

APRIL 21, 2021

Before we jump into the summary audience estimates for our PPM markets for April Week 1, I want to bring to your attention a couple of items in this week's resources/articles lists of special interest.

The first article is in the Sales section entitled Radio Is Sure Bet to Target Men Who Wager on Sports. This is a very hot topic right now even though it is not yet legal in California. This issue will likely be on the statewide ballot either later this year or in next year's midterm elections. Sports wagering advertising was also the topic of a webinar today held jointly by BIA Advisory Services and Nielsen. While the focus was mostly on TV in states where it is already legal, it did touch on the fact that it is likely to open up in other states soon and also features a discussion of proper media mix in which radio has a prominent part. I will be receiving copies of the presentation deck and the recorded version of the webinar and will send it along to you.

The other article worth your attention deals with the important issue of selling using CPM as the negotiating currency for comparing Radio and Digital. As you know, when radio CPMs are compared to low Digital CPMs, radio is at a disadvantage because of many contributing issues. The article in this week's Managers section is from Forbes and is entitled The Pandemic Helped Some Marketers Kick This Digital Marketing Habit. It is a good look at why Digital CPM's are inflated and unreliable. It is not to knock Digital which is a growing part of our own business model. It is to help with our effort to show why Radio and Digital CPMs need to be evaluated on different criteria. We have an ad hoc committee working on addressing this issue right now and we will be getting more info on this out to you soon.

Now, let's take a look at the April Week 1 PPM trends:

Los Angeles AQH

2020

March - 692,700
April - 455,600
May - 519,800
June - 570,700
July - 586,100 off 15.3%
August - 586,000 off 15.4%
Sept. - 570,600 off 17.6%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%
Dec. - 600,600 off 13.2%
Hol. - 563,900 off 18.5%

2021

Jan - 541,600 off 21.8%
Feb - 576,500 off 16.7%
Mar.- 606,100 off 12.5%

Jan. Week 1 - 519,500 off 25%
Jan. Week 2 - 531,800 off 23.2%
Jan. Week 3 - 507,900 off 26.6%
Jan. Week 4 - 520,800 off 24.8%

Feb. Week 1 - 551,800 off 20.3%
Feb. Week 2 - 546,300 off 21.1%
Feb. Week 3 - 557,800 off 19.4%
Feb. Week 4 - 576,400 off 16.7%

Mar. Week 1 - 590,900 off 14.6%
Mar. Week 2 - 578,500 off 16.4%
Mar. Week 3 - 615,500 off 11.1%
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%

Los Angeles Cume

2020

March - 10,611,300
April - 9,080,100
May - 9,572,200
June - 9,941,100
July - 10,089,600 off 4.9%
August - 10,029,800 off 5.4%
Sept. - 9,999,500 off 5.7%
Oct. - 10,055,100 off 5.2%
Nov. - 10,133,900 off 4.4%
Dec. - 9,955,600 off 6.1%
Hol. - 9,936,300 off 6.3%

2021

Jan. - 9,587,700 off 9.6%
Feb. - 9,717,300 off 8.4%
Mar. - 9,817,600 off 7.5%

Jan. Week 1 - 9,541,700 off 10%
Jan. Week 2 - 9,560,000 off 9.9%
Jan. Week 3 - 9,558,400 off 9.9%
Jan. Week 4 - 9,690,700 off 8.6%

Feb. Week 1 - 9,660,500 off 8.9%
Feb. Week 2 - 9,776,500 off 7.8%
Feb. Week 3 - 9,603,500 off 9.4%
Feb. Week 4 - 9,828,900 off 7.3%

Mar. Week 1 - 9,647,900 off 9%
Mar. Week 2 - 9,582,400 off 9.6%
Mar. Week 3 - 9,965,900 off 6%
Mar. Week 4 - 10,074,100 off 5.1%

[Apr. Week 1 - 10,328,400 off 2.7%](#)

Riverside/San Bernardino AQH

2020

March - 128,900
April - 96,200
May - 105,000
June - 115,100
July - 108,600 off 15.7%
August - 109,400 off 15.1%
Sept. - 102,100 off 20.7%
Oct. - 106,000 off 17.7%
Nov. - 105,600 off 18%
Dec. - 108,200 off 16%
Hol. - 95,600 off 25.8%

2021

Jan. - 91,500 off 29%
Feb. - 101,800 off 21%
Mar. - 105,800 off 17.9%

Jan. Week 1 - 88,900 off 31%
Jan. Week 2 - 86,400 off 32.9%
Jan. Week 3 - 85,800 off 33.4%
Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%
Feb. Week 2 - 98,000 off 23.9%
Feb. Week 3 - 98,200 off 23.8%
Feb. Week 4 - 101,900 off 20%

Mar. Week 1 - 101,600 off 21.1%
Mar. Week 2 - 105,500 off 18%
Mar. Week 3 - 110,400 off 14.4%
Mar. Week 4 - 105,900 off 17.8%

[Apr. Week 1 - 111,400 off 13.6%](#)

Riverside/San Bernardino Cume

2020

March - 2,012,400
April - 1,727,400
May - 1,846,500
June - 1,924,800
July - 1,968,100 off 2.2%
August - 1,948,500 off 3.1%
Sept. - 1,909,800 off 5%
Oct. - 1,891,200 off 6%
Nov. - 1,901,700 off 5.5%
Dec. - 1,920,900 off 4.5%
Hol. - 1,866,700 off 7.2%

2021

Jan. - 1,824,500 off 9.3%
Feb. - 1,941,100 off 3.5%
Mar. - 1,919,700 off 4.6%

Jan. Week 1 - 1,831,600 off 8.9%
Jan. Week 2 - 1,792,800 off 10.9%
Jan. Week 3 - 1,790,600 off 11%
Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%
Feb. Week 2 - 1,930,300 off 4%
Feb. Week 3 - 1,945,000 off 3.3%
Feb. Week 4 - 1,967,800 off 2.2%

Mar. Week 1 - 1,903,700 off 5.4%
Mar. Week 2 - 1,876,800 off 6.7%
Mar. Week 3 - 1,930,600 off 4.1%
Mar. Week 4 - 1,967,600 off 2.2%

Apr. Week 1 - 1,935,000 off 3.8%

San Diego AQH

2020

March - 142,700
April - 98,000
May - 109,400
June - 120,100
July - 126,000
August - 128,500 (off 10%)

Sept. - 125,000 (off 12.4%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)
Hol. - 119,700 (off 16.11%)

2021

Jan. - 114,200 (off 19.97%)
Feb. - 117,700 (off 17.5%)
Mar. - 119,900 (off 16.0%)

Jan. Week 1 - 112,300 off 21.3%
Jan. Week 2 - 111,500 off 21.9%
Jan. Week 3 - 105,200 off 26.3%
Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%
Feb. Week 2 - 111,800 off 21.7%
Feb. Week 3 - 113,100 off 20.7%
Feb. Week 4 - 113,900 off 20.2%

Mar. Week 1 - 117,000 off 18.0%
Mar. Week 2 - 119,000 off 16.6%
Mar. Week 3 - 118,700 off 16.8%
Mar. Week 4 - 124,700 off 12.6%

[Apr. Week 1 - 122,500 off 14.2%](#)

San Diego Cume

2020

March - 2,549,000
April - 2,133,900
May - 2,303,400
June - 2,408,600
July - 2,438,900
August - 2,418,400 (off 5.1% from March)
Sept. - 2,382,700 (off 6.5%)
Oct. - 2,398,000 (off 5.9%)
Nov. - 2,361,900 (off 7.3%)
Dec. - 2,388,500 (off 6.3%)
Hol. - 2,344,600 (off 8.0%)

2021

Jan. - 2,287,800 (off 10.2%)

Feb. - 2,302,200 (off 9.7%)

Mar. - 2,314,400 (off 9.2%)

Jan. Week 1 - 2,377,200 (off 6.7%)

Jan. Week 2 - 2,296,200 (off 9.9%)

Jan. Week 3 - 2,163,800 (off 15.1%)

Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)

Feb. Week 2 - 2,342,600 (off 8.1%)

Feb. Week 3 - 2,324,000 (off 8.8%)

Feb. Week 4 - 2,299,500 (off 9.8%)

Mar. Week 1 - 2,305,100 (off 9.6%)

Mar. Week 2 - 2,314,400 (off 9.2%)

Mar. Week 3 - 2,321,300 (off 8.9%)

Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)

Behold, the lists of knowledge!:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

'Ad Spending Is Red-Hot Right Now,' Says Co-Founder Of Business Insider.

Inside Radio April 21, 2021

http://www.insideradio.com/free/ad-spending-is-red-hot-right-now-says-co-founder-of-business-insider/article_afd8418a-a267-11eb-a0e1-6b15dd29ffbe.html

Radio Part Of Marketing Plan For The Rebranding Of Angie's List.

Inside Radio April 21, 2021

http://www.insideradio.com/free/radio-part-of-marketing-plan-for-the-rebranding-of-angie-s-list/article_f0158ee8-a266-11eb-ba5c-3f73690fdcbd.html

Radio Is Sure Bet to Target Men Who Wager on Sports.

Inside Radio April 21, 2021

(Note: While sports betting is not yet legal in California, there is a good chance it will be on a statewide ballot either this year as part of the expected recall election or next year for sure. The issue is already qualified for the ballot. It is just a matter of when. I sat through a webinar on sports betting advertising held by BIA and Nielsen this morning and will pass along the deck and recording of that webinar when they send it out).

http://www.insideradio.com/free/radio-is-sure-bet-to-target-men-who-wager-on-sports/article_49297ba2-a267-11eb-8b71-57ce8e57aa5f.html

Growing In Size, Bursting With Spending Power, 55+ Demo Is Ready For Its Close-Up.

Inside Radio (Katz) April 21, 2021

http://www.insideradio.com/free/growing-in-size-bursting-with-spending-power-55-demo-is-ready-for-its-close-up/article_eb7d06c6-a267-11eb-a265-07d0569696db.html

Survey Confirms: Retailers, Shoppers Ready to Roar Back

Chain Store Age April 20, 2021

https://chainstoreage.com/survey-confirms-retailers-shoppers-ready-roar-back?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

A Case For America's Auto Dealers To Increase Their Radio Advertising.

Inside Radio (Westwood One - Bouvard) April 2021

http://www.insideradio.com/free/a-case-for-america-s-auto-dealers-to-increase-their-radio-advertising/article_31ffa00e-a1a5-11eb-9e7f-1be7182625b1.html

Improving Sales Performance | Running Effective Sales Meetings in a Work-From-Home Environment

The Center for Sales Strategy, April 20, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-running-effective-sales-meetings-in-a-work-from-home-environment?utm_campaign=subscriber&utm_medium=email&_hsmi=122429442&_hsenc=p2ANqtz-tGzhInUMtFFxHH4DEpeJYXEkiW3NvOXcql421LY2FnP-FIoUDACY3KICXK7KbIPZZkKvOHNZnOxi-4LEqkETyk21vw&utm_content=122429442&utm_source=hs_email

A Big Spot Radio Lead For A Big Home Improvement Brand

Radio+Television Business Report April 20, 2021

<https://www.rbr.com/mm-spot-ten-radio-041921/>

Looking For Retail Ad Dollars? Some Segments Are Doing Better Than Others.

Inside Radio (GroupM) April 20, 2021

http://www.insideradio.com/free/looking-for-retail-ad-dollars-some-segments-are-doing-better-than-others/article_b6961678-a1a4-11eb-af38-e73036984efd.html

In the Roaring Twenties, Ads Make a Comeback

Subscriptions may be the rage, but businesses of all sorts are pouring money into advertising — digital most of all.

New York Times April 18, 2021

<https://www.nytimes.com/2021/04/18/business/media/subscriptions-advertising-media.html>

Podsights: Data Shows Podcast Ads Doing Even Better At Converting Listeners To Buyers.

Inside Radio April 19, 2021

http://www.insideradio.com/podcastnewsdaily/podsights-data-shows-podcast-ads-doing-even-better-at-converting-listeners-to-buyers/article_2086587c-a132-11eb-ad2c-4fa60b1eafd8.html

Here is a Google Drive link to the full Podsights report:

ATTACHMENT: [Podsights Benchmark Report – Q2 2021](#)

Evidence That It's Time to Shift Sales Strategies

Borrell Associates April 19, 2020

(Another entertaining and informative session with Corey Elliott)

<https://wordpress.borrellassociates.com/coreys-local-marketing-minute/>

Study: Radio Out-Performs TV and Social Media For Advertising Engagement.

Inside Radio (Edison Research) April 19, 2021

http://www.insideradio.com/free/study-radio-out-performs-tv-and-social-media-for-advertising-engagement/article_a22b95c0-a0df-11eb-b59c-77290d358451.html

Here is a Google Drive link to the full Edison study:

ATTACHMENT: [Radio Live On Air and Everywhere from NPR and Edison Research](#)

Automobile Dealers Association Sees Sales Rebound In 2021.

Inside Radio (NADA) April 19, 2021

http://www.insideradio.com/free/automobile-dealers-association-sees-sales-rebound-in-2021/article_1e8469cc-a0df-11eb-8532-e330fe0c71f7.html

10 Things World Class Managers Do To Build a Healthy Sales Pipeline

The Center For Sales Strategy April 19, 2021

https://blog.thecenterforsalesstrategy.com/10-things-managers-do-to-build-a-healthy-sales-pipeline?utm_campaign=subscriber&utm_medium=email&_hsmt=122219186&_hsenc=p2ANqtz--a4-MWhfcFIR-NclfcXL9SVdpCCsLZzmrHWddh7rFY5rxxXUWbZncHxyAiLroq4A3XcR15D9T7sm8Ock0tHzB4h5L7Cg&utm_content=122219186&utm_source=hs_email

The top 10 ad spenders in Big Pharma for 2020

Fierce Pharma April 19, 2021

<https://www.fiercepharma.com/special-report/top-10-ad-spenders-big-pharma-for-2020>

Your Geographic Bonus

Radio Ink (Charlie Sislen) April 19, 2021

https://radioink.com/2021/04/19/your-geographic-bonus/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

How to Establish Virtual Connections Using Video

SalesFuel April 17, 2021

<https://salesfuel.com/how-to-establish-virtual-connections-using-video/>

Sales Productivity: Steps to Increase Yours

SalesFuel April 17, 2021

<https://salesfuel.com/sales-productivity-steps-to-increase-yours/>

Show Authenticity Virtually With These Tips

SalesFuel April 17, 2021

<https://salesfuel.com/show-authenticity-virtually-with-these-tips/>

NAB Tells Congress Local Radio, TV Best Ways To Combat Vaccine Misinformation.

Inside Radio April 16, 2021

http://www.insideradio.com/free/nab-tells-congress-local-radio-tv-best-ways-to-combat-vaccine-misinformation/article_fb7c42a8-9e7f-11eb-aa18-3fa92b147889.html

AdsWizz Gives Advertisers A Billion Reasons To Spend on Podcasting.

Inside Radio (AdsWizz) April 16, 2021

http://www.insideradio.com/podcastnewsdaily/adswizz-gives-advertisers-a-billion-reasons-to-spend-on-podcasting/article_e3931c62-9ece-11eb-9dd3-57b896a6dfc5.html

Debunking Myths About Selling Virtually

Selling Power Blog April 15, 2021

<https://blog.sellingpower.com/gg/2021/04/debunking-myths-about-selling-virtually.html>

6 STEPS TO CREATE CALL SCRIPTS THAT DON'T SUCK

LeadG2 (The Center For Sales Strategy) April 15, 2021

<https://leadg2.thecenterforsalesstrategy.com/blog/6-steps-to-create-call-scripts-that-dont-suck>

How to Sell to Decision-Makers & Influencers, According to Sales Leaders

HubSpot April 15, 2021

https://blog.hubspot.com/sales/how-to-talk-about-price-with-the-decision-maker-the-influencer-and-the-champion?_hstc=201195441.1a2963a9d1dd576753980fbe6c5d29cc.1612388323114.1618869939893.1618945132729.20&_hssc=201195441.1.1618945132729&_hsfp=779478436

Big rebound for U.S. retail sales in March

Chain Store Age April 16, 2021

https://chainstoreage.com/big-rebound-us-retail-sales-march?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+D_ay+Breaker&utm_keyword=

NADA First Quarter 2021 Auto Industry Analysis

Car Pro USA April 14, 2021

<https://www.carprousa.com/NADA-First-Quarter-2021-Auto-Industry-Analysis/a/1890>

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

Apple will let podcasters sell subscriptions and keep a cut for itself

Apple hasn't tried to make a business out of podcasting until now. Will you pay?

VOX April 20, 2021

<https://www.vox.com/recode/2021/4/20/22394032/apple-podcast-subscription-plans>

Cutting through the noise: is the social media audio trend here to stay?

The Drum April 19, 2021

<https://www.thedrum.com/opinion/2021/04/19/cutting-through-the-noise-the-social-media-audio-trend-here-stay>

IAB Podcast Upfront Schedule Released

Podcast Business Journal April 21, 2021

https://podcastbusinessjournal.com/iab-podcast-upfront-releases-schedule-for-2021/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

DRM Digital Radio: Anytime and Anywhere

Radio+Television Business Report April 2021

<https://www.rbr.com/drm-digital-radio-anytime-and-anywhere/>

Xperi's 'Radical' Concept To Generate New Revenue From Radio's Digital Pipeline.

Inside Radio April 20, 2021

http://www.insideradio.com/free/xperi-s-radical-concept-to-generate-new-revenue-from-radio-s-digital-pipeline/article_6dbc2b3a-a1a5-11eb-8711-0379e1e050ab.html

Dollars flow to live audio as moderation problems loom

AXIOS April 19, 2021

<https://www.axios.com/clubhouse-dollars-live-audio-moderation-problems-a972ad6f-22fc-4ebe-9565-9f179fd97c7f.html>

TV Ad Spending Jumped 13% in March: SMI

Broadcasting+Cable April 16, 2021

<https://www.nexttv.com/news/tv-ad-spending-jumped-13-in-march-smi-says>

In First Year-Over-Year Pandemic Comp, U.S. Ad Spending Surges 22% In March

MediaPost April 16, 2021

<https://www.mediapost.com/publications/article/362401/in-first-year-over-year-pandemic-comp-us-ad-spe.html>

The Pandemic Helped Some Marketers Kick This Digital Marketing Habit

Forbes (Dr. Augustine Fou - CMO Network) April 17, 2020

<https://www.forbes.com/sites/augustinefou/2021/04/17/the-pandemic-helped-marketers-kick-this-old-digital-marketing-habit/?sh=5c16fd3a519c>

TV Networks Demand Nielsen Submit to Audit in Battle Over Coronavirus Audience Counts

Variety April 15, 2021

<https://variety.com/2021/tv/news/nielsen-audit-tv-ratings-coronavirus-1234952295/>

Nielsen Audience Measurement Chief Scott Brown Leaves For Experian

MediaPost April 15, 2021

<https://www.mediapost.com/publications/article/362370/nielsen-audience-measurement-chief-scott-brown-lea.html>

Brands Wager on Sports Betting Advertising

ANA March 19, 2021

https://www.ana.net/magazines/show/id/ana-2021-03-brands-wager-on-sports-betting-advertising?st3=210416newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=210416-newsstandnow-non&zs=FANij1&zl=9JbX7

Reminder: Issue Ads Require Public File Disclosures Even Outside Political Windows

Broadcast Law Blog (David Oxenford) April 15, 2021

<https://www.broadcastlawblog.com/2021/04/articles/reminder-issue-ads-require-public-file-disclosures-even-outside-political-windows/>

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