

MAY 3, 2023

Hi All,

"Listening to the radio is still the "in" thing to do."

That is the first line in the article below from PR Daily. And here is the last line:

"There's really something for everyone on the radio and from a public relations point of view as a PR practitioner everyone should have radio in their communications toolbox. If you don't, you're leaving audience on the table,"

There is so much good stuff between those tasty slices that I wanted to put the article at the top of the must read list for everyone!

Don't touch that dial: Using radio in PR

Tune in and see the benefit of PR pros using radio to tap into new markets and boost brand visibility.

PRDaily (Sherri Kolade) May 1, 2023

[https://www.prdaily.com/dont-touch-that-dial-using-radio-in-pr/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+\(2023-05-01\)&utm_content=article+title&utm_term=3&oly_enc_id=3247H0847412E0H](https://www.prdaily.com/dont-touch-that-dial-using-radio-in-pr/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2023-05-01)&utm_content=article+title&utm_term=3&oly_enc_id=3247H0847412E0H)

We also catch you up on the essential developments and important articles and resources of the past two week after taking last week off. Lots of great, usable content for you. We also report two weeks of Nielsen audience estimates in our three PPM measured markets (April 6-12 & April 13-19, 2023).

Our journey of learning marches on...

"Learn continually. There's always "one more thing" to learn."

— Steve Jobs

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Report: No Longer Confined To Upper Funnel, Audio Seen As Multi-Purpose Platform.

Inside Radio (Audacy) May 2, 2023

https://www.insideradio.com/free/report-no-longer-confined-to-upper-funnel-audio-seen-as-multi-purpose-platform/article_3d0e782a-e8a8-11ed-8100-3bf3332ffde3.html

ATTACHMENT: [State of Audio 2023 – Fuel the Funnel](#)

Our New Business Environment Requires a Consultative Sales Approach

SalesFuel (Tim Londergan) April 29, 2023

<https://salesfuel.com/our-new-business-environment-requires-a-consultative-sales-approach/>

Powerful Discovery Call Questions That Help Sellers Dig Deep

SalesFuel (Jessica Helinski) April 22, 2023

<https://salesfuel.com/powerful-discovery-call-questions-that-help-sellers-dig-deep/>

Death Of A ‘Salesperson’

Radio Ink (Loyd Ford) April 23, 2023

<https://radioink.com/2023/04/23/loyd-ford-death-of-a-salesperson/>

Don’t Leave The Office Today Before Doing THIS

Radio Ink (Rick Fink) April 23, 2023

<https://radioink.com/2023/04/23/prepare-for-tomorrow-before-you-leave-the-office-today/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Discover, Macy’s Return To Radio’s Top 10 Advertisers.

Inside Radio (Media Monitors) May 2, 2023

https://www.insideradio.com/free/discover-macy-s-return-to-radio-s-top-10-advertisers/article_c27f4b5c-e8a7-11ed-8339-4f5ea47505f1.html

Analyst: Retail Auto Market Good, If Not Great. New-Vehicle Sales Up 9%.

Inside Radio (Cox Automotive) May 2, 2023

https://www.insideradio.com/free/analyst-retail-auto-market-good-if-not-great-new-vehicle-sales-up-9/article_4d6a4a38-e8a7-11ed-b5cf-d35e53b02d81.html

***7 New Findings About The Podcast Audience: The Cumulus Media 2023 Audioscape**

Westwood One (Liz Mayer) May 1, 2023

<https://www.westwoodone.com/blog/2023/05/01/the-cumulus-media-2023-audioscape-7-new-findings-about-the-podcast-audience/>

How to Use Words to Grow Your Relationships in Sales

SalesFuel (Jessica Hellinski) April 29, 2023

<https://salesfuel.com/how-to-use-words-to-grow-your-relationships-in-sales/>

BEYOND BRANDING: LEVERAGING SOCIAL MEDIA TO DRIVE LEADS

LEADG2 (Elissa Naful) April 29, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/beyond-branding-leveraging-social-media-to-drive-leads?utm_medium=email&hsmi=256215911&hsenc=p2ANqtz-8OXDIFPxcnSrZU9QDMssr4RZpuHWgufD6DH8TuC0emzRrIAVnEz6dodUwlv4irGaNGNpIAM80QWJcHKJ40SaBv3n9F2g&utm_content=256215911&utm_source=hs_email

***Latinos Will Be Future Drivers Of Spending In U.S.**

MediaPost (Karla Fernandez Parker) April 27, 2023

https://www.mediapost.com/publications/article/384830/latinos-will-be-future-drivers-of-spending-in-us.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130109&hashid=nPO6kNh8ToCb2_NBH4Mycg

Mother's Day Spending To Top \$274 Per Person

MediaPost (Sarah Mahoney) April 27, 2023

https://www.mediapost.com/publications/article/384807/mothers-day-spending-to-top-274-per-person.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130104&hashid=IZA7uSulTnimoAz9RMXvmQ

S&P: Recovering Auto Inventories Could Mean 'Big Win For Consumers.'

Inside Radio April 27, 2023

[https://www.insideradio.com/free/s-p-recovering-auto-inventories-could-mean-big-win-for-consumers/article_c77b8378-e4c4-11ed-802e-ab8d0ed13adb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local Media %26 Technology Daily 26](https://www.insideradio.com/free/s-p-recovering-auto-inventories-could-mean-big-win-for-consumers/article_c77b8378-e4c4-11ed-802e-ab8d0ed13adb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20Technology%20Daily%2026)

***RAB: Radio Scores High Grades In Higher Education Advertising.**

Inside Radio April 26, 2023

https://www.insideradio.com/free/rab-radio-scores-high-grades-in-higher-education-advertising/article_f3fae65e-e3fd-11ed-869f-839a06ee33b9.html

Study: 89% of Gen Z Listens to Radio Because it's Free

RADIO ONLINE (Edison Research) Wednesday, April 26, 2023

[https://news.radio-online.com/cgi-bin/rol.exe/headline_id=b17414?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local Media %26 Technology Daily 26](https://news.radio-online.com/cgi-bin/rol.exe/headline_id=b17414?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20Technology%20Daily%2026)

Springtime Surge: Home Improvement Retailers Roar Back At Radio.

Inside Radio (Media Monitors) April 25, 2023

https://www.insideradio.com/free/springtime-surge-home-improvement-retailers-roar-back-at-radio/article_e72c56d0-e338-11ed-99f5-eb77b2138e37.html

***Pros & Cons of AI Email in Sales [+Tools to Consider]**

HubSpot (Kiran Shahid) April 25, 2023

https://blog.hubspot.com/sales/ai-email-in-sales?utm_medium=email&hsmi=256215599&hsenc=p2ANqtz-842UR-ls026McDcZv2r4cBB1L_pZpYdzpYmioDDWctI8XjOtkV9HHeNWS-lwHm1S2LZUv3spFBJOghluLVbnGBWVng&utm_content=256215599&utm_source=hs_email

***How To Show Clients Your Audience's Spending Power**

Radio Ink (Marc Greenspan) April 23, 2023

<https://radioink.com/2023/04/23/how-to-show-clients-your-audiences-spending-power/>

***Sales Performance Suffers During Mental Distress**

SalesFuel (Tim Londergan) April 22, 2023

<https://salesfuel.com/sales-performance-suffers-during-mental-disarray/>

***Don't Make These 4 Social Selling Mistakes**

SalesFuel (Jessica Helinski) April 22, 2023

<https://salesfuel.com/dont-make-these-4-social-selling-mistakes/>

Study: Consumer optimism, spending, travel plans up despite recession concerns

Chain Store Age (Marianne Wilson) April 19, 2023

https://chainstoreage.com/study-consumer-optimism-spending-travel-plans-despite-recession-concerns?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

Cumulus Q1 Analysis: Local Beats National, Small Markets Outperform Large.

Inside Radio April 28, 2023

https://www.insideradio.com/free/cumulus-q1-analysis-local-beats-national-small-markets-outperform-large/article_b368f98a-e5a3-11ed-b2f9-935a24a951e5.html

Currency Conundrum Meets Measurement Mayhem This Spring - Are You Ready?

MediaPost (Ashwini Karandikar & Mark Wagman) April 28, 2023

https://www.mediapost.com/publications/article/384849/currency-conundrum-meets-measurement-mayhem-this-s.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130104&hashid=IZA7uSulTnimoAz9RMXvmQ

U.S. Ad Index Falls For 9th Consecutive Month In March

MediaPost (Joe Mandese) April 27, 2023

<https://www.mediapost.com/publications/article/384799/us-ad-index-falls-for-9th-consecutive-month-in-m.html?edition=130093>

Fox-Dominion Settlement Focuses Light on Defamation Claims – Broadcasters Beware of Airing Untrue Political Ads

Broadcast Law Blog (David Oxenford) April 27, 2023

<https://www.broadcastlawblog.com/2023/04/articles/fox-dominion-settlement-focuses-light-on-defamation-claims-broadcasters-beware-of-airing-untrue-political-ads/>

Kagan: Radio Revenues Grew 4.5% In 2022. This Year Will Be Up 2.8%.

Inside Radio April 26, 2023

https://www.insideradio.com/free/kagan-radio-revenues-grew-4-5-in-2022-this-year-will-be-up-2-8/article_f903604e-e3fe-11ed-91a1-3771b816902c.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

When Your Radio Station Should (And Should Not) Use AI

Jacobs Media Strategies (Seth Resler) May 1, 2023

https://jacobsmedia.com/when-your-radio-station-should-and-should-not-use-ai/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=9c01f1f38e-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-9c01f1f38e-179898762

The digital ad market bounces back during first-quarter earnings

Modern Retail (Vidhi Choudhary) May 1, 2023

<https://www.modernretail.co/technology/the-digital-ad-market-bounces-back-during-first-quarter-earnings/>

Ad Spending For 2024 Campaign Season Is Already Twice What It Was Four Years Ago.

Inside Radio (AdImpact) May 1, 2023

https://www.insideradio.com/free/ad-spending-for-2024-campaign-season-is-already-twice-what-it-was-four-years-ago/article_4c55629e-e7d6-11ed-a950-b377c61290ed.html

Futuri Grabs Radio's Attention With RadioGPT

Anstandig expects the tool to be on-air "at hundreds of stations" this year

RadioWorld (Randy J. Stine) April 28, 2023

https://www.radioworld.com/news-and-business/news-makers/futuri-grabs-radios-attention-with-radiogpt?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=3DC2B39B-5B4C-4DC8-9439-9F98FFF14967&utm_source=SmartBrief

Branding Balancing Act – Keeping Your Station Nostalgic But Trendy

Jacobs Media Strategies (Fred Jacobs) April 28, 2023

<https://jacobsmedia.com/branding-balancing-act-keeping-your-station-nostalgic-but-trendy/>

The NAB Radio Board Elects Six New Members.

Inside Radio April 28, 2023

https://www.insideradio.com/free/the-nab-radio-board-elects-six-new-members/article_a95416ce-e5d9-11ed-bfc0-2f7c2eca1983.html

Comscore Sides With Nielsen, Supports MRC Accreditation

MediaPost (Joe Mandese) April 27, 2023

https://www.mediapost.com/publications/article/384823/comscore-sides-with-nielsen-supports-mrc-accredit.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130104&hashid=IZA7uSulTnimoAz9RMXvmQ

NASBA Survey Shows What Americans Would Lose Without AM Radio In Vehicles.

Inside Radio April 27, 2023

https://www.insideradio.com/free/nasba-survey-shows-what-americans-would-lose-without-am-radio-in-vehicles/article_df576a4c-e4c5-11ed-b2e6-9325e70ec402.html

***Noble Capital Says Local Advertising Looks Different Compared To Previous Economic Dips.**

Inside Radio April 26, 2023

https://www.insideradio.com/free/noble-capital-says-local-advertising-looks-different-compared-to-previous-economic-dips/article_d6a784ee-e3fe-11ed-a161-d700de5b0642.html

AMs, Don't Be Passive About Your Fate

Embrace all available new technologies and strategies

RadioWorld (David Bialik) April 24, 2023

https://www.radioworld.com/columns-and-views/guest-commentaries/ams-dont-be-passive-about-your-fate?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=0E9602E7-9952-4C82-8B51-AB55EA2FEADE&utm_source=SmartBrief

***Hope Is Not A Strategy**

Radio Ink (Buzz Knight) April 23, 2023

<https://radioink.com/2023/04/23/buzz-knight-hope-is-not-a-strategy/>

8 analyst predictions on the future of ChatGPT and generative AI in marketing and retail

eMarketer (Sara Lebow) April 21, 2023

https://www.insiderintelligence.com/content/analyst-predictions-future-chatgpt-generative-ai-marketing-retail?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%204.30.2023&utm_id=eDaily%204.30.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%204.30.2023

***82 Million Reasons To Keep AM Radio In Vehicles, Why AM/FM Radio Is Still The Queen Of The Road, And Growing Advertiser Interest For In-Dash Visuals That Accompany An AM/FM Radio Ad**

Westwood One (Pierre Bouvard) April 21, 2023

<https://www.westwoodone.com/blog/2023/04/21/82-million-reasons-to-keep-am-radio-in-vehicles-why-am-fm-radio-is-still-the-queen-of-the-road-and-growing-advertiser-interest-for-in-dash-visuals-that-accompany-an-am-fm-radio-ad/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for April Weeks 2 & 3 (April 6-12 & April 13-19, 2023). We report two weeks in this edition and we see the usual ebb and flow in the weekly metrics while the overall numbers remain in good shape.

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 Monthly - 557,900

Apr Week 1 - 560,700
Apr Week 2 - 564,600
Apr Week 3 - 572,800

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 Monthly - 9,745,300

Apr Week 1 - 9,778,500
Apr Week 2 - 9,907,800
Apr Week 3 - 9,850,400

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 Monthly - 105,700

Apr Week 1 - 104,800
Apr Week 2 - 109,200
Apr Week 3 - 107,500

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 Monthly - 1,825,200

Apr Week 1 - 1,829,400
Apr Week 2 - 1,845,300
Apr Week 3 - 1,803,900

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 Monthly - 108,800

Apr Week 1 - 108,200
Apr Week 2 - 112,600
Apr Week 3 - 106,800

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 Monthly - 2,342,300

Apr Week 1 - 2,349,900

Apr Week 2 - 2,419,900

Apr Week 3 - 2,288,600

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