

DECEMBER 8, 2021

The Radio audience juggernaut keeps moving in the latest results in our PPM measured markets. Below are the results for a solid December Week 2.

But before we get to that and the great collection of resources and articles curated for you this week, let's take a minute to recognize and congratulate our own Otto Padron, President/CEO Meruelo Media and SCBA Executive Board Officer, for receiving a wonderful award from The United States Citizenship and Immigration Services:

Otto Padron Honored By USCIS

Radio Ink December 6, 2021

https://radioink.com/2021/12/06/otto-padron-honored-by-uscis/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Congratulations Otto!

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

Dec Week 1 - 680,800

Dec Week 2 - 684,400

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

Dec Week 1 - 10,261,300

Dec Week 2 - 10,525,700

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

Dec Week 1 - 125,200
Dec Week 2 - 118,000

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

Dec Week 1 - 1,900,100
Dec Week 2 - 1,901,500

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

Dec Week 1 - 136,800
Dec Week 2 - 136,900

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

Dec Week 1 - 2,533,700

Dec Week 2 - 2,527,400

The more that you read, the more things you will know. The more that you learn, the more places you'll go.

- Dr. Seuss

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

A Big Retailer Takes A Commanding Spot Lead

Radio - Television Business Report December 7, 2021

<https://www.rbr.com/mm-spot-10-v-tv/>

Advertiser Use And Interest In Podcast Advertising Hits New Highs, Survey Finds.

Inside Radio (Cumulus/Signal Hill Insights) December 7, 2021

http://www.insideradio.com/podcastnewsdaily/advertiser-use-and-interest-in-podcast-advertising-hits-new-highs-survey-finds/article_1d6ec182-5786-11ec-9d39-070599436843.html

Good Sign For Holiday Listening As Downloads Recover More Than The Thanksgiving Dip.

Inside Radio (PODTRAC) December 7, 2021

http://www.insideradio.com/podcastnewsdaily/good-sign-for-holiday-listening-as-downloads-recover-more-than-the-thanksgiving-dip/article_7ed96752-5785-11ec-93f8-2bddd792b5a2.html

Why Are Podcasts So Popular?

MediaPost December 7, 2021

https://www.mediapost.com/publications/article/369203/why-are-podcasts-so-popular.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124542&hashid=13ziehw8S-6SGyiO6J0RFg

Jack in the Box to acquire Del Taco for \$575 million

Chain Store Age December 6, 2021

https://chainstoreage.com/jack-box-acquire-del-taco-575-million?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Retail sales reached pre-pandemic levels before December, says NPD

Chain Store Age December 6, 2021

https://chainstoreage.com/retail-sales-reached-pre-pandemic-levels-december-says-npd?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Report: Car Radio Still The Main Source For Listening To Music.

Inside Radio (YouGov Profiles) December 6, 2021

http://www.insideradio.com/free/report-car-radio-still-the-main-source-for-listening-to-music/article_0107b8e0-566a-11ec-b56f-ab283ec1accd.html

Podcast Listening Soars, According To Latest Edison ‘Share Of Ear’ Data.

Inside Radio (Edison Research) December 6, 2021

http://www.insideradio.com/free/podcast-listening-soars-according-to-latest-edison-share-of-ear-data/article_3d68afba-566a-11ec-8a5c-5364b48fefdb.html

Growing Sales In A Tight Labor Market – Part 1

Radio Ink December 6, 2021

<https://radioink.com/2021/12/06/growing-sales-in-a-tight-labor-market-part-1/>

PPM Trends: Cume, AQH Stay At Levels In Line With March 2020.

Inside Radio (Nielsen Insights) December 6, 2021

http://www.insideradio.com/free/ppm-trends-cume-agh-stay-at-levels-in-line-with-march-2020/article_deb43178-566a-11ec-bbeb-af99f66dcbea.html

4 Tips to Get Past the Gatekeeper

SalesFuel December 4, 2021

<https://salesfuel.com/4-tips-to-get-past-the-gatekeeper/>

Lost Contacts, New Sales Opportunities Amid "Great Reshuffle"

SalesFuel December 4, 2021

<https://salesfuel.com/lost-contacts-new-sales-opportunities-amid-great-reshuffle/>

How to Build Trust with Your Customers in Sales

SalesFuel December 4, 2021

<https://salesfuel.com/how-to-build-trust-with-your-customers-in-sales/>

17 Digital Marketing Terms Everyone Should Know

Associations Now December 3, 2021

<https://associationsnow.com/2021/12/17-digital-marketing-terms-everyone-should-know/>

Holiday sales could beat forecast despite inflation, COVID, says NRF economist

Chain Store Age December 3, 2021

https://chainstoreage.com/holiday-sales-could-beat-forecast-despite-inflation-covid-says-nrf-economist?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS A+Day+Breaker&utm_keyword=

More Ad Buyers Are Looking To Tap Into Podcast Personalities.

Inside Radio (Cadence13) December 3, 2021

http://www.insideradio.com/podcastnewsdaily/more-ad-buyers-are-looking-to-tap-into-podcast-personalities/article_96c83090-5461-11ec-bd7c-afec190ac666.html

Radio Is ‘Super-Sized’ Ad Medium for Fast-Food Restaurants.

Inside Radio (The Media Audit) December 3, 2021

http://www.insideradio.com/free/radio-is-super-sized-ad-medium-for-fast-food-restaurants/article_fd3e1b60-5401-11ec-a6fd-4bf30f7ce819.html

Always Be Closing? Yes – But Without Slamming The Door | The Evolution Of Sales (Past, Present & Future)

allwork December 3, 2021 (orig. November 19, 2021)

<https://allwork.space/2021/11/always-be-closing-yes-but-without-slamming-the-door-the-evolution-of-sales-past-present-future/>

How to Create Sales Sequences Your Reps Will Actually Use

Sales Hacker December 3, 2021 (orig. November 22, 2021)

<https://www.saleshacker.com/sales-sequences-reps-will-use/> | Sales Hacker
<https://www.saleshacker.com/sales-sequences-reps-will-use/>

Crossing the Finish Line: How Audio Out of Home Helps Brands Make the Sale

ADWEEK December 1, 2021

[https://www.adweek.com/performance-marketing/crossing-the-finish-line-how-audio-out-of-home-helps-brands-make-the-sale/?utm_content=position_2&utm_source=postup&utm_medium=email&utm_campaign=Commerce Newsletter 211203121552&utm_id=1385784](https://www.adweek.com/performance-marketing/crossing-the-finish-line-how-audio-out-of-home-helps-brands-make-the-sale/?utm_content=position_2&utm_source=postup&utm_medium=email&utm_campaign=Commerce_Newsletter_211203121552&utm_id=1385784)

Survey Finds Retailers Are Warming Up To Advertising On Podcasts And Digital Radio.

Inside Radio (Advertiser Perceptions) December 2, 2021

http://www.insideradio.com/free/survey-finds-retailers-are-warming-up-to-advertising-on-podcasts-and-digital-radio/article_37fcbc58-5343-11ec-879e-cb822221115.html

One-Third Of Black Friday Online Shoppers Were Fake, Study Finds

MediaPost December 2, 2021

https://www.mediapost.com/publications/article/369104/one-third-of-black-friday-online-shoppers-were-fak.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124495&has_hid=MvrWDWYNRcOEFJu_y2GIhQ

How The Automotive Industry Is Driving Toward A Sustainable Future

Forbes December 1, 2021

<https://www.forbes.com/sites/sap/2021/12/01/how-the-automotive-industry-is-driving-toward-a-sustainable-future/?sh=3dab5bad8f1b>

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

What's Behind 2021's Unprecedented Advertising Expansion.

Inside Radio December 8, 2021

http://www.insideradio.com/free/what-s-behind-2021-s-unprecedented-advertising-expansion/article_1e7f51d0-57ff-11ec-8e65-ff262bb65fbe.html

Jessica Rosenworcel Wins Full Senate Nomination

Radio + Television Business Report December 7, 2021

<https://www.rbr.com/thune-no-rosenworcel/>

The Sports Betting Industry Must Work Together To Prevent Ad Bans.

Inside Radio (American Gaming Association) December 8, 2021

http://www.insideradio.com/free/the-sports-betting-industry-must-work-together-to-prevent-ad-bans/article_fe7fdcb0-57fe-11ec-aaff-4b42f82d0be6.html

150 Newspapers Have Filed Advertising Antitrust Suits Against Facebook, Google

MediaPost December 8, 2021

<https://www.mediapost.com/publications/article/369238/150-newspapers-have-filed-advertising-antitrust-su.html>

Big Rocks for Sales Managers to Focus On

The Center For Sales Strategy (Amanda Meade) December 8, 2021

https://blog.thecenterforsalesstrategy.com/big-rocks-for-sales-managers-to-focus-on?utm_campaign=subscriber&utm_medium=email&_hsmt=192754540&_hsenc=p2ANqtz-8gGPUVJM8KY1w033tUb2jGF24dVer56JhFENDVXDWb692X0k_pxjXl1Xd5wQvUxk6czDn_x-IFX8WaMntM3YSpc620gQ&utm_content=192754540&utm_source=hs_email

Agency Forecasters See Audio Ad Rebound Continuing In 2022.

Inside Radio December 7, 2021

http://www.insideradio.com/free/agency-forecasters-see-audio-ad-rebound-continuing-in-2022/article_7bda3bc4-5732-11ec-a8c3-7f30a9031bf7.html

New Sales Study Suggests Best Strategies As Workers ‘Hit The Reset Button.’

Inside Radio (The Center For Sales Strategy) December 8, 2021

http://www.insideradio.com/free/new-sales-study-suggests-best-strategies-as-workers-hit-the-reset-button/article_d9ffc7c4-57fe-11ec-81b4-4716b6b973b4.html

The Center For Sales Strategy 2021 Media Sales Report.

ATTACHMENT: [The 2021 Media Sales Report](#)

The Demographics, They Are A Changin’

Jacobs Media Strategies (Fred Jacobs) December 7, 2021

<https://jacobsmedia.com/the-demographics-they-are-a-changin/>

Digital Audio Subscription Revenue Peaks, Says New eMarketer Forecast.

Inside Radio (eMarketer) December 8, 2021

http://www.insideradio.com/free/digital-audio-subscription-revenue-peaks-says-new-emarketer-forecast/article_9deb242c-57fe-11ec-b197-a319a068f897.html

Advertising Market Keeps Growing Much Faster Than Expected, Forecasters Say E-commerce is proving to be a boon for digital advertising, according to Zenith

WSJ December 6, 2021

<https://www.wsj.com/articles/advertising-market-keeps-growing-much-faster-than-expected-forecasters-say-11638784800>

Radio VS Digital

Radio Ink (Mike McVay) December 6, 2021

<https://radioink.com/2021/12/06/radio-vs-digital/>

Dr. Oz Decides to Run for the Senate – What to Do When Your On-Air Employee Decides to Run for Public Office

Broadcast Law Blog (David Oxenford) December 2, 2021

<https://www.broadcastlawblog.com/2021/12/articles/dr-oz-decides-to-run-for-the-senate-what-to-do-when-your-on-air-employee-decides-to-run-for-public-office/#more-7860>

After This Year's 8.4% Rebound, Global Broadcast Radio Poised to Jump 3.5% In 2022.

Inside Radio (WARC) December 6, 2021

http://www.insideradio.com/free/after-this-year-s-8-4-rebound-global-broadcast-radio-poised-to-jump-3-5/article_ba05889a-566a-11ec-a7d5-77a3bf4abf16.html

GroupM ad revenue 2022 report: 'surprising growth' and 'probably' no pandemic impact

The Drum December 6, 2021

https://www.thedrum.com/news/2021/12/06/groupm-ad-revenue-2022-report-surprising-growth-and-probably-no-pandemic-impact?utm_campaign=Newsletter+Daily+US&utm_source=pardot&utm_medium=email

Adthos: A Glimpse Into The Future of Audio Advertising

Radio Ink December 6, 2021

https://radioink.com/2021/12/06/sponsored-adthos-a-glimpse-into-the-future-of-audio-advertising/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

One, Two, Or Three?

Radio Ink (Rick Fink) December 6, 2021

https://radioink.com/2021/12/06/one-two-or-three/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

New Lessons Of Covid For Your Sales Team

Radio Ink (Loyd Ford) December 6, 2021

https://radioink.com/2021/12/06/new-lessons-of-covid-for-your-sales-team/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Google Updates Political Ads Content Policies

MediaPost December 6, 2021

https://www.mediapost.com/publications/article/369169/google-updates-political-ads-content-policies.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124533&hashid=MvrWDWYNRcOEFJu_y2GIhQ

While National TV Ad Revenues Flow To Streamers, Broadband Platforms, Ad Count May Change

MediaPost December 6, 2021

https://www.mediapost.com/publications/article/369133/while-national-tv-ad-revs-flow-to-streamers-broad.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124521&hashid=GkaoK9PSSKGhs-uNohSxFw

MRC Data Releases the Annual U.S. Music 360 Report

MRC December 6, 2021

ATTACHMENT: [U.S.-Music-360-2021-Draft-Report_Sneak-Preview](#)

MAGNA: U.S. Ad Market Up 6%

Radio + Television Business Report December 6, 2021

<https://www.rbr.com/magna-u-s-ad-market-up-6/>

Global Advertising Trends: Where Is Broadcast Media Heading?

Radio + Television Business Report (WARC) December 3, 2021

<https://www.rbr.com/global-advertising-trends-where-is-broadcast-media-heading/>

With A More Normal Fall, Mobile Downloads Tick Higher In October Says Libsyn.

Inside Radio (Libsyn) December 3, 2021

http://www.insideradio.com/free/with-a-more-normal-fall-mobile-downloads-tick-higher-in-october-says-libsyn/article_3c0e077a-547e-11ec-b315-8b8429f3366c.html

Sports betting ads: Industry weighs how much is too much?

AP December 2, 2021

<https://apnews.com/article/nfl-technology-entertainment-sports-lifestyle-faeb8e8ee4909821455069cd806e00d0>

NAB And SoundExchange Seek Court Review Of Radio Streaming Royalty Rate Decision.

Inside Radio December 2, 2021

http://www.insideradio.com/free/nab-and-soundexchange-seek-court-review-of-radio-streaming-royalty-rate-decision/article_bc98710a-5343-11ec-a234-2fd732b5a9ca.html

Experts Split On Reforming Section 230's Social Media Protections

MediaPost December 2, 2021

https://www.mediapost.com/publications/article/369099/experts-split-on-reforming-section-230s-social-me.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124489&has_hid=XOWE7PwDT4-lekA7MLbhQg

A Strong Ad Start To The TV Season May Slow In 2022

MediaPost December 2, 2021

https://www.mediapost.com/publications/article/369068/a-strong-ad-start-to-the-tv-season-may-slow-in-202.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124489&hash_id=XOWE7PwDT4-lekA7MLbhQg

Global Ad & Marketing Spend On Track To Rise 7% In 2021.

Inside Radio (pq media) December 2, 2021

http://www.insideradio.com/free/global-ad-marketing-spend-on-track-to-rise-7-in-2021/article_dc7bb860-5343-11ec-a477-27c6a345d85b.html



2022 data privacy forecast: 'draconian' policies and an ad industry in search of answers

The Drum December 2, 2021

<https://www.thedrum.com/news/2021/12/02/2022-data-privacy-forecast-draconian-policies-and-ad-industry-search-answers>

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