

**MAY 10, 2023**

Hi All,

This week you will find another curated collection of everything that is important to help you keep up to date in our fast paced business. You will also see the latest audience estimates for our PPM measured markets for April Week 4 as well as April Full Month...and I am happy to report all metrics in all markets trended up for Week 4 and for April Full Month compared to March.

You are likely in this radio business because you love it. Sometimes keeping up with everything is very challenging with more new things to learn with each passing week. But because we love it we are always driven to know more...

**“You’ll never know everything about anything, especially something you love.”**

— Julia Child

### **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

#### **TOP FIVE SELECTED ARTICLES/RESOURCES**

##### **Radio Can Help Promote Springtime Businesses**

RAB Radio Matters Blog May 9, 2023

[https://radiomatters.org/index.php/2023/05/09/radio-can-help-promote-springtime-businesses/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=8525936370-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-8525936370-582899012](https://radiomatters.org/index.php/2023/05/09/radio-can-help-promote-springtime-businesses/?utm_source=Radio%20Matters%20Blog&utm_campaign=8525936370-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-8525936370-582899012)

##### **Back To The Office: Marketers And Agencies Increase Commutes And Days In The Office; Average Americans Commute More Days And Are Exposed More Frequently To Out-Of-Home Advertising And AM/FM Radio Ads**

Westwood One (Pierre Bouvard) May 8, 2023

<https://www.westwoodone.com/blog/2023/05/08/back-to-the-office-marketers-and-agencies-increase-commutes-and-days-in-the-office-average-americans-commute-more-days-and-are-exposed-more-frequently-to-out-of-home-advertising-and-am-fm-radio-ads/>

##### **5 Ways AI Will Help Sell More**

The Center For Sales Strategy (Trey Morris) May 8, 2023

[https://blog.thecenterforsalesstrategy.com/5-ways-ai-will-help-sell-more?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=257399880&\\_hsenc=p2ANqtz-823mCsLp-c22YU7v9qnodl6yfkULJW6h3X39Ck86I6Zo8WVUMuM\\_cbPgmIhYjB\\_P7zPI0iorHZIWEwim5VM9Pb6w0yQ&utm\\_content=257399880&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/5-ways-ai-will-help-sell-more?utm_campaign=subscriber&utm_medium=email&_hsmi=257399880&_hsenc=p2ANqtz-823mCsLp-c22YU7v9qnodl6yfkULJW6h3X39Ck86I6Zo8WVUMuM_cbPgmIhYjB_P7zPI0iorHZIWEwim5VM9Pb6w0yQ&utm_content=257399880&utm_source=hs_email)

### **How Radio Builds Effectiveness for RMN Campaigns**

#### **The complementary effectiveness of radio's always-on audience and retail media networks' deep dataset**

RAB (Tammy Greenberg) April 25, 2023

[https://www.ana.net/magazines/show/id/forward-2023-04-rab-radio-rmn-data?st3=230428newsstndnon&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=230428-newsstandnow-non&zs=FANij1&zl=Husw8](https://www.ana.net/magazines/show/id/forward-2023-04-rab-radio-rmn-data?st3=230428newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=230428-newsstandnow-non&zs=FANij1&zl=Husw8)

### **How B2B Sales Has Changed Over the Last 20 Years – And How to Best Respond**

LinkedIn (Paul Petrone) May 2, 2023

[https://www.linkedin.com/business/sales/blog/strategy/how-b2b-sales-has-changed-in-the-past-20-years?utm\\_medium=email&hsmi=257043238&hsenc=p2ANqtz--XJldfZdu-JNS4cJFv2FfgCbfeWqaaihbtOeS\\_wxoSk\\_VKQVdv1gpejzZKzaBQAFYFUMqkYWIQLPMk7QubW4VJ0fXMAg&utm\\_content=257043238&utm\\_source=hs\\_email](https://www.linkedin.com/business/sales/blog/strategy/how-b2b-sales-has-changed-in-the-past-20-years?utm_medium=email&hsmi=257043238&hsenc=p2ANqtz--XJldfZdu-JNS4cJFv2FfgCbfeWqaaihbtOeS_wxoSk_VKQVdv1gpejzZKzaBQAFYFUMqkYWIQLPMk7QubW4VJ0fXMAg&utm_content=257043238&utm_source=hs_email)

## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

### **Texas Senator Ted Cruz Says Podcasting Has Become A Potent Way To Reach Voters.**

Inside Radio (Business Insider) May 9, 2023

[https://www.insideradio.com/free/texas-senator-ted-cruz-says-podcasting-has-become-a-potent-way-to-reach-voters/article\\_a5caee38-ee35-11ed-9a29-b74de925a20d.html](https://www.insideradio.com/free/texas-senator-ted-cruz-says-podcasting-has-become-a-potent-way-to-reach-voters/article_a5caee38-ee35-11ed-9a29-b74de925a20d.html)

### **Macy's Moves Up To Highest Spot Count Rank In Two Years.**

Inside Radio (Media Monitors) May 9, 2023

[https://www.insideradio.com/free/macy-s-moves-up-to-highest-spot-count-rank-in-two-years/article\\_c2f2c5e4-ee35-11ed-818a-afe7c480b0bb.html](https://www.insideradio.com/free/macy-s-moves-up-to-highest-spot-count-rank-in-two-years/article_c2f2c5e4-ee35-11ed-818a-afe7c480b0bb.html)

### **Survey Finds A Third Of Listeners Pay More Attention To Podcast Ads Than Ads On Other Media.**

Inside Radio (DISQO) May 8, 2023

[https://www.insideradio.com/free/survey-finds-a-third-of-listeners-pay-more-attention-to-podcast-ads-than-ads-on/article\\_b750c814-ed6b-11ed-8b37-9375deaf0c74.html](https://www.insideradio.com/free/survey-finds-a-third-of-listeners-pay-more-attention-to-podcast-ads-than-ads-on/article_b750c814-ed6b-11ed-8b37-9375deaf0c74.html)

### **Four Years Later, We're Still Wasting Clients' Time**

Radio Ink (Rick Fink) May 8, 2023

<https://radioink.com/2023/05/08/rick-fink-four-years-later-were-still-wasting-clients-time/>

### **Four Steps To Grow Your Station's Recruitment Ads**

Radio Ink (Marc Greenspan) May 8, 2023

<https://radioink.com/2023/05/08/marc-greenspan-four-steps-to-grow-your-stations-recruitment-ads/>

### **U.S. Households Likely Can Support Spending As Economy Slows**

MediaPost (Robert Williams) May 8, 2023

[https://www.mediapost.com/publications/article/385164/us-households-likely-can-support-spending-as-eco.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=130214&has\\_hid=3ryQP86FTTiyUS5w5BYR2g](https://www.mediapost.com/publications/article/385164/us-households-likely-can-support-spending-as-eco.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130214&has_hid=3ryQP86FTTiyUS5w5BYR2g)

**Study: As Auto Insurance Rates Surge, Consumers Are Shopping For Carriers More Than Ever.**

Inside Radio (J.D. Power) May 8, 2023

[https://www.insideradio.com/free/study-as-auto-insurance-rates-surge-consumers-are-shopping-for-carriers-more-than-ever/article\\_3fe16766-ed6b-11ed-86a8-83cd4b32f87a.html](https://www.insideradio.com/free/study-as-auto-insurance-rates-surge-consumers-are-shopping-for-carriers-more-than-ever/article_3fe16766-ed6b-11ed-86a8-83cd4b32f87a.html)

**Convenience Stores Are A Post-Pandemic Retail Comeback Story.**

Inside Radio (National Association of Convenience Stores) May 8, 2023

[https://www.insideradio.com/free/convenience-stores-are-a-post-pandemic-retail-comeback-story/article\\_1a79621c-ed6b-11ed-9104-d3d96abb4795.html](https://www.insideradio.com/free/convenience-stores-are-a-post-pandemic-retail-comeback-story/article_1a79621c-ed6b-11ed-9104-d3d96abb4795.html)

**Why Should Sellers Care About Writing A Reminder Email?**

SalesFuel (Jessica Helinski) May 6, 2023

<https://salesfuel.com/why-should-sellers-care-about-writing-a-reminder-email/>

**Busy Sales Reps Can Improve Their Time Management With These Tips**

SalesFuel (Jessica Helinski) May 6, 2023

<https://salesfuel.com/busy-sales-reps-can-improve-their-time-management-with-these-tips/>

**Time Spent With Podcast Hits All-Time High.**

Inside Radio (Edison Research) May 4, 2023

[https://www.insideradio.com/free/time-spent-with-podcast-hits-all-time-high/article\\_4a479724-eabf-11ed-a649-f752e6941c5a.html](https://www.insideradio.com/free/time-spent-with-podcast-hits-all-time-high/article_4a479724-eabf-11ed-a649-f752e6941c5a.html)

**6 Tips To Consider NOW For Back-To-School Marketing**

MediaPost (Maria Bailey) May 4, 2023

[https://www.mediapost.com/publications/article/385067/6-tips-to-consider-now-for-back-to-school-marketing.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=130172&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/385067/6-tips-to-consider-now-for-back-to-school-marketing.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130172&hashid=nPO6kNh8ToCb2_NBH4Mycg)

**U.S. Sales Of New Vehicles Hold Steady In April.**

Inside Radio May 4, 2023

[https://www.insideradio.com/free/u-s-sales-of-new-vehicles-hold-steady-in-april/article\\_8a44a3f2-ea43-11ed-bc69-9b92153fc84f.html](https://www.insideradio.com/free/u-s-sales-of-new-vehicles-hold-steady-in-april/article_8a44a3f2-ea43-11ed-bc69-9b92153fc84f.html)

**Most Podcast Listeners Like Or Don't Mind Ads: Study**

MediaPost (Ray Schultz) May 3, 2023

<https://www.mediapost.com/publications/article/385039/most-podcast-listeners-like-or-dont-mind-ads-stu.html?edition=130178>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Audience Migration To Radio Streams Is Accelerating, Group Heads Say.**

Inside Radio May 8, 2023

[https://www.insideradio.com/free/audience-migration-to-radio-streams-is-accelerating-group-heads-say/article\\_17ed3de2-ed6c-11ed-9043-d7e1d07101ca.html](https://www.insideradio.com/free/audience-migration-to-radio-streams-is-accelerating-group-heads-say/article_17ed3de2-ed6c-11ed-9043-d7e1d07101ca.html)

**Five Steps To Improve Your Sales Training Process**

Radio Ink (Loyd Ford) May 8, 2023

<https://radioink.com/2023/05/08/loyd-ford-five-steps-to-improve-your-sales-training-process/>

**SMI Says Majority Of First Quarter National Audio Ad Dollars Went To Digital.**

Inside Radio May 8, 2023

[https://www.insideradio.com/free/smi-says-majority-of-first-quarter-national-audio-ad-dollars-went-to-digital/article\\_fa30221a-ed6b-11ed-8459-7b717a4ba39c.html](https://www.insideradio.com/free/smi-says-majority-of-first-quarter-national-audio-ad-dollars-went-to-digital/article_fa30221a-ed6b-11ed-8459-7b717a4ba39c.html)

**Digital Audio Ads Grow, But Report Finds ‘Striking Imbalance’ Compared To Consumer Use.**

Inside Radio (WARC) May 5, 2023

[https://www.insideradio.com/free/digital-audio-ads-grow-but-report-finds-striking-imbalance-compared-to-consumer-use/article\\_07a18a0e-eb11-11ed-811f-f3471beb6187.html](https://www.insideradio.com/free/digital-audio-ads-grow-but-report-finds-striking-imbalance-compared-to-consumer-use/article_07a18a0e-eb11-11ed-811f-f3471beb6187.html)

**Local Radio Topped \$13.6 Billion in 2022, Growing Just Over Seven Percent Year over Year, according to BIA Advisory Services Estimates**

BIA Advisory Services May 4, 2023

[http://www.biakelsey.com/local-radio-topped-13-6-billion-2022-growing-just-seven-percent-year-year-according-bia-advisory-services-estimates/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_32](http://www.biakelsey.com/local-radio-topped-13-6-billion-2022-growing-just-seven-percent-year-year-according-bia-advisory-services-estimates/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_32)

**CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

**Nielsen Audio Says Goodbye Paper Diary, Hello Mobile Diary.**

Inside Radio May 9, 2023

[https://www.insideradio.com/free/nielsen-audio-says-goodbye-paper-diary-hello-mobile-diary/article\\_bf7b24e6-ee36-11ed-b904-7bea1724ffc0.html](https://www.insideradio.com/free/nielsen-audio-says-goodbye-paper-diary-hello-mobile-diary/article_bf7b24e6-ee36-11ed-b904-7bea1724ffc0.html)

**Whatever Became Of The Metaverse?**

Jacobs Media Strategies (Fred Jacobs) May 9, 2023

[https://jacobsmedia.com/whatever-became-of-the-metaverse/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_34](https://jacobsmedia.com/whatever-became-of-the-metaverse/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_34)

### **NewsGuard Launches New Podcast 'Credibility Ratings' Service For Ad Buyers.**

Inside Radio May 9, 2023

[https://www.insideradio.com/free/newsguard-launches-new-podcast-credibility-ratings-service-for-ad-buyers/article\\_ee900e8c-ee35-11ed-b8b5-474a5dd13c95.html](https://www.insideradio.com/free/newsguard-launches-new-podcast-credibility-ratings-service-for-ad-buyers/article_ee900e8c-ee35-11ed-b8b5-474a5dd13c95.html)

### **How Midsize Companies Can Use Uncertainty to Their Advantage**

Harvard Business Review (Ron Carucci and Mindy Millward) May 08, 2023

<https://hbr.org/2023/05/how-midsize-companies-can-use-uncertainty-to-their-advantage>

### **MRC Continues MRI-Simmons Accreditation, Grants New One For 'Insights Platform'**

MediaPost (Joe Mandese) May 8, 2023

[https://www.mediapost.com/publications/article/385149/mrc-continues-mri-simmons-accreditation-grants-ne.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=130209&hashid=Op5NYFmVQTCIfhG6apjQ3w](https://www.mediapost.com/publications/article/385149/mrc-continues-mri-simmons-accreditation-grants-ne.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130209&hashid=Op5NYFmVQTCIfhG6apjQ3w)

### **Building a Cohesive Team – Matching Technical Skills to the Project Scope**

SalesFuel May 6, 2023

<https://salesfuel.com/how-the-best-sales-managers-undertake-building-a-cohesive-team/>

### **That 70 Show**

Jacobs Media Strategies (Fred Jacobs) May 5, 2023

<https://jacobsmedia.com/that-70-show/>

### **Farm Broadcasters Ask Stabenow for Help to Protect AM Radio**

#### **NAFB says in rural America, AM can be a literal lifeline in emergencies**

RadioWorld (Paul McLane) May 4, 2023

[https://www.radioworld.com/news-and-business/headlines/farm-broadcasters-ask-stabenow-for-help-to-protect-am-radio?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local%20Media%26%20Technology%20Daily%2032](https://www.radioworld.com/news-and-business/headlines/farm-broadcasters-ask-stabenow-for-help-to-protect-am-radio?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%26%20Technology%20Daily%2032)

### **Spotify Removes More A.I. Music As Debate Heats Up**

Radio Ink May 4, 2023

<https://radioink.com/2023/05/04/spotify-removes-more-a-i-music-as-debate-heats-up/>

### **Spotify's Research Data Aims For Radio's Advertisers**

Radio Ink May 3, 2023

<https://radioink.com/2023/05/03/spotifys-research-data-aims-for-radios-advertisers/>

### **Balancing Priorities During Q2: Tips for Leaders**

The Center for Sales Strategy May 1, 2023

[https://blog.thecenterforsalesstrategy.com/balancing-priorities-during-q2-tips-for-leaders?utm\\_medium=email&hsmi=257043238&hsenc=p2ANqtz-9W9kxP6OADCH9oNwk6\\_EDj\\_XWuYG\\_FtnZ9w9N0e8asxGv8FC5BnOEbtTbtj1rmbkN2ou2hx0Usm5DLzB61k1raXpUXNQ&utm\\_content=257043238&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/balancing-priorities-during-q2-tips-for-leaders?utm_medium=email&hsmi=257043238&hsenc=p2ANqtz-9W9kxP6OADCH9oNwk6_EDj_XWuYG_FtnZ9w9N0e8asxGv8FC5BnOEbtTbtj1rmbkN2ou2hx0Usm5DLzB61k1raXpUXNQ&utm_content=257043238&utm_source=hs_email)

### 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 Monthly - 568,400

Apr Week 1 - 560,700  
Apr Week 2 - 564,600  
Apr Week 3 - 572,800  
Apr Week 4 - 575,500

#### **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 Monthly - 9,876,200

Apr Week 1 - 9,778,500  
Apr Week 2 - 9,907,800  
Apr Week 3 - 9,850,400  
Apr Week 4 - 9,968,100

**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 Monthly - 107,800

Apr Week 1 - 104,800  
Apr Week 2 - 109,200  
Apr Week 3 - 107,500  
Apr Week 4 - 109,900

**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 Monthly - 1,836,200

Apr Week 1 - 1,829,400  
Apr Week 2 - 1,845,300  
Apr Week 3 - 1,803,900  
Apr Week 4 - 1,866,000

**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 Monthly - 110,100

Apr Week 1 - 108,200  
Apr Week 2 - 112,600  
Apr Week 3 - 106,800  
Apr Week 4 - 112,800

**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 Monthly - 2,363,200

Apr Week 1 - 2,349,900  
Apr Week 2 - 2,419,900  
Apr Week 3 - 2,288,600  
Apr Week 4 - 2,394,400

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