say-and-how-you-say-it-matter-when-presen.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124111&hashid=13ziehw8S-6SGyiO6J0RFg

RAB: Take Advantage Of Co-op Ad Opportunities Before Year's End.

Inside Radio (RAB) October 27, 2021

http://www.insideradio.com/free/rab-take-advantage-of-co-op-ad-opportunities-before-years-end/article_f01c8376-36f2-11ec-9912-43612da9f274.html

How user trust in social media platforms could affect engagement with ads

eMarketer October 26, 2021

<https://www.emarketer.com/content/how-user-trust-social-media-platforms-could-affect-engagement-with-ads?ecid=NL1001>

Looking To Attract Younger Consumers? Try An Omni-Channel Content Model.

Inside Radio (Futuri/Smith Geiger Group) October 27, 2021

http://www.insideradio.com/free/looking-to-attract-younger-consumers-try-an-omni-channel-content-model/article_dc30f814-36f3-11ec-9fd0-a3bb3a8871fe.html

Audacy To Advertisers: Bundling AM/FM, Digital 'Mirrors Modern Media Consumer's Audio Journey.'

Inside Radio (Media Village) October 27, 2021

http://www.insideradio.com/free/audacy-to-advertisers-bundling-am-fm-digital-mirrors-modern-media-consumers-audio-journey/article_698e15a8-36f3-11ec-ba2c-0f24d4d4322d.html

Consumer confidence rises in October

Chain Store Age (The Conference Board) October 26, 2021

https://chainstoreage.com/consumer-confidence-rises-october?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Making A Case For Why Better Ad Creative Can Grow Audio's Impact.

Inside Radio (Audio Active Group) October 26, 2021

http://www.insideradio.com/podcastnewsdaily/making-a-case-for-why-better-ad-creative-can-grow-audio-s-impact/article_534bfff0-3674-11ec-9a89-3f44aa90555c.html

Facebook's CPMs Rise Amid Apple's Privacy Changes

MediaPost October 26, 2021

https://www.mediapost.com/publications/article/368107/facebooks-cpms-rise-amid-apples-privacy-changes.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124095&hashid=o5sexdpQRQeeqa1Ux78qbw

How to Survive the Bargaining Stage of a Sale

SalesFuel October 23, 2021

<https://salesfuel.com/how-to-survive-the-bargaining-stage-of-a-sale/>

Recover From A Sales-Call-Gone-Bad With These 3 Steps

SalesFuel October 23, 2021

<https://salesfuel.com/recover-from-a-sales-call-gone-bad-with-these-3-steps/>

Selling Remotely: It's Time to Polish Your Skills

SalesFuel October 23, 2021

<https://salesfuel.com/selling-remotely-its-time-to-polish-your-skills/>

NRF: Holiday spending will be on par with last year

Chain Store Age (National Retail Federation) October 21, 2021

https://chainstoreage.com/nrf-holiday-spending-will-be-par-last-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=

US Celanese sees auto sector flat next year as chip shortage will persist

ICIS October 22, 2021

<https://www.icis.com/explore/resources/news/2021/10/22/10697830/us-celanese-sees-auto-sector-flat-next-year-as-chip-shortage-will-persist>

Hotels and Resorts Check Out New Ways to Appeal to Consumers

Hospitality brands are focusing on unique experiences and safety protocols

ANA October 22, 2021

https://www.ana.net/magazines/show/id/ana-2021-10-hospitality-marketing-woes?st3=211022newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=211022-newsstandnow-non&zs=FANij1&zl=c9Qx7

WARC: Ad Allocations For TV And Social Media Far Exceed Consumption.

Inside Radio October 22, 2021

http://www.insideradio.com/free/warc-ad-allocations-for-tv-and-social-media-far-exceed-consumption/article_039a279c-3305-11ec-8e8c-07fde1abc792.html

Bombed a Sales Call? Join the Club. Do These 3 Things to Recover.

LinkedIn October 11, 2021

<https://www.linkedin.com/business/sales/blog/real-sales/how-to-recover-from-a-bad-sales-call>

The Brain Processes Speech in Parallel With Other Sounds

Quanta Magazine October 21, 2021

<https://www.quantamagazine.org/the-brain-processes-speech-in-parallel-with-other-sounds-20211021/>

Cultural Connectors, Like Music And Sports, Central To Marketing To Latinos.

Inside Radio (Advertisingweek) October 22, 2021

http://www.insideradio.com/free/cultural-connectors-like-music-and-sports-central-to-marketing-to-latinos/article_8e1e5cd0-3305-11ec-90a6-63e340f2ae14.html

Sports Books Are Huge Ad Spenders. Here's Whose Winning The Awareness Battle.

Inside Radio October 22, 2021

http://www.insideradio.com/free/sports-books-are-huge-ad-spenders-here-s-whose-winning-the-awareness-battle/article_63b699bc-3305-11ec-b73c-7b2f30795f36.html

Study: Supply chain, shipping issues could boost in-store holiday shopping

Chain Store Age October 21, 2021

https://chainstoreage.com/study-supply-chain-shipping-issues-could-boost-store-holiday-shopping?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Survey: Amid warnings, holiday shopping started to surge in mid-September

Chain Store Age October 21, 2021

https://chainstoreage.com/survey-amid-warnings-holiday-shopping-started-surge-mid-september?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker&utm_keyword=

Radio Connects Retailers with Engaged Couples and Their Big Spending Plans.

Inside Radio (The Media Audit) October 21, 2021

http://www.insideradio.com/free/radio-connects-retailers-with-engaged-couples-and-their-big-spending-plans/article_f858c7ee-323c-11ec-99f4-b3ec0bd432be.html

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

Radio Execs React To The Rosenworcel Nomination

Radio Ink October 27, 2021

<https://radioink.com/2021/10/27/radio-execs-react-to-the-rosenworcel-nomination/>

Message To FCC From Radio: Broadcasters Need Better Access To Fuel During Disasters.

Inside Radio October 27, 2021

http://www.insideradio.com/free/message-to-fcc-from-radio-broadcasters-need-better-access-to-fuel-during-disasters/article_55baf298-36f4-11ec-91d9-57ade19b2b8a.html

Triton Digs Deeper Into Podcast Research

Podcast Business Journal October 27, 2021

https://podcastbusinessjournal.com/triton-digs-deeper-into-podcast-research/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Supply-Chain Constraints On Ad Growth Prove Greatly Exaggerated

MediaPost October 27, 2021

https://www.mediapost.com/publications/article/368137/supply-chain-constraints-on-ad-growth-prove-greatl.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124107&hashid=Xbl3-pODS1exdHSa15Xu_g

If Radio Won't Reinvent Itself, Maybe Someone Else Will

Jacobs Media Strategies (Fred Jacobs) October 27, 2021

<https://jacobsmedia.com/if-radio-wont-reinvent-itself-maybe-someone-else-will/>

Could Regulators Derail Radio's Sports Betting Cash Cow?

Inside Radio (WSJ) October 26, 2021

http://www.insideradio.com/free/could-regulators-derail-radio-s-sports-betting-cash-cow/article_838f4a82-362e-11ec-b9dc-d7e5adb43986.html

What to do When Your Best Sales Reps Haven't Hit Their Numbers

The Center For Sales Strategy October 26, 2021

https://blog.thecenterforsalesstrategy.com/what-to-do-when-your-best-sales-reps-havent-hit-their-numbers?utm_campaign=subscriber&utm_medium=email&_hsmi=175219040&_hsenc=p2ANqtz--Hf9T-r2oPOWb8xDYu3tc838ZxBhGstQnfWxAOr2s67Evt4BaTayRThDt0yXmt-ZeGBonGTB-jzDvIKIFcLulmRJimWg&utm_content=175219040&utm_source=hs_email

3 Ways Facebook Could Rebrand Itself

MediaPost October 26, 2021

https://www.mediapost.com/publications/article/368112/3-ways-facebook-could-rebrand-itself.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124112&hashid=nPO6kNh8ToCb2_NBH4Mycg

eMarketer: Spanish Is Becoming 'The Second Universal Language' For Podcasting.

Inside Radio October 26, 2021

http://www.insideradio.com/podcastnewsdaily/emarketer-spanish-is-becoming-the-second-universal-language-for-podcasting/article_42e47f4c-367a-11ec-96b7-8b8d269288e3.html

NABOB Poised to 'Reset' P&G's Multicultural Digital Buys

Radio + Television Business Report October 25, 2021

<https://www.rbr.com/nabob-poised-to-reset-pgs-multicultural-digital-bu/>

Ad Economy Rose 10.2% In September, Expansion Continues To Decelerate

MediaPost October 22, 2021

https://www.mediapost.com/publications/article/368000/ad-economy-rose-102-in-september-expansion-cont.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124068&has_hid=IZA7uSulTnimoAz9RMXvmQ

Snap Warns Supply-Chain Bottleneck Causing Brands To Delay Spending

MediaPost October 22, 2021

https://www.mediapost.com/publications/article/368016/snap-warns-supply-chain-bottleneck-causing-brands.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124068&has_hid=IZA7uSulTnimoAz9RMXvmQ

The top global media consumption trends of 2021

The Drum October 22, 2021

<https://www.thedrum.com/news/2021/10/22/the-top-global-media-consumption-trends-2021>

Google Charges More Than Twice Its Rivals in Ad Deals, Unredacted Suit Says

According to the suit by state attorneys general, one senior Google employee said the ‘analogy would be if Goldman or Citibank owned the NYSE’

WSJ October 22, 2021

<https://www.wsj.com/articles/google-charges-more-than-twice-its-rivals-in-ad-deals-wins-80-of-its-own-auctions-court-documents-say-11634912297?mod=djemwhatsnews>

Streaming Services Try To Lower Royalty Rates For Songwriters, Publishers To Previous Lows

All Access October 22, 2021

<https://www.allaccess.com/net-news/archive/story/212449/streaming-services-try-to-lower-royalty-rates-for->

Comscore Fires Back at Nielsen on Using Big Data

Broadcasting + Cable October 21, 2021

<https://www.nexttv.com/news/comscore-fires-back-at-nielsen-on-using-big-data>

From Advertising Week: ‘Generation Audio’ Is Changing The Conversation About The Medium.

Inside Radio October 22, 2021

http://www.insideradio.com/podcastnewsdaily/from-advertising-week-generation-audio-is-changing-the-conversation-about-the-medium/article_24df6db2-3356-11ec-9252-07869fcd078e.html

With Younger Audiences Going Ad-Free, Brand Integration Is More Important Than Ever

MediaPost October 22, 2021

https://www.mediapost.com/publications/article/367969/with-younger-audiences-going-ad-free-brand-integr.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124062&has_hid=0GmwUb-VQzGI9svJRwTNRa

Open Programmatic Ad Spend On CTV Grows 50%

MediaPost October 21, 2021

https://www.mediapost.com/publications/article/367984/open-programmatic-ad-spend-on-ctv-grows-50.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124095&hashid=o5sexdpQRQeeqa1Ux78qbw

Your CRM Can't Fix Underperforming Sales, But Sales Performance Management Can

Selling Power October 14, 2021

<https://blog.sellingpower.com/gg/>

Employee Attrition in Sales and How It Impacts Revenue (Even When Sales Reps Return)

MailShake October 6, 2021

<https://mailshake.com/blog/employee-attrition-in-sales/>

NFTs May Be The Next NTR For Radio Stations.

Inside Radio October 22, 2021

http://www.insideradio.com/free/nfts-may-be-the-next-ntr-for-radio-stations/article_b4cf100e-3305-11ec-a8f5-d36203d755eb.html

Robust Digital And Political Are Behind Bullish 2022 Outlook For Radio.

Inside Radio October 21, 2021

http://www.insideradio.com/free/robust-digital-and-political-are-behind-bullish-2022-outlook-for-radio/article_b4cda598-323d-11ec-8a6e-b365f8e1afa2.html

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