

## DECEMBER 29, 2021

Here is your last Midweek Resource Roundup for 2021. The Nielsen weekly PPM data will not be released this week but we will have the results of Holiday Weeks 1 & 2 for you next week as we kick off a new year of Midweek Resource Roundups for 2022. Meanwhile there is a good collection of articles and resources for your holiday reading below

Happy New Year to you all and here's to a great 2022!

### 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 Monthly - 662,200](#)

#### **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 Monthly - 10,414,000](#)

### 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 Monthly - 114,800](#)

**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 Monthly - 1,904,700

**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  
Dec Monthly - 131,500

**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 Monthly - 2,518,600

**An investment in knowledge pays the best interest.**

– Benjamin Franklin

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS****Report: U.S. Retail Sales Climb Nearly 9% This Holiday Season.**

Inside Radio (MasterCard SpendingPulse) December 29, 2021

[http://www.insideradio.com/free/report-u-s-retail-sales-climb-nearly-9-this-holiday-season/article\\_f0a46aca-6870-11ec-9c53-c324cf2aacb1.html](http://www.insideradio.com/free/report-u-s-retail-sales-climb-nearly-9-this-holiday-season/article_f0a46aca-6870-11ec-9c53-c324cf2aacb1.html)

### **Christmas Week Download Dip On Par With 2020, Podtrac Data Shows.**

Inside Radio December 29, 2021

[http://www.insideradio.com/podcastnewsdaily/christmas-week-download-dip-on-par-with-2020-podtrac-data-shows/article\\_3e4446ca-68cf-11ec-99ef-e75833741963.html](http://www.insideradio.com/podcastnewsdaily/christmas-week-download-dip-on-par-with-2020-podtrac-data-shows/article_3e4446ca-68cf-11ec-99ef-e75833741963.html)

### **Looking Ahead to 2022 for Automotive**

WardsAuto December 28, 2021

<https://www.wardsauto.com/industry-news/looking-ahead-2022-automotive>

### **Selling Effective Radio Vs Questionable Digital**

Radio Ink (Loyd Ford) December 27, 2021

<https://radioink.com/2021/12/27/selling-effective-radio-vs-questionable-digital/>

### **Radio Has the Ear of Younger Adults Who Are Smart Speaker Owners.**

Inside Radio (The Media Audit) December 23, 2021

[http://www.insideradio.com/free/radio-has-the-ear-of-younger-adults-who-are-smart-speaker-owners/article\\_50dd9c10-63ba-11ec-9fc5-f3e2fc34f8ca.html](http://www.insideradio.com/free/radio-has-the-ear-of-younger-adults-who-are-smart-speaker-owners/article_50dd9c10-63ba-11ec-9fc5-f3e2fc34f8ca.html)

### **The Battle of Traditional Vs Digital Marketing**

scubby December 24, 2021

<https://scubby.com/the-battle-of-traditional-vs-digital-marketing/>

### **14 Soft Skills To Adopt and Hone For Future Success**

SalesFuel December 25, 2021

<https://salesfuel.com/14-soft-skills-to-adopt-and-hone-for-future-success/>

### **You're Not Being Helpful; You're Killing the Sale**

SalesFuel December 25, 2021

<https://salesfuel.com/youre-not-being-helpful-to-prospects-youre-damaging-the-sale/>

### **Establishing Credibility When Speaking to a CEO**

SalesFuel December 25, 2021

<https://salesfuel.com/establishing-credibility-when-speaking-to-a-ceo/>

### **A Used Car Price Bubble? New Report Says Yes**

Kelly Blue Book December 23, 2021

<https://www.kbb.com/car-news/a-used-car-price-bubble-new-report-says-yes/>

### **McDonald's Moves U.S. Media Buying and Planning to Publicis Groupe's Starcom from Omnicom's OMD The move comes four months after Tariq Hassan was named CMO**

ADWEEK December 23, 2021

[https://www.adweek.com/agencies/mcdonalds-moves-u-s-media-buying-and-planning-to-publicis-groupes-starcom-from-omnicoms-omd/?utm\\_content=position\\_1&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=Agencies\\_Newsletter\\_211223135558&lyt\\_id=1385784](https://www.adweek.com/agencies/mcdonalds-moves-u-s-media-buying-and-planning-to-publicis-groupes-starcom-from-omnicoms-omd/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Agencies_Newsletter_211223135558&lyt_id=1385784)

### **Threat actors steal \$80 million per month with fake giveaways, surveys**

BleepingComputer December 21, 2021

<https://www.bleepingcomputer.com/news/security/threat-actors-steal-80-million-per-month-with-fake-giveaways-surveys/>

### **Consumer confidence improves again in December**

Chain Store Age December 27, 2021

[https://chainstoreage.com/consumer-confidence-improves-again-december?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CS\\_A+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/consumer-confidence-improves-again-december?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS_A+Day+Breaker&utm_keyword=)

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

### **Digital Ad Dollars Shift To CTV -- And Other 2022 Predictions**

MediaPost December 29, 2021

[https://www.mediapost.com/publications/article/369794/digital-ad-dollars-shift-to-ctv-and-other-2022.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=124778&has\\_hid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/369794/digital-ad-dollars-shift-to-ctv-and-other-2022.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124778&has_hid=Xbl3-p0DS1exdHSa15Xu_g)

### **Our predictions for the next year in audio**

#### **A look at 2022 in the podcasting industry**

The Verge December 28, 2021

<https://www.theverge.com/22856066/podcast-audio-predictions-2022-hot-pod>

### **January Regulatory Dates for Broadcasters: Issues/Programs Lists; Digital LPTV Deadline; Audio Description Expansion; Children's Programming, Webcasting Royalties; NCE FM Settlement Window; and More**

Broadcast Law Blog (David Oxenford) December 28, 2021

<https://www.broadcastlawblog.com/2021/12/articles/january-regulatory-dates-for-broadcasters-issues-programs-lists-digital-lptv-deadline-audio-description-expansion-childrens-programming-webcasting-royalties-nce-fm-settlement-window-an/>

### **Automaker National TV Spending Up 20% YTD**

MediaPost December 28, 2021

[https://www.mediapost.com/publications/article/369784/automaker-national-tv-spending-up-20-ytd.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=124779&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/369784/automaker-national-tv-spending-up-20-ytd.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124779&hashid=XOWE7PwT4-lekA7MLbhQg)

### **'De-correlated with economic fluctuations': Despite pandemic uncertainty ahead advertisers will spend more in all categories**

DIGIDAY December 27, 2021

<https://digiday.com/marketing/de-correlated-with-economic-fluctuations-despite-pandemic-uncertainty-ahead-advertisers-will-spend-more-in-all-categories/>

### **5 Areas of Development for Sales Managers**

SalesFuel December 25, 2021

<https://salesfuel.com/5-areas-of-development-for-sales-managers/>

### **Talent Shortage Drives Managers to Seek Trainable New Hires**

SalesFuel December 25, 2021

<https://salesfuel.com/talent-shortage-drives-managers-to-seek-trainable-new-hires/>

### **Meta Unveils Future Ad Manager Updates Focusing On Outcomes**

MediaPost December 24, 2021

[https://www.mediapost.com/publications/article/369719/meta-unveils-future-updates-focused-on-campaign-ob.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=124738&hashid=XOWE7PwdT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/369719/meta-unveils-future-updates-focused-on-campaign-ob.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124738&hashid=XOWE7PwdT4-lekA7MLbhQg)

### **VAB and 4As Join Advertisers' Cross-Media Measurement Push Trade groups unite as Nielsen faces challenges**

Broadcasting + Cable December 24, 2021

<https://www.nexttv.com/news/vab-and-4as-join-advertisers-cross-media-measurement-push>

### **Mobile To Overtake Direct Mail For Most Local Media Spending**

MediaPost December 23, 2021

[https://www.mediapost.com/publications/article/369693/mobile-to-overtake-direct-mail-for-most-local-medi.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=124743&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/369693/mobile-to-overtake-direct-mail-for-most-local-medi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124743&hashid=o5sexdpQRQeeqa1Ux78qbw)

### **Media Rating Council 'Concerned' About Accuracy of Nielsen's Plan To Include Broadband-Only Homes in Local Ratings**

Broadcasting + Cable December 23, 2021

<https://www.nexttv.com/news/media-rating-council-concerned-about-accuracy-of-nielsens-plan-to-include-broadband-only-homes-in-local-ratings>

### **CBS Stations Slam Nielsen's Inclusion Of Broadband-Only Homes**

MediaPost December 23, 2021

[https://www.mediapost.com/publications/article/369711/cbs-stations-slam-nielsens-inclusion-of-broadband.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=124738&hashid=XOWE7PwdT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/369711/cbs-stations-slam-nielsens-inclusion-of-broadband.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124738&hashid=XOWE7PwdT4-lekA7MLbhQg)

### **Internet Association Breakup Leaves Void For Tech Organization To Lobby Washington**

MediaPost December 23, 2021

[https://www.mediapost.com/publications/article/369696/internet-association-breakup-leaves-void-for-tech.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=124730&hashid=MvrWDWYNRcOEFJu\\_y2GIhQ](https://www.mediapost.com/publications/article/369696/internet-association-breakup-leaves-void-for-tech.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=124730&hashid=MvrWDWYNRcOEFJu_y2GIhQ)

### **Omicron Starts to Slow U.S. Economy as Consumer Spending Flags**

**Fewer people are dining in restaurants, and rising case numbers are leading many businesses to close for a short period**

WSJ December 23, 2021

<https://www.wsj.com/articles/consumer-spending-personal-income-inflation-november-2021-11640215420?mod=djemwhatsnews>

## **Broadcasters Ask Court to Block Disclosure Mandate**

### **NAB and its allies continue to duke it out with the FCC over content sponsored by foreign governments**

RadioWorld December 22, 2021

[https://www.radioworld.com/news-and-business/business-and-law/broadcasters-ask-court-to-block-disclosure-mandate?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=3706AFE2-F614-428D-B971-639BA7540799&utm\\_term=56635b9b-0180-46fb-92ea-d1c65bc244bb](https://www.radioworld.com/news-and-business/business-and-law/broadcasters-ask-court-to-block-disclosure-mandate?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=3706AFE2-F614-428D-B971-639BA7540799&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb)

## **Nielsen Understated OOH TV Viewing Since Sept. 2020**

MediaPost December 22, 2021

[https://www.mediapost.com/publications/article/369689/nielsen-understated-oohtv-viewing-since-sept-202.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=124725&has\\_hid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/369689/nielsen-understated-oohtv-viewing-since-sept-202.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124725&has_hid=0GmwUb-VQzGI9svJRwTNRa)

--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031