

NOVEMBER 17, 2021

This week's Midweek Roundup is like the tag line from an AM/PM radio ad: "Too Much Good Stuff!"

But before we get to the articles and resources, let's kick off this week's installment with a look at the latest Nielsen audience trend data in our PPM measured markets. While we see some normal statistical wobbles in some of the data the overall performance in November Week 3 continues to point to a strong full month performance in November. It is worth noting that Riverside/San Bernardino continues to climb and the AQH metric is now at 95% of the March, 2020, benchmark. Here are the results for November Week 3:

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

Nov Week 1 - 704,700
Nov Week 2 - 679,200
Nov Week 3 - 665,500

Cume:

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

Nov Week 1 - 10,209,500
Nov Week 2 - 10,380,200
Nov Week 3 - 10,258,300

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

Nov Week 1 - 116,600
Nov Week 2 - 117,500
Nov Week 3 - 121,900

Cume:

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

Nov Week 1 - 1,920,000
Nov Week 2 - 1,967,600
Nov Week 3 - 1,970,900

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

Nov Week 1 - 140,700
Nov Week 2 - 144,300
Nov Week 3 - 144,100

Cume:

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

Nov Week 1 - 2,414,100
Nov Week 2 - 2,504,800
Nov Week 3 - 2,492,400

“Knowledge is exploding, so you need to commit yourself to a plan for lifelong learning.”

-Don Tapscott

(Don Tapscott CM is a Canadian business executive, author, consultant and speaker, who specializes in business strategy, organizational transformation and the role of technology in business and society.)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

The Road Ahead For Automotive

Radio Ink November 17, 2021

https://radioink.com/2021/11/17/the-road-ahead-for-automotive/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

As Brand Ad Spending Increases, Analysis Finds Alcohol And Podcasts Are A Good Mix.

Inside Radio (Advertiser Perceptions) November 16, 2021

http://www.insideradio.com/podcastnewsdaily/as-brand-ad-spending-increases-analysis-finds-alcohol-and-podcasts-are-a-good-mix/article_71c260d6-4700-11ec-9312-b7f6b11d54ea.html

Retail sales jump 1.7% in October

Chain Store Age November 16, 2021

https://chainstoreage.com/retail-sales-jump-17-october?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

DoorDash? Uber Eats? Nope. Customers Want To Order Direct.

MediaPost November 16, 2021

https://www.mediapost.com/publications/article/368672/door-dash-uber-eats-nope-customers-want-to-order.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124330&ashid=akE-7z-LS1W9CYmV5M9xXA

With Earlier Holiday Shopping Season, Retailers Ramp Up Spot Counts.

Inside Radio (Media Monitors) November 16, 2021

http://www.insideradio.com/free/with-earlier-holiday-shopping-season-retailers-ramp-up-spot-counts/article_81568c7c-46b3-11ec-91e9-a33da08e886d.html

Mastercard SpendingPulse expects 10% sales growth Thanksgiving Week

Chain Store Age November 15, 2021

https://chainstoreage.com/mastercard-spendingpulse-expects-10-sales-growth-thanksgiving-week?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

How to build a successful brand

Anne Candido shares her expert advice in shaping the identity of a business

Harper's Bazaar November 15, 2021

<https://www.harpersbazaar.com/uk/people-parties/bazaar-at-work/a38197744/how-to-build-a-successful-brand/>

Spoken Word Listenership Increases 40% Since 2014

Young, multicultural audiences key drivers of growth

Radio World (NPR/Edison Research) November 15, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/spoken-word-listenership-increases-40-since-2014?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=65AB3375-3CBD-48B0-9645-081E0C5B1766&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

'Methbot' Digital Ad Fraudster Gets 10-Year Prison Term

MediaPost November 15, 2021

https://www.mediapost.com/publications/article/368654/methbot-digital-ad-fraudster-gets-10-year-prison.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124301&hashid=Xbl3-p0DS1exdHSa15Xu_g

How to Ask for Referrals (with Examples)

The Center For Sales Strategy (Amanda Meade) November 15, 2021

https://blog.thecenterforsalesstrategy.com/how-to-ask-for-referrals-with-examples?utm_campaign=subscriber&utm_medium=email&_hsmi=183118577&_hsenc=p2ANqtz--8wMsi8ONhlfm4ohrdkTMise62gQ98aLR2a7TuAwKufeAzxIN2J3RwiaeSvM5Qb4OP3XnObDrQZbU_azBavGMEMUgy3Q&utm_content=183118577&utm_source=hs_email

Renewals: Sooner is Better than Later

Radio Ink (Rick Fink) November 15, 2021

https://radioink.com/2021/11/15/renewals-sooner-is-better-than-later/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Consultative Discipline Will Help Your Sales

Radio Ink (Loyd Ford) November 15, 2021

https://radioink.com/2021/11/15/how-consultative-discipline-will-help-your-sales/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Shift To At-Home Podcast Listening Appears To Be Holding As Pandemic's Impact Fades.

Inside Radio (Signal Hill Insights) November 12, 2021

http://www.insideradio.com/free/shift-to-at-home-podcast-listening-appears-to-be-holding-as-pandemic-s-impact-fades/article_9a64e48a-4388-11ec-89ba-273d705e8a71.html

Is Social Media Making Us Nuts? Most Americans Think So

MediaPost (Colin Kirkland) November 12, 2021

https://www.mediapost.com/publications/article/368615/is-social-media-making-us-nuts-most-americans-thi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124288&has_hid=luLr_TMuTF6QRLmxCvE43g

Betting On Black Friday: Shoppers Are Waiting For Deals Despite Fear Of Shipping Delays

MediaPost (Ray Schultz) November 12, 2021

https://www.mediapost.com/publications/article/368629/betting-on-black-friday-shoppers-are-waiting-for.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124299&has_hid=mJekFDXrQpCzlaeSPZoRTw

Are Your Clients Investing in Audio?

SalesFuel November 12, 2021

<https://salesfuel.com/are-your-clients-investing-in-audio/>

7 Subject Lines That Get Emails Opened

SalesFuel November 13, 2021

<https://salesfuel.com/7-subject-lines-that-get-emails-opened/>

Consultative Selling Tips To Ensure You Evolve With Buyers

SalesFuel November 13, 2021

<https://salesfuel.com/consultative-selling-tips-to-ensure-you-evolve-with-buyers/>

Qualifying Questions Every Salesperson Should Ask

SalesFuel November 13, 2021

<https://salesfuel.com/qualifying-questions-every-salesperson-should-ask/>

Used car prices will continue to rise amid manufacturing shortage: Swift co-CEO

Used car prices rise as car production hits roadblock

FoxBusiness News November 12, 2021

<https://www.foxbusiness.com/money/used-car-prices-rising-amid-manufacturing-shortage>

New-Vehicle Supply Shortages Could Provide Opportunity For Savvy Marketers.

Inside Radio November 12, 2021

http://www.insideradio.com/free/new-vehicle-supply-shortages-could-provide-opportunity-for-savvy-marketers/article_b9c4857e-4388-11ec-b5bf-8fa8d287cd9a.html

Radio Connects Pet Products Advertisers with Dog Owners.

Inside Radio (The Media Audit) November 11, 2021

http://www.insideradio.com/free/radio-connects-pet-products-advertisers-with-dog-owners/article_bd6b0f10-42c3-11ec-9abe-e7b755e8d733.html

Selling Furniture/Appliances Category

Radio Ink (RAB) November 11, 2021

https://radioink.com/2021/11/11/selling-furniture-appliances-category/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Visa: Accelerated consumer spending in October bodes well for rest of year

Chain Store Age November 10, 2021

https://chainstoreage.com/visa-accelerated-consumer-spending-october-bodes-well-rest-year?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Five Big Predictions for Retail in 2022

Chain Store Age November 10, 2021

https://chainstoreage.com/five-big-predictions-retail-2022?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

House Bill Would Require Platforms To Offer Opt-Outs From Personalized Content

MediaPost November 10, 2021

https://www.mediapost.com/publications/article/368567/house-bill-would-require-platforms-to-offer-opt-out.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124288&hash_id=luLr_TMuTF6QRLmxCvE43g

NRF files lawsuit to postpone vaccine mandate; deadlines ‘virtually impossible’

Chain Store Age November 10, 2021

https://chainstoreage.com/nrf-files-lawsuit-postpone-vaccine-mandate-deadlines-virtually-impossible?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 FORECASTING:

Political Power: A Key to Radio’s 2022 Revenue

Radio Ink November 17, 2021

<https://radioink.com/2021/11/17/political-power-a-key-to-radios-2022-revenue/>

Women And Video Are Propelling The Growth Of Black Podcast Listening, Study Finds.

Inside Radio November 17, 2021

http://www.insideradio.com/free/women-and-video-are-propelling-the-growth-of-black-podcast-listening-study-finds/article_f518380c-4778-11ec-9fff-072f850ef35a.html

US Media and Entertainment Digital Ad Spending Forecast 2021

What to Expect in 2022 as Both Industries Move Past Pandemic

eMarketer November 16, 2021

<https://www.emarketer.com/content/us-media-entertainment-digital-ad-spending-forecast-2021>

FCC Says Its Antenna Rules Are ‘Outdated’ And Potential Changes Could Save FMs Time And Money.

Inside Radio November 17, 2021

http://www.insideradio.com/free/fcc-says-its-antenna-rules-are-outdated-and-potential-changes-could-save-fms-time-and/article_28e1582c-4778-11ec-943e-eb9846571385.html

Court Ban Of Federal Vaccine Mandate Has Broadcasters Watching Situation Closely.

Inside Radio November 16, 2021

http://www.insideradio.com/free/court-ban-of-federal-vaccine-mandate-has-broadcasters-watching-situation-closely/article_3b61f718-46b5-11ec-8efb-37e55e963552.html

Sales Leaders Challenge: How to Effectively Manage Change

The Center For Sales Strategy (Stephanie Stoll) November 16, 2021

https://blog.thecenterforsalesstrategy.com/sales-leaders-challenge-how-to-effectively-manage-change?utm_campaign=subscriber&utm_medium=email&hsmi=183552119&hsenc=p2ANqtz-91jpC4eJa61ER2sqd3xz-YuCTnYqKU8PnJrcXTgLTirw4joivQxKOj6LdOHeazzQcCSFdXZ6lpkJye4bHVpPjr3NDA&utm_content=183552119&utm_source=hs_email

Why Radio Should Be Sweating Its Positioning Language

Jacobs Media Strategies (Fred Jacobs) November 16, 2021

<https://jacobsmedia.com/why-radio-should-be-sweating-its-positioning-language/>

A Radio Revenue Forecast from Kagan? You Bet

Radio + Television Business Report November 15, 2021

<https://www.rbr.com/a-radio-revenue-forecast-from-kagan-you-bet/>

Radio Revenue Forecast To Grow To \$15.8 Billion In 2022, As Total Broadcast Hits \$40B Mark.

Inside Radio (S&P Global) November 15, 2021

http://www.insideradio.com/free/radio-revenue-forecast-to-grow-to-15-8-billion-in-2022-as-total-broadcast-hits/article_ed43a566-45e9-11ec-9978-3372f6dbd5fe.html

Time-Shifted Content May Help Radio Station Ratings, But Listening Time Needs To Grow.

Inside Radio (Nielsen/Futuri) November 15, 2021

http://www.insideradio.com/podcastnewsdaily/time-shifted-content-may-help-radio-station-ratings-but-listening-time-needs-to-grow/article_6c6a3422-463f-11ec-95d3-1730d4398ef4.html

Downloads Grew Three Percent Last Week Says Podtrac.

Inside Radio (PODTRAC) November 15, 2021

http://www.insideradio.com/podcastnewsdaily/downloads-grew-three-percent-last-week-says-podtrac/article_fbb6a2f6-463e-11ec-a461-d323cafce48b.html

Third Quarter Ad Trends: Sports Betting Was Hot, Auto Was Not.

Inside Radio November 15, 2021

http://www.insideradio.com/free/third-quarter-ad-trends-sports-betting-was-hot-auto-was-not/article_0d339f34-45ea-11ec-8bc1-3f593a6249ff.html

The Cost Of Everything Is Going Up. That Includes Radio Ad Prices.

Inside Radio (ECI Media Management) November 15, 2021

http://www.insideradio.com/free/the-cost-of-everything-is-going-up-that-includes-radio-ad-prices/article_9018ceca-45e9-11ec-b131-b3f20229b1e8.html

Securing A Single Media Currency Is Tricky

MediaPost (Wayne Friedman) November 12, 2021

https://www.mediapost.com/publications/article/368592/securing-a-single-media-currency-is-tricky.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124292&hashid=GkaoK9PSSKGhs-uNohSxFw

Radio, Outdoor Media Drive Biggest Gains In Forecast Of Ad Prices

MediaPost November 11, 2021

https://www.mediapost.com/publications/article/368582/radio-outdoor-media-drive-biggest-gains-in-foreca.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124304&hashid=o5sexdpQRQeeqa1Ux78qbw

2021 Ad Price Inflation Revised Up A Full Percentage Point To +4.4%

MediaPost November 11, 2021

https://www.mediapost.com/publications/article/368577/2021-ad-price-inflation-revised-up-a-full-percenta.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124294&hashid=IZA7uSulTnimoAz9RMXvmQ

Advocates And Ad Industry Already At Odds Over California's New Privacy Law

MediaPost November 11, 2021

https://www.mediapost.com/publications/article/368600/advocates-and-ad-industry-already-at-odds-over-cal.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124288&has_hid=luLr_TMuTF6QRLmxCvE43g

Radio Forecast: Bob Pittman On How Recovery Continues In 2022.

Inside Radio November 11, 2021

http://www.insideradio.com/free/radio-forecast-bob-pittman-on-how-recovery-continues-in-2022/article_53d5d976-42c4-11ec-8efb-9f485d90a8dc.html

Hybrid Radio Seen As Key To Winning 'The Battle For The Dash.'

Inside Radio November 11, 2021

http://www.insideradio.com/free/hybrid-radio-seen-as-key-to-winning-the-battle-for-the-dash/article_2f523bee-42c4-11ec-8af2-0765315a6f27.html

Gordon Smith's 9 Points of Light

Radio Ink November 11, 2021

https://radioink.com/2021/11/11/gordon-smiths-9-points-of-light/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

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