

**MAY 17, 2023**

Hi All,

This week you will find more "must read" curated articles and resources plus the latest Nielsen audience estimates for our PPM measured markets. The audience estimates continue to stay strong and it is worth noting that the Los Angeles Metro Cume numbers have topped 10-Million listeners again for the first time since November, 2022.

So let's check out the selection of articles for the week with the aim of putting what we learn into action to achieve our goals...

**"The great aim of education is not knowledge but action."**

– Herbert Spencer

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Radio and Small Businesses are Perfect Partners**

RAB Radio Matters Blog May 16, 2023

[https://radiomatters.org/index.php/2023/05/16/radio-and-small-businesses-are-perfect-partners/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=91fd25c9d9-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-91fd25c9d9-582899012](https://radiomatters.org/index.php/2023/05/16/radio-and-small-businesses-are-perfect-partners/?utm_source=Radio%20Matters%20Blog&utm_campaign=91fd25c9d9-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-91fd25c9d9-582899012)

**Excuses, A Champion's Story, And A Mic Drop**

Radio Ink (Loyd Ford) May 15, 2023

[https://radioink.com/2023/05/15/excuses-a-champions-story-and-a-mic-drop/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_38](https://radioink.com/2023/05/15/excuses-a-champions-story-and-a-mic-drop/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_38)

**A Lesson From My Million-Dollar Nemesis**

Radio Ink (Pat Bryson) May 15, 2023

[https://radioink.com/2023/05/15/pat-bryson-a-lesson-from-my-million-dollar-nemesis/?vgo\\_ee=utFG7btI%2F1UtDAX45tvs33Jx2ZtoxxxIxb5ba4W67BPYSS6kDC%2FK63K7DJcqoL1u8gPa754%3D%3AhHl1bC538a3KHOV1vAwErqJPTwcidn%2FE](https://radioink.com/2023/05/15/pat-bryson-a-lesson-from-my-million-dollar-nemesis/?vgo_ee=utFG7btI%2F1UtDAX45tvs33Jx2ZtoxxxIxb5ba4W67BPYSS6kDC%2FK63K7DJcqoL1u8gPa754%3D%3AhHl1bC538a3KHOV1vAwErqJPTwcidn%2FE)

### **Successful Ad Campaigns Back Up Audacy's Multi-Funnel Audio Approach.**

Inside Radio (Audacy/AdAge) May 15, 2023

[https://www.insideradio.com/free/successful-ad-campaigns-back-up-audacys-multi-funnel-audio-approach/article\\_66c5cb5c-f2e7-11ed-968f-b3dfcfab5ddd.html](https://www.insideradio.com/free/successful-ad-campaigns-back-up-audacys-multi-funnel-audio-approach/article_66c5cb5c-f2e7-11ed-968f-b3dfcfab5ddd.html)

### **WHY CMOS LOOKING FOR PERFORMANCE MEDIA ARE TURNING TO AUDIO**

Ad Age (Paul Suchman) May 09, 2023.

[https://adage.com/article/media/why-cmos-looking-performance-media-are-turning-audio/2491921?adobe\\_mc=MCMID=33849051230612653750059842268323358481%7CMCORGID=138FFF2554E6E7220A4C98C6%40AdobeOrg%7CTS=1683638872&CSAuthResp=1683638873297:0:5580653:150997699:24:success:110EC2E289937FA563E98EC7C1AE65EE](https://adage.com/article/media/why-cmos-looking-performance-media-are-turning-audio/2491921?adobe_mc=MCMID=33849051230612653750059842268323358481%7CMCORGID=138FFF2554E6E7220A4C98C6%40AdobeOrg%7CTS=1683638872&CSAuthResp=1683638873297:0:5580653:150997699:24:success:110EC2E289937FA563E98EC7C1AE65EE)

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

### **NRF: Core retail sales inch up in April as consumers remain 'engaged'**

Chain Store Age (Marianne Wilson) May 16, 2023

<https://chainstoreage.com/nrf-core-retail-sales-inch-april-consumers-remain-engaged>

### **Tesla will advertise for the first time**

CNN (Chris Isidore) May 16, 2023

[https://www.cnn.com/2023/05/16/business/tesla-advertising/index.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local%20Media%20Technology%20Daily%2040](https://www.cnn.com/2023/05/16/business/tesla-advertising/index.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20Technology%20Daily%2040)

### **Audio Is The Missing Movie Marketing Ingredient: New Study Reveals Audio Listeners Are More Likely To See Summer Releases**

WestwoodOne/Cumulus (Pierre Bouvard) May 15, 2023

<https://www.westwoodone.com/blog/2023/05/15/audio-is-the-missing-movie-marketing-ingredient-new-study-reveals-audio-listeners-are-more-likely-to-see-summer-releases/>

### **\*Morning Affirmations For Sales**

Radio Ink (Rick Fink) May 15, 2023

[https://radioink.com/2023/05/15/rick-fink-morning-affirmations-for-sales/?vgo\\_ee=utFG7btI%2F1UtDAX45tvs33Jx2ZtoxxxIxb5ba4W67BPYSS6kDC%2FK63K7DJcqoL1u8gPa754%3D%3AhHI1bC538a3KHOV1vAwErqJPTwcidn%2FE](https://radioink.com/2023/05/15/rick-fink-morning-affirmations-for-sales/?vgo_ee=utFG7btI%2F1UtDAX45tvs33Jx2ZtoxxxIxb5ba4W67BPYSS6kDC%2FK63K7DJcqoL1u8gPa754%3D%3AhHI1bC538a3KHOV1vAwErqJPTwcidn%2FE)

### **\*Nearly A Quarter Of Ad Buyers Are Unfamiliar With Live-Read Ads.**

Inside Radio (WARC) May 15, 2023

[https://www.insideradio.com/free/nearly-a-quarter-of-ad-buyers-are-unfamiliar-with-live-read-ads/article\\_f1b0ffe8-f2e7-11ed-91ab-8307fe08f8f9.html](https://www.insideradio.com/free/nearly-a-quarter-of-ad-buyers-are-unfamiliar-with-live-read-ads/article_f1b0ffe8-f2e7-11ed-91ab-8307fe08f8f9.html)

### **\*Think You Don't Need A Sales Mentor? Here Are 3 Reasons Why Every Seller Does**

SalesFuel (Jessica Helinski) May 13, 2023

<https://salesfuel.com/think-you-dont-need-a-sales-mentor-here-are-3-reasons-why-ever-sellers-does/>

### **How to Pair Emotional Intelligence with Your Best Sales Techniques**

SalesFuel (Tim Londergan) May 13, 2023

<https://salesfuel.com/how-to-pair-emotional-intelligence-with-your-best-sales-techniques/>

### **How to Adjust Your Selling Approach to Build Trust With Skeptical Execs**

SalesFuel (Jessica Helinski) May 13, 2023

<https://salesfuel.com/how-to-adjust-your-selling-approach-to-build-trust-with-skeptical-execs/>

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

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

#### **How To Unlock The Full Potential of Your Team**

The Center For Sales Strategy (Beth Sunshine) May 17, 2023

[https://blog.thecenterforsalesstrategy.com/how-to-unlock-the-full-potential-of-your-team?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=258712132&\\_hsenc=p2ANqtz-n-d9\\_85o5SMj66OKygx5eMxi\\_sa5TdVstpivsTPWaYDnDZbOpTJIIRfWWmRHZmNrENjcAPjX\\_RrcS7iG-SQn251Vkw&utm\\_content=258712132&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-unlock-the-full-potential-of-your-team?utm_campaign=subscriber&utm_medium=email&_hsmt=258712132&_hsenc=p2ANqtz-n-d9_85o5SMj66OKygx5eMxi_sa5TdVstpivsTPWaYDnDZbOpTJIIRfWWmRHZmNrENjcAPjX_RrcS7iG-SQn251Vkw&utm_content=258712132&utm_source=hs_email)

#### **A View Of A.I. Through The Radio Lens**

Jacobs Media Strategies (Tom Langmyer) May 17, 2023

<https://jacobsmedia.com/a-view-of-a-i-through-the-radio-lens/>

#### **A Sales Structure to Maximize Revenue Potential**

The Center For Sales Strategy (Stephanie Downs) May 15, 2023

[https://blog.thecenterforsalesstrategy.com/a-sales-structure-to-maximize-revenue-potential?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=258352200&\\_hsenc=p2ANqtz-9Flo9Whv8rBswyqlfQUdTZZQByVodUQ82wQwVkpPWM2KcdeCMZIBow0NzEWYXZrepjyeYyP7TYw0tkNkf9NYLJtkBv6A&utm\\_content=258352200&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/a-sales-structure-to-maximize-revenue-potential?utm_campaign=subscriber&utm_medium=email&_hsmt=258352200&_hsenc=p2ANqtz-9Flo9Whv8rBswyqlfQUdTZZQByVodUQ82wQwVkpPWM2KcdeCMZIBow0NzEWYXZrepjyeYyP7TYw0tkNkf9NYLJtkBv6A&utm_content=258352200&utm_source=hs_email)

#### **Time For Your Revenue Engine's Six-Month Tune-Up**

Radio Ink (Alec Drake) May 15, 2023

[https://radioink.com/2023/05/15/alec-drake-time-for-your-revenue-engines-six-month-tune-up/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_38](https://radioink.com/2023/05/15/alec-drake-time-for-your-revenue-engines-six-month-tune-up/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_38)

#### **Techsurvey 2023 Shows Gap Between OTA And Streaming Listening Is Shrinking.**

Inside Radio (Jacobs Media Techsurvey 2023) May 15, 2023

[https://www.insideradio.com/free/techsurvey-2023-shows-gap-between-ota-and-streaming-listening-is-shrinking/article\\_4762d38a-f2e8-11ed-acd5-b7e516baef8b.html](https://www.insideradio.com/free/techsurvey-2023-shows-gap-between-ota-and-streaming-listening-is-shrinking/article_4762d38a-f2e8-11ed-acd5-b7e516baef8b.html)

## **IAB Study Sees Podcast Ad Revenues Rapidly Growing, Predicts About \$4 Billion In 2025**

All Access (Perry Michael Simon) May 11, 2023

<https://www.allaccess.com/net-news/archive/story/227962/iab-study-sees-podcast-ad-revenues-rapidly-growing>

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

#### **\*FCC's Annual Fee Proposal Would Cut Radio Costs, Especially For Small Market Stations.**

Inside Radio May 17, 2023

[https://www.insideradio.com/free/fcc-s-annual-fee-proposal-would-cut-radio-costs-especially-for-small-market-stations/article\\_a5eed692-f47d-11ed-9991-f76b1f6caa02.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 40](https://www.insideradio.com/free/fcc-s-annual-fee-proposal-would-cut-radio-costs-especially-for-small-market-stations/article_a5eed692-f47d-11ed-9991-f76b1f6caa02.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20%26%20Technology%20Daily%2040)

#### **\*FCC Repeals COVID-Era Accommodation that Allowed Broadcasters to Offer Businesses Free Advertising Time Without LUC Implications**

Broadcast Law Blog (David Oxenford) May 16, 2023

[https://www.broadcastlawblog.com/2023/05/articles/fcc-repeals-covid-era-accommodation-that-allowed-broadcasters-to-offer-businesses-free-advertising-time-without-luc-implications/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 40](https://www.broadcastlawblog.com/2023/05/articles/fcc-repeals-covid-era-accommodation-that-allowed-broadcasters-to-offer-businesses-free-advertising-time-without-luc-implications/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20%26%20Technology%20Daily%2040)

#### **NBCU Launches Cross-Platform Outcome Metrics For Local Marketers**

MediaPost (Karlene Lukovitz) May 17, 2023

[https://www.mediapost.com/publications/article/385470/nbcu-launches-cross-platform-outcome-metrics-for-l.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=130312&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/385470/nbcu-launches-cross-platform-outcome-metrics-for-l.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130312&hashid=Xbl3-p0DS1exdHSa15Xu_g)

#### **Dear Paper Diary, It's Over. We're Done. Signed, Radio**

Jacobs Media Strategies (Fred Jacobs) May 16, 2023

[https://jacobsmedia.com/dear-paper-diary-its-over-were-done-signed-radio/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 39](https://jacobsmedia.com/dear-paper-diary-its-over-were-done-signed-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20%26%20Technology%20Daily%2039)

#### **Washington Turns Up Pressure On Automakers To Keep AM In Cars.**

Inside Radio May 16, 2023

[https://www.insideradio.com/free/washington-turns-up-pressure-on-automakers-to-keep-am-in-cars/article\\_1a6b2d56-f3aa-11ed-a21e-53f0ca06af4c.html](https://www.insideradio.com/free/washington-turns-up-pressure-on-automakers-to-keep-am-in-cars/article_1a6b2d56-f3aa-11ed-a21e-53f0ca06af4c.html)

#### **How the FCC Can Rescue Radio**

##### **Roger Lancot writes that the commission needs to act now on geotargeting**

RadioWorld May 16, 2023

[https://www.radioworld.com/columns-and-views/guest-commentaries/how-the-fcc-can-rescue-radio?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm\\_medium=email&utm\\_content=552FEF38-E3AB-4E58-BC9A-4994C38A23CD&utm\\_source=SmartBrief](https://www.radioworld.com/columns-and-views/guest-commentaries/how-the-fcc-can-rescue-radio?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=552FEF38-E3AB-4E58-BC9A-4994C38A23CD&utm_source=SmartBrief)

### **Here's what media giants face as they try to charm advertisers this week**

CNBC May 15, 2023

[https://www.cnbc.com/2023/05/15/upfronts-media-writers-strike-soft-ad-market.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 38](https://www.cnbc.com/2023/05/15/upfronts-media-writers-strike-soft-ad-market.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%26%20Technology%20Daily%2038)

### **Mythbusting the JIC, weaponizing the MRC: What's up with measurement?**

**Execs from a new industry consortium focused on persistent measurement issues have been touting their rapid progress and Nielsen's potential role.**

MarketingDive (Chris Kelly) May 15, 2023

[https://www.marketingdive.com/news/measurement-jic-nielsen-upfronts-2023/649728/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202023-05-15%20Marketing%20Dive%20Newsletter%20%5Bissue:50445%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/measurement-jic-nielsen-upfronts-2023/649728/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-05-15%20Marketing%20Dive%20Newsletter%20%5Bissue:50445%5D&utm_term=Marketing%20Dive)

### **8 Mistakes Radio Stations Make With Their Mobile Apps**

Jacobs Media Strategies (Seth Resler) May 15, 2023

[https://jacobsmedia.com/common-mistakes-radio-stations-make-with-their-mobile-apps/?utm\\_source=Jacobs+Media+Strategies+Blog&utm\\_campaign=cb739f37ac-CTD\\_EmailOnly&utm\\_medium=email&utm\\_term=0\\_5007ff924d-cb739f37ac-179898762](https://jacobsmedia.com/common-mistakes-radio-stations-make-with-their-mobile-apps/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=cb739f37ac-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-cb739f37ac-179898762)

### **Broadcasters Say AI Is Teeming With Potential – And Concerns.**

Inside Radio May 15, 2023

[https://www.insideradio.com/free/broadcasters-say-ai-is-teeming-with-potential-and-concerns/article\\_6a55e6f2-f2e8-11ed-89f9-7b395d00d278.html](https://www.insideradio.com/free/broadcasters-say-ai-is-teeming-with-potential-and-concerns/article_6a55e6f2-f2e8-11ed-89f9-7b395d00d278.html)

### **AI Is Eating Our Industry -- And Maybe The World**

MediaPost (Maarten Albarda , Featured Contributor) May 12, 2023

[https://www.mediapost.com/publications/article/385333/ai-is-eating-our-industry-and-maybe-the-world.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=130282&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/385333/ai-is-eating-our-industry-and-maybe-the-world.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130282&hashid=XOWE7PwT4-lekA7MLbhQg)

### **Take A 2023 Techsurvey Deep Dive With Fred Jacobs**

Radio Ink May 12, 2023

[https://radioink.com/2023/05/12/take-a-2023-techsurvey-deep-dive-with-fred-jacobs/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 38](https://radioink.com/2023/05/12/take-a-2023-techsurvey-deep-dive-with-fred-jacobs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%26%20Technology%20Daily%2038)

### **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

May Week 1 - 584,700

**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 Monthly - 9,745,300

Apr Monthly - 9,876,200

May Week 1 - 10,036,700

**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

May Week 1 - 113,500

**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 Monthly - 1,836,200

May Week 1 - 1,823,400

**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 Monthly - 108,800

Apr Monthly - 110,100

May Week 1 - 106,900

**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

May Week 1 - 2,323,100

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