

NOVEMBER 24, 2021

We have a Thanksgiving feast of important articles and resources for your consumption this week, so let's first whet your appetite with some appealing results from Nielsen in our PPM markets for November Week 4 and November Full Month.

Wishing you and your families a very Happy Thanksgiving celebration!

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 Monthly - 678,200

Nov Week 1 - 704,700
Nov Week 2 - 679,200
Nov Week 3 - 665,500
Nov Week 4 - 678,900

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100
Nov Monthly - 10,281,100

Nov Week 1 - 10,209,500
Nov Week 2 - 10,380,200
Nov Week 3 - 10,258,300
Nov Week 4 - 10,287,400

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 Monthly - 119,700

Nov Week 1 - 116,600

Nov Week 2 - 117,500

Nov Week 3 - 121,900

Nov Week 4 - 122,500

Cume:

July Monthly - 1,929,800

Aug Monthly - 1,881,700

Sept Monthly - 1,897,900

Oct Monthly - 1,928,200

Nov Monthly - 1,936,300

Nov Week 1 - 1,920,000

Nov Week 2 - 1,967,600

Nov Week 3 - 1,970,900

Nov Week 4 - 1,886,700

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 Monthly - 141,400

Nov Week 1 - 140,700

Nov Week 2 - 144,300

Nov Week 3 - 144,100

Nov Week 4 -

Cume:

July Monthly - 2,363,700

Aug Monthly - 2,399,900

Sept Monthly - 2,448,400

Oct Monthly - 2,516,600

Nov Monthly - 2,481,400

Nov Week 1 - 2,414,100

Nov Week 2 - 2,504,800

Nov Week 3 - 2,492,400

Nov Week 4 - 2,514,300

“The game of life is the game of everlasting learning. At least it is if you want to win.”

— Charlie Munger

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

Radio Continues to Nail It for Home Improvement Projects.

Inside Radio (The Media Audit) November 24, 2021

http://www.insideradio.com/free/radio-continues-to-nail-it-for-home-improvement-projects/article_ef15f414-4cf3-11ec-bfd1-0b24b1116141.html

Deloitte: Holiday Weekend Sales To Increase 12%.

Inside Radio November 24, 2021

http://www.insideradio.com/free/deloitte-holiday-weekend-sales-to-increase-12/article_5335ca4c-4cf3-11ec-9686-6f8713f7490d.html

Five observations about small business to shape B2B marketers’ 2022 brand and marketing strategies

ANA (Cargo) November 24, 2021 (Orig. November 9, 2021)

https://www.ana.net/magazines/show/id/forward-2021-11-cargo-no-looking-back?utm_medium=email&utm_source=smartbrief&utm_campaign=mkc-newsstand-forward_newsletter-ba211115-1119

Podcast’s Share Of Ear Hits Double-Digits With The Demo Ad Buyers Like Most.

Inside Radio November 23, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-s-share-of-ear-hits-double-digits-with-the-demo-ad-buyers-like-most/article_4f924a02-4c88-11ec-9fe7-7fd49cc54aa2.html

Citing Dangers Of Social Media, Lush Cosmetics Deactivates Its Accounts

MediaPost November 23, 2021

https://www.mediapost.com/publications/article/368891/citing-dangers-of-social-media-lush-cosmetics-dea.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=124394&has_hid=akE-7z-LS1W9CYmV5M9xXA

LA Auto Show Generates Plenty Of News, Much Of It Electric

MediaPost November 22, 2021

https://www.mediapost.com/publications/article/368892/la-auto-show-generates-plenty-of-news-much-of-it.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124393&hashid=au6ZkoL8RxyZjDFsyTiFwg

Democrats Demand Answers From Facebook About Ad Targeting To Teens

MediaPost November 22, 2021

https://www.mediapost.com/publications/article/368872/democrats-press-facebook-for-answers-about-ad-targ.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124392&has_hid=3ryQP86FTTiyUS5w5BYR2g

Furniture & Mattress Retailers Are Facing A New Reality. Here's How Radio Can Help.

Inside Radio (RAB/Home Furnishings Association) November 22, 2021

http://www.insideradio.com/free/furniture-mattress-retailers-are-facing-a-new-reality-here-s-how-radio-can-help/article_f655c548-4b76-11ec-b80a-fb999760762a.html

Another Big Week, Indeed, For Spot Radio Stars

Radio + Television Business Report November 22, 2021

<https://www.rbr.com/mmr-112221/>

Zenith: Travel Category Ad Spend Finally On The Road To Recovery

MediaPost November 22, 2021

https://www.mediapost.com/publications/article/368861/zenith-travel-category-ad-spend-finally-on-the-ro.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124389&hashid=MvrWDWYNRcOEFJu_y2GIhQ

Gift Retailers Are Spending Twice What They Did A Year Ago On Podcasts.

Inside Radio November 22, 2021

http://www.insideradio.com/podcastnewsdaily/gift-retailers-are-spending-twice-what-they-did-a-year-ago-on-podcasts/article_60784e02-4bc0-11ec-8ccd-9baa9d48425e.html

Sales Development: 5 Ways to Grow Revenue Without Selling New Customers

The Center For Sales Strategy (Kurt Sima) November 22, 2021

https://blog.thecenterforsalesstrategy.com/blog/sales-development-5-ways-to-grow-revenue-without-selling-new-customer?utm_medium=email&_hsmt=185959033&_hsenc=p2ANqtz-8eZ2AsKhBfcudWljidu05C3s9OLI1WzcqoWWCfFovYXDKwdtYhqhn6V9egUN1A9s1eECTk9kU_Vb7ZvdSCRZYyKQ9VQ&utm_content=185959033&utm_source=hs_email

Report Predicts Spending To Grow In 2022-23 (Though By Less) In Key Market Segments.

Inside Radio (Group M) November 22, 2021

http://www.insideradio.com/free/report-predicts-spending-to-grow-in-2022-23-though-by-less-in-key-market-segments/article_b76a9520-4b76-11ec-8095-d7c6ec8cd098.html

Capturing Institutional Dollars

Radio Ink (Charlie Sislen) November 22, 2021

https://radioink.com/2021/11/22/capturing-institutional-dollars/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The List Of 9 Opportunities To Boost Your Sales

Radio Ink (Loyd Ford) November 22, 2021

https://radioink.com/2021/11/22/the-list-of-9-opportunities-to-boost-your-sales/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

3 Steps to Creating a Loyal Customer

SalesFuel November 20, 2021

<https://salesfuel.com/3-steps-to-creating-a-loyal-customer/>

Sales Negotiations: 6 Tips (+1) to Be More Successful

SalesFuel November 20, 2021

<https://salesfuel.com/sales-negotiations-6-tips-1-to-be-more-successful/>

Spam Trigger Words and Text to Avoid Today and Beyond

SalesFuel November 20, 2021

<https://salesfuel.com/spam-trigger-words-and-text-to-avoid-today-and-beyond/>

Analyst: Supply chain snafus won't make a big difference this Christmas

Chain Store Age November 19, 2021

https://chainstoreage.com/analyst-supply-chain-snafus-wont-make-big-difference-christmas?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Better Help Held On To Top Spot In October As Podcasting's Biggest Ad Buyer.

Inside Radio (Magellan AI) November 19, 2021

http://www.insideradio.com/free/better-help-held-on-to-top-spot-in-october-as-podcasting-s-biggest-ad-buyer/article_d956f1a8-490d-11ec-be32-ab997cf40bac.html

Surprise! You're Listening To The Radio

Jacobs Media Strategies (Fred Jacobs) November 19, 2021

<https://jacobsmedia.com/surprise-youre-listening-to-the-radio/>

State AGs To Probe Instagram's Effects On Children

MediaPost November 19, 2021

https://www.mediapost.com/publications/article/368823/state-ags-to-probe-instagrams-effects-on-children.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124360&hashid=Xbl3-p0DS1exdHSa15Xu_g

Radio Fuels Consumer Shopping at Local and Online Auto Parts Stores.

Inside Radio (The Media Audit) November 19, 2021

http://www.insideradio.com/free/radio-fuels-consumer-shopping-at-local-and-online-auto-parts-stores/article_f9e076b0-490d-11ec-a1f5-ff4da0501108.html

How to Help Your Team Hit Quota During the Holiday Season

HubSpot November 19, 2021

<https://blog.hubspot.com/sales/hitting-holiday-quotas?hstc=201195441.1a2963a9d1dd576753980fbc6c5d29cc.1612388323114.1637175854329.1637350758305.73&hssc=201195441.1.1637350758305&hsfp=214331157>

Local Radio Helped Make Me at Home in Texas

In the streaming age, local stations are an underappreciated part of a community.

WSJ November 19, 2021

<https://www.wsj.com/articles/radio-helped-make-me-at-home-in-texas-local-advertisements-austin-economy-housing-11637184163>

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

Inflation Spikes Will Raise Annual Rate Adjustments For Some Music Licensing Deals.

Inside Radio (Copyright Royalty Board) November 24, 2021

http://www.insideradio.com/free/inflation-spikes-will-raise-annual-rate-adjustments-for-some-music-licensing-deals/article_789384c8-4cf3-11ec-8a26-2f770a9dcee8.html

New Patent Enables Drive Time Metrics To Track In-Car Audio Listening.

Inside Radio (Drive Time Metrics) November 23, 2021

http://www.insideradio.com/free/new-patent-enables-drive-time-metrics-to-track-in-car-audio-listening/article_40be501e-4ca8-11ec-843d-b35f43aeaf0d.html

Sales Leaders' Top Challenges — Coaching

The Center For Sales Strategy (Trey Morris) November 23, 2021

https://blog.thecenterforsalesstrategy.com/sales-leaders-top-challenges-coaching?utm_campaign=subscriber&utm_medium=email&hsmi=186427067&hsenc=p2ANqtz-UOX01MNNgeIR_juJlgDzpH5uLNULHzbO9IzXMR8Vkan71o3t4ap63IHOLfVcDkxVhEx-h5jseiMnnxjOPgto_r-RR-g&utm_content=186427067&utm_source=hs_email

Resistance To Radio Royalty Strengthens With 200 Opponents In The House.

Inside Radio November 23, 2021

http://www.insideradio.com/free/resistance-to-radio-royalty-strengthens-with-200-opponents-in-the-house/article_ecf65006-4c31-11ec-ab99-4befdea34927.html

It's Time For The Digital Ad Industry's "Great Reset"

ad exchanger November 23, 2021

<https://www.adexchanger.com/data-driven-thinking/its-time-for-the-digital-ad-industrys-great-reset/>

Nielsen To Measure Individual TV Commercials Starting In 2022.

Inside Radio November 22, 2021

http://www.insideradio.com/free/nielsen-to-measure-individual-tv-commercials-starting-in-2022/article_b5ea28a6-4bcf-11ec-a788-77f540710c46.html

Registration Now Open For Jacobs Media's Techsurvey 2022.

Inside Radio November 22, 2021

http://www.insideradio.com/free/registration-now-open-for-jacobs-media-s-techsurvey-2022/article_d20dcab6-4bd8-11ec-8c94-ff8152f71321.html

'Broadcasting Is Embracing The New Normal'

Radio + Television Business Report November 22, 2021

<https://www.rbr.com/broadcasting-is-embracing-the-new-normal/>

How To Make Marketing More Magical And Powerful

Forbes November 20, 2021

<https://www.forbes.com/sites/kianbakhtiari/2021/11/20/how-to-make-marketing-more-magical-and-powerful/?sh=45d432ff264d>

Use Political Techniques to Tweak Your Sales Strategy

SalesFuel November 20, 2021

<https://salesfuel.com/use-political-techniques-to-tweak-your-sales-strategy/>

Ad Spending Jumped 8.2% in October, SMI Says.

Inside Radio November 19, 2021

http://www.insideradio.com/free/ad-spending-jumped-8-2-in-october-smi-says/article_40a9b976-490e-11ec-a526-dfddd584f9d7.html

U.S. Ad Market Expands 8% In October, Seventh Consecutive Month Of Growth

MediaPost November 19, 2021

https://www.mediapost.com/publications/article/368783/us-ad-market-expands-8-in-october-seventh-cons.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124359&hashid=CKfKjD-IQuCPkoXp87oXHg

October's Ad Market Was Hot. Are Advertisers Cool To Radio/TV?

Radio + Television Business Report November 19, 2021

<https://www.rbr.com/smi-102021-ad-tracker-usa/>

Nielsen's August 'Gauge' Remains Relatively Flat For Streaming

MediaPost November 18, 2021

https://www.mediapost.com/publications/article/368822/niensens-august-gauge-remains-relatively-flat-f.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124365&hashid=0GmwUb-VQzGI9svJRwTNRa

GroupM Finds 'New Economy' Replacing Advertising's Pre-Pandemic One, Sees Big Shifts

MediaPost November 18, 2021

https://www.mediapost.com/publications/article/368786/groupm-finds-new-economy-replacing-advertisings.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124359&hashid=Ve5JZKTKSqeWX_xKNGkM1A

10 Ways to Manage Your Team for Out-of-Office Days

Calendar November 18, 2021

<https://www.calendar.com/blog/10-ways-to-manage-your-team-for-out-of-office-days/>

US media and entertainment digital ad spend sees major gains

eMarketer November 18, 2021

<https://www.emarketer.com/content/us-media-entertainment-digital-ad-spend-sees-major-gains?ecid=NL1001>

House Democrats Reintroduce Sweeping Ad-Targeting Restrictions

MediaPost November 18, 2021

https://www.mediapost.com/publications/article/368800/house-democrats-reintroduce-sweeping-ad-targeting.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124363&hashid=XOWE7PwdT4-lekA7MLbhQg

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