

APRIL 5, 2023

Hi All,

As we move into April and the beginning of Q2, skies are brighter and our minds are more optimistic that the struggles of Q1 are behind us and we have hope that better results are in store for the remainder of the year. But Hope is not a Plan, and in order for us to capture the potential of the next 9 months we have a strong desire to continue to study in order to learn, innovate and adapt to achieve our goals...

“Study without desire spoils the memory, and it retains nothing that it takes in.”

— Leonardo da Vinci

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio Reigns Supreme In Ad-Supported Audio: Recapping Edison Series.

Inside Radio April 4, 2023

https://www.insideradio.com/free/radio-reigns-supreme-in-ad-supported-audio-recapping-edison-series/article_ff108b72-d28f-11ed-a566-d79e1f736953.html

5 Sales Closes And Why They Matter

Radio Ink (Loyd Ford) April 2, 2023

<https://radioink.com/2023/04/02/loyd-ford-5-sales-closes-and-why-they-matter/>

I Hope That You Can Help Me

Radio Ink (Rick Fink) April 2, 2023

<https://radioink.com/2023/04/02/rick-fink-i-hope-that-you-can-help-me/>

Risk Versus Reward: It's Up To Us!

Radio Ink (Pat Bryson) April 2, 2023

<https://radioink.com/2023/04/02/pat-bryson-risk-versus-reward-its-up-to-us/>

3 Small Sales Hacks That Can Have a Big Impact

SalesFuel (Jessica Helinski) April 1, 2023

<https://salesfuel.com/3-small-sales-hacks-that-can-have-big-impact/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

UTILIZING LINKEDIN AS A SALES LEADER

LEADG2 (Brent Tripp) April 5, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/utilizing-linkedin-as-a-sales-leader?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=253186761&_hsenc=p2ANqtz-9XfWzutQMUEl1bWwqswdMg8McY_mZAOxvPOK3j5WbIsM10nkGjppT1uli7TYNGZU0W3ewhaDPZO6dsBPZNLcQDq5H5Tw&utm_content=253186761&utm_source=hs_email

Spike In Attention To Radio Ads Likely Due To More People Back To Listening In-Car.

Inside Radio (NuVoodoo Media) April 5, 2023

https://www.insideradio.com/free/spike-in-attention-to-radio-ads-likely-due-to-more-people-back-to-listening-in/article_f931b824-d358-11ed-ab04-cf4cc529117e.html

Brands Cue Up Sonic Identities In Expanding Audio Universe.

Inside Radio April 5, 2023

https://www.insideradio.com/free/brands-cue-up-sonic-identities-in-expanding-audio-universe/article_fbb9c09e-d35a-11ed-b678-972454fd7cac.html

Two New Pharmaceutical Studies: Swoop Reveals AM/FM Radio Delivers Significant Reach And Time Spent Among The Digestion Aliment Segment And ABX Report Reveals AM/FM Radio Pharmaceutical Ads Are 94% As Effective As TV Ads At One-Fourth The CPM

WestwoodOne (Pierre Bouvard) April 3, 2023

<https://www.westwoodone.com/blog/2023/04/03/two-new-pharmaceutical-studies-swoop-reveals-am-fm-radio-delivers-significant-reach-and-time-spent-among-digestive-aliment-segment-and-abx-report-reveals-am-fm-radio-pharmaceutical-ads-are-94-as-effe/>

Why More Brands Are Gravitating To Audio Advertising.

Inside Radio April 3, 2023

https://www.insideradio.com/free/why-more-brands-are-gravitating-to-audio-advertising/article_30adca68-d1ab-11ed-aae5-6340433f17de.html

FORD CREDIT DEBUTS FIRST-EVER CONSUMER AD CAMPAIGN AS AUTO LENDING MARKET UNDERGOES RAPID CHANGE

With more people shopping online, lenders must shift strategies

AdAge (E.J. Schultz) April 03, 2023.

https://adage.com/article/marketing-news-strategy/ford-credits-first-consumer-campaign-debuts-auto-lending-market-undergoes-rapid-change/2483516?adobe_mc=MC MID%3D86190352313681477844369843737300157192%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1680549661&CSAuthResp=1%3A%3A5376018%3A285215427%3A24%3Asuccess%3A23421DAA2D213BFF5BE973D3D4603C07

More Ads On Radio Mentioning Easter? Here's Why: Retail Spending On Track To Break Records.

Inside Radio (Prosper Insights & Analytics) April 3, 2023

https://www.insideradio.com/free/more-ads-on-radio-mentioning-easter-here-s-why-retail-spending-on-track-to-break/article_4a947c36-d1bc-11ed-974c-bb41151a7977.html

Overcoming the Fear of Rejection

SalesFuel (Tim Londergan) April 1, 2023

<https://salesfuel.com/overcoming-the-fear-of-rejection/>

Why DOOH is a big draw for startups and direct response marketers

DIGIDAY (Kimeko McCoy) March 31, 2023

<https://digiday.com/marketing/why-doooh-is-a-big-draw-for-startups-and-direct-response-marketers/>

Consumer confidence edges up in March amid hope for the future

Chain Store Age (Marianne Wilson) March 31, 2023

https://chainstoreage.com/consumer-confidence-edges-march-amid-hope-future?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

5 charts showing how consumers shop across channels

eMarketer Insider Intelligence (Arielle Feger) March 31, 2023

https://www.insiderintelligence.com/content/5-charts-showing-how-consumers-shop-across-channels?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%204.3.23&utm_content=Retail%20Daily%204.3.23&utm_term=eMarketer%20Retail%20Active%20List

NRF forecasts retail sales to rise from 4% to 6% in 2023

Chain Store Age (Marianne Wilson) March 29, 2023

https://chainstoreage.com/nrf-forecasts-retail-sales-rise-4-6-2023?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Sales Prospecting: The Top Mistakes Companies Make and How to Fix Them

The Center For Sales Strategy (Isha Bell) April 5, 2023

https://blog.thecenterforsalesstrategy.com/sales-prospecting-mistakes?utm_campaign=subscriber&utm_medium=email&_hsmi=253176941&_hsenc=p2ANqtz-i3wNhYbhmBWYb6Kvc-cMtqMomXcLJ7IR9w1KnByw98kp10aqCnwBn2jPgCw9D3QHginYKbrEL6Xmy1B5H_uD3Q0_zg&utm_content=253176941&utm_source=hs_email

5 Simple Steps to Improve Your Recruitment Process and Attract Top Talent

The Center For Sales Strategy (Matt Sunshine) April 3, 2023

https://blog.thecenterforsalesstrategy.com/5-simple-steps-to-improve-your-recruitment-process-and-attract-top-talent?utm_campaign=subscriber&utm_medium=email&_hsmi=252839596&_hsenc=p2ANqtz-8R5Oem-o5Uzr5jGnaRmUIPin3qDC9Xx9jIHErHMEW5AU0LESIR89yJnJ4Ae0jUCp-TfACfrAiaWR5cKNa8ovWKI01Ezg&utm_content=252839596&utm_source=hs_email

Can Your Sales Team Row To A Goal?

Radio Ink (Alec Drake) April 2, 2023

<https://radioink.com/2023/04/02/alec-drake-can-your-sales-team-row-to-a-goal/>

RadioGPT: Coming 2 Your Car

LinkedIn (Roger C. Lanctot) March 30, 2023

<https://www.linkedin.com/pulse/radiogpt-coming-2-your-car-roger-c-lanctot/>

The Hispanic Growth Engine Post Pandemic

HispanicAd (Roberto Orci) March 29, 2023

<https://hispanicad.com/news/the-hispanic-growth-engine-post-pandemic/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

The Key To Podcast's Continued Revenue Growth Is Tied To Contextual Selling, Says Sounder.

Inside Radio (Sounder) April 5, 2023

https://www.insideradio.com/free/the-key-to-podcast-s-continued-revenue-growth-is-tied-to-contextual-selling-says-sounder/article_04f0a0d2-d357-11ed-9c81-7be315581a70.html

Proof Shorter Stopsets Can Work On A National Level

Radio Ink April 5, 2023

<https://radioink.com/2023/04/05/proof-shorter-stopsets-can-work-on-a-national-level/>

How Does Remote Work Affect Innovation?

Harvard Business School (James Heskett) April 4, 2023

https://hbswk.hbs.edu/item/how-does-remote-work-affect-innovation?utm_source=sfmc&utm_medium=email&utm_campaign=WK+Newsletter+04-05-2023&utm_term=How+Does+Remote+Work+Affect+Innovation%3f+What+Do+You+Think%3f%26nbsp%3b&utm_id=561233

State Broadcasters Associations Join Fight To Save AM Radio In Vehicles.

Inside Radio April 4, 2023

https://www.insideradio.com/free/state-broadcasters-associations-join-fight-to-save-am-radio-in-vehicles/article_7042361e-d304-11ed-bcc2-c3e3671a17ae.html

What Are Automakers Thinking About AM/FM Radio? (Based On A True Story)

Jacobs Media Strategies (Fred Jacobs) April 4, 2023

<https://jacobsmedia.com/what-are-automakers-thinking-about-am-fm-radio-based-on-a-true-story/>

What Car Companies Told Markey About Radio

Ford and Volvo are dropping AM; letters from other companies present a worrisome outlook

RadioWorld (Randy J. Stine) April 3, 2023

https://www.radioworld.com/news-and-business/what-car-companies-told-markey-about-radio?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=82EC523C-CBA3-435B-8D9C-B5E8663DFE69&utm_source=SmartBrief

Bill To Help Local Media Negotiate With Big Tech Reintroduced In The Senate.

Inside Radio April 3, 2023

https://www.insideradio.com/free/bill-to-help-local-media-negotiate-with-big-tech-reintroduced-in-the-senate/article_b4ce82ce-d007-11ed-a64d-2fce0d03d46d.html

Report: GM Dropping Apple CarPlay And Android Auto From 2024 EVs.

Inside Radio (Ars Technica) April 3, 2023

https://www.insideradio.com/free/report-gm-dropping-apple-carplay-and-android-auto-from-2024-evs/article_b89174fa-d1b2-11ed-8fc3-f7a9a76a6c1f.html

The Political Ad Spigot Isn't Completely Dry, Thanks To Groups Lobbying On The Radio.

Inside Radio (AdImpact) April 3, 2023

https://www.insideradio.com/free/the-political-ad-spigot-isn-t-completely-dry-thanks-to-groups-lobbying-on-the-radio/article_fa64cd8a-d1af-11ed-9d68-637199c299c3.html

Belt-Tightening Will Be Good For Podcasting

Amplifi Media (Steven Goldstein) April 2, 2023

https://www.amplifimedia.com/blogstein-1/belt-tightening-will-be-good-for-podcasting?mc_cid=6544be27a5&mc_eid=30f6902dce

Firm Offers Tool For Creating Contextual Audio Ads With Generative AI

MediaPost (Ray Schultz) April 2, 2023

https://www.mediapost.com/publications/article/383976/firm-offers-tool-for-creating-contextual-audio-ads.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129797&hashid=mJekFDXrQpCzlaeSPZoRTw

Proposed Bill Would Ban Excessively Loud Streaming Commercials

NextGov March 31, 2023

<https://www.nextgov.com/policy/2023/03/proposed-bill-would-ban-excessively-loud-streaming-commercials/384688/>

It's Reach, Not Ratings, That Will Determine TV Advertising's Future

MediaPost (Dave Morgan) March 30, 2023

https://www.mediapost.com/publications/article/383906/its-reach-not-ratings-that-will-determine-tv-ad.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129804&hashid=13ziehw8S-6SGyiO6JORFg

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 3 (March 16 - March 22, 2023). It is good to see that the Cume numbers show gains in all three of our PPM measured markets in March Week 3.

Los Angeles (Metro 12+ Population 11,234,700)

AQH:

Oct Monthly - 602,100
Nov Monthly - 583,000
Dec Monthly - 559,700
Hol Monthly - 563,000

Jan Monthly - 568,900
Feb Monthly - 567,900

Mar Week 1 - 574,800
Mar Week 2 - 543,500
Mar Week 3 - 550,700

Cume:

Oct Monthly - 10,061,900
Nov Monthly - 10,078,500
Dec Monthly - 9,951,100
Hol Monthly - 9,827,100

Jan Monthly - 9,888,500
Feb Monthly - 9,877,500

Mar Week 1 - 9,818,000
Mar Week 2 - 9,509,000
Mar Week 3 - 9,679,600

Riverside/San Bernardino (Metro 12+ Population 2,166,600)

AQH:

Oct Monthly - 117,100
Nov Monthly - 116,300
Dec Monthly - 107,700
Hol Monthly - 102,100

Jan Monthly - 107,300
Feb Monthly - 109,200

Mar Week 1 - 109,600
Mar Week 2 - 107,000
Mar Week 3 - 103,600

Cume:

Oct Monthly - 1,893,700
Nov Monthly - 1,868,200
Dec Monthly - 1,852,300
Hol Monthly - 1,791,600

Jan Monthly - 1,774,500
Feb Monthly - 1,833,000

Mar Week 1 - 1,815,100
Mar Week 2 - 1,800,000
Mar Week 3 - 1,826,400

San Diego (Metro 12+ Population 2,881,200)

AQH:

Oct Monthly - 122,100
Nov Monthly - 122,200
Dec Monthly - 117,300
Hol Monthly - 106,200

Jan Monthly - 106,100
Feb Monthly - 113,000

Mar Week 1 - 111,500
Mar Week 2 - 109,100
Mar Week 3 - 107,700

Cume:

Oct Monthly - 2,429,200
Nov Monthly - 2,437,200
Dec Monthly - 2,373,200
Hol Monthly - 2,255,600

Jan Monthly - 2,276,400
Feb Monthly - 2,327,200

Mar Week 1 - 2,393,500
Mar Week 2 - 2,335,200
Mar Week 3 - 2,389,700

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