

**MAY 24, 2023**

Hi All,

We are always on the search to curate articles, research and resources to help you learn, implement, one step at a time, to have continuous improvement in performance.

Continuous Improvement, also known as Kaizen that translates from Japanese as “improvement” (kai – “change” – zen “good”), is an ongoing effort to improve existing products, services, or processes by implementing smaller rather than major changes.

So let's keep that process moving day after day...

**"The message of the Kaizen strategy is that not a day should go by without some kind of improvement being made somewhere in the company."**

-- Masaaki Imai

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

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

##### **Report: Majority Of Americans Are Back To Working In-Person.**

Inside Radio (Katz Radio Group) May 24, 2023

[https://www.insideradio.com/free/report-majority-of-americans-are-back-to-working-in-person/article\\_48914d60-fa02-11ed-b064-a3c88de366f2.html](https://www.insideradio.com/free/report-majority-of-americans-are-back-to-working-in-person/article_48914d60-fa02-11ed-b064-a3c88de366f2.html)

##### **Shut Up and Listen! 3 Reasons Why Salespeople Should Talk Less to Sell More**

The Center For Sales Strategy (Trey Morris) May 23, 2023

[https://blog.thecenterforsalesstrategy.com/talk-less-to-sell-more?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=259474327&\\_hsenc=p2ANqtz-83dVPXg2tdy9PGOtSdWlt2lkIQ7qpoPMXZrh6KePoaSzIvpQT9CXPzdC-MwuLTQAQNLcMDZUI3O2o9Y6nZhHQSLOIKw&utm\\_content=259474327&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/talk-less-to-sell-more?utm_campaign=subscriber&utm_medium=email&_hsmi=259474327&_hsenc=p2ANqtz-83dVPXg2tdy9PGOtSdWlt2lkIQ7qpoPMXZrh6KePoaSzIvpQT9CXPzdC-MwuLTQAQNLcMDZUI3O2o9Y6nZhHQSLOIKw&utm_content=259474327&utm_source=hs_email)

##### **The Power of Priority: Do Clients Put Your Brand First?**

Radio Ink (Pat Bryson) May 22, 2023

<https://radioink.com/2023/05/22/pat-bryson-the-power-of-priority-do-clients-put-your-brand-first/>

### **Crush Your Sales Goal with Better Prospect Rapport**

SalesFuel (Tim Londergan) May 20, 2023

<https://salesfuel.com/crush-your-sales-goal-with-better-prospect-rapport/>

### **Why Referrals in Sales Are Important and How To Ask For Them**

SalesFuel (Jessica Helinski) May 20, 2023

<https://salesfuel.com/why-referrals-in-sales-are-important-and-how-to-ask-for-them/>

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

### **\*Audio Seen As Benefiting From Demise Of Third Party Cookies.**

Inside Radio (Comscore) May 23, 2023

[https://www.insideradio.com/free/audio-seen-as-benefiting-from-demise-of-third-party-cookies/article\\_228f412a-f92c-11ed-ba97-b34dc805f11f.html](https://www.insideradio.com/free/audio-seen-as-benefiting-from-demise-of-third-party-cookies/article_228f412a-f92c-11ed-ba97-b34dc805f11f.html)

### **\*How To Sell Movies On The Radio**

Radio Ink (Pierre Bouvard) May 23, 2023

<https://radioink.com/2023/05/23/how-to-sell-movies-on-the-radio/>

### **Staples Connect Doubles Radio Campaign As STEM Pest Control Lands In Top 10.**

Inside Radio (Media Monitors) May 23, 2023

[https://www.insideradio.com/free/staples-connect-doubles-radio-campaign-as-stem-pest-control-lands-in-top-10/article\\_e49778ba-f92b-11ed-924f-0399e36b76d6.html](https://www.insideradio.com/free/staples-connect-doubles-radio-campaign-as-stem-pest-control-lands-in-top-10/article_e49778ba-f92b-11ed-924f-0399e36b76d6.html)

### **Digital Comes Up Short For Some Ad Buyers. Their Fix Is A Move Back To Traditional Media.**

Inside Radio (Ocean Media) May 22, 2023

[https://www.insideradio.com/free/digital-comes-up-short-for-some-ad-buyers-their-fix-is-a-move-back-to/article\\_c2e7a53c-f85e-11ed-9cc8-87ff64bb94d7.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_43](https://www.insideradio.com/free/digital-comes-up-short-for-some-ad-buyers-their-fix-is-a-move-back-to/article_c2e7a53c-f85e-11ed-9cc8-87ff64bb94d7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_43)

### **Elevate Your Sales: Write A Stunning Ad In 60 Seconds**

Radio Ink May 22, 2023

<https://radioink.com/2023/05/22/elevate-your-sales-write-a-stunning-ad-in-60-seconds/>

### **\*Yes, Size Does Matter (In Advertising)**

Radio Ink (Marc Greenspan) May 22, 2023

<https://radioink.com/2023/05/22/marc-greenspanyes-size-does-matter-in-advertising/>

### **Mastering the Art of Sales with AI: Best Practices and Strategies for Boosting Your Team's Performance**

The Center For Sales Strategy (Matt Sunshine) May 22, 2023

[https://blog.thecenterforsalesstrategy.com/ai-best-practices-and-strategies-for-boosting-your-teams-performance?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=259306331&hsenc=p2ANqtz-8ksLUum\\_TJi808\\_QoIvUV-YohPwxaP-8Ghka0Yuc4z4YyknqfVDi-33nIHuWOM7\\_qRkci5Or2wZxE600jAOgrJdqCWOQ&utm\\_content=259306331&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/ai-best-practices-and-strategies-for-boosting-your-teams-performance?utm_campaign=subscriber&utm_medium=email&hsmi=259306331&hsenc=p2ANqtz-8ksLUum_TJi808_QoIvUV-YohPwxaP-8Ghka0Yuc4z4YyknqfVDi-33nIHuWOM7_qRkci5Or2wZxE600jAOgrJdqCWOQ&utm_content=259306331&utm_source=hs_email)

## **How Pfizer Uses AM/FM Radio To Elevate The Media Plan And Generate Significant Incremental Reach That Lifts Brand Equity**

Westwood One/Cumulus ( Pierre Bouvard) May 22, 2023

<https://www.westwoodone.com/blog/2023/05/22/how-pfizer-uses-am-fm-radio-to-elevate-the-media-plan-and-generate-significant-incremental-reach-that-lifts-brand-equity/>

## **\*Does Your B2B Sales Deck Deliver? If Not, Consider These 2 Best Practices**

SalesFuel (Jessica Helinski) May 20, 2023

<https://salesfuel.com/does-your-b2b-sales-deck-deliver-if-not-consider-these-2-best-practices/>

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

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

### **How to Help Sales Leaders Improve Performance**

The Center For Sales Strategy (Beth Sunshine) May 24, 2023

[https://blog.thecenterforsalesstrategy.com/how-to-help-sales-leaders-improve-performance?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=259652237&\\_hsenc=p2ANqtz-9BVEWtPPZhP8D6ri08G3PVzXwtz82dY3ybPBHh0jzXgVg-0RBcjTEEK7iFXmJG2jzbJvzIk7cuxpct9VIOHHggBUG9zw&utm\\_content=259652237&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-help-sales-leaders-improve-performance?utm_campaign=subscriber&utm_medium=email&_hsmi=259652237&_hsenc=p2ANqtz-9BVEWtPPZhP8D6ri08G3PVzXwtz82dY3ybPBHh0jzXgVg-0RBcjTEEK7iFXmJG2jzbJvzIk7cuxpct9VIOHHggBUG9zw&utm_content=259652237&utm_source=hs_email)

### **US Audio Ad Revenues Fell -5% in 1Q23; Growth Needs To Emerge Beyond Advertising**

Madison and Wall (Brian Wieser) May 23, 2023

(Note: there is a lot that I don't agree with in his opinions and there are some flaws in his analysis, like the base years he uses. But, you can draw your own conclusions)

<https://madisonandwall.substack.com/p/us-audio-ad-revenues-fell-5-in-1q23>

### **Cost Of Advertising Fell in Q1, While Website Visitors Rose, Study Says**

MediaPost (Ray Schultz) May 23, 2023

[https://www.mediapost.com/publications/article/385695/cost-of-advertising-fell-in-q1-while-website-visit.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=130394&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/385695/cost-of-advertising-fell-in-q1-while-website-visit.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130394&hashid=XOWE7PwT4-lekA7MLbhQg)

### **Six Universal Traits Of The Great Sales Manager**

Radio Ink (Loyd Ford) May 22, 2023

<https://radioink.com/2023/05/22/loyd-ford-six-universal-traits-of-the-great-sales-manager/>

### **Leverage Sales Force Effectiveness Through The Machine Methodology**

Growth Institute May 19, 2023

[https://blog.growthinstitute.com/sales-force-effectiveness?utm\\_medium=email&hsmi=258949431&hsenc=p2ANqtz-mPFQRlcwRrnCkAz9F3ZHhC\\_H7J5qZo142GEI-Z9IMtzM2Hjt0SfHnNau94fu5jbfTQsnCHp9HFYPWfSyiCvT-Sj1uA&utm\\_content=258949431&utm\\_source=hs\\_email](https://blog.growthinstitute.com/sales-force-effectiveness?utm_medium=email&hsmi=258949431&hsenc=p2ANqtz-mPFQRlcwRrnCkAz9F3ZHhC_H7J5qZo142GEI-Z9IMtzM2Hjt0SfHnNau94fu5jbfTQsnCHp9HFYPWfSyiCvT-Sj1uA&utm_content=258949431&utm_source=hs_email)

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

### **Audio Is Heating Up For Summer, How Does Radio Fit?**

Radio Ink (Veritonic) May 24, 2023

<https://radioink.com/2023/05/24/audio-is-heating-up-for-summer-how-does-radio-fit/>

### **The Day Ford Blinked**

Jacobs Media Strategies (Fred Jacobs) May 24, 2023

[https://jacobsmedia.com/the-day-ford-blinked/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_45](https://jacobsmedia.com/the-day-ford-blinked/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_45)

### **NAB's Curtis LeGeyt: Ford Decision 'Means A Lot But The Fight Is Not Over.'**

Inside Radio May 24, 2023

[https://www.insideradio.com/free/nab-s-curtis-legeyt-ford-decision-means-a-lot-but-the-fight-is-not-over/article\\_f484adf6-fa02-11ed-ba85-93895b351436.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_45](https://www.insideradio.com/free/nab-s-curtis-legeyt-ford-decision-means-a-lot-but-the-fight-is-not-over/article_f484adf6-fa02-11ed-ba85-93895b351436.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_45)

### **Even As Digital Audio Faces Fraud Risk, Report Finds Online Ad Fraud Is Stabilizing.**

Inside Radio (Double Verify) May 24, 2023

[https://www.insideradio.com/free/even-as-digital-audio-faces-fraud-risk-report-finds-online-ad-fraud-is-stabilizing/article\\_86c39886-fa02-11ed-b19d-cbcb24691c24.html](https://www.insideradio.com/free/even-as-digital-audio-faces-fraud-risk-report-finds-online-ad-fraud-is-stabilizing/article_86c39886-fa02-11ed-b19d-cbcb24691c24.html)

### **TV advertisers want common metrics across linear and digital**

eMarketer Insider Intelligence (Sara Lebow) May 23, 2023

[https://www.insiderintelligence.com/content/tv-advertisers-want-common-metrics-across-linear-digital?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=COTD%205.24.2023&utm\\_id=COTD%205.24.2023&utm\\_term=eMarketer%20Daily&utm\\_content=COTD%205.24.2023](https://www.insiderintelligence.com/content/tv-advertisers-want-common-metrics-across-linear-digital?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%205.24.2023&utm_id=COTD%205.24.2023&utm_term=eMarketer%20Daily&utm_content=COTD%205.24.2023)

### **Biden administration rolls out new initiatives to protect kids' online safety & privacy**

The Drum (Kendra Clark) May 23, 2023

<https://www.thedrum.com/news/2023/05/23/biden-administration-rolls-out-new-initiatives-tackle-kids-online-safety-privacy>

### **Social ad spending's near-term prognosis has gotten worse, not better**

eMarketer Insider Intelligence (Max Willens) May 23, 2023

[https://www.insiderintelligence.com/content/social-ad-spending-s-near-term-prognosis-has-gotten-worse-not-better?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=eDaily%205.24.2023&utm\\_id=eDaily%205.24.2023&utm\\_term=eMarketer%20Daily&utm\\_content=eDaily%205.24.](https://www.insiderintelligence.com/content/social-ad-spending-s-near-term-prognosis-has-gotten-worse-not-better?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%205.24.2023&utm_id=eDaily%205.24.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%205.24.)

### **\*NAB Raises Concerns That AI Could Be 'Vehicle For Spreading Misinformation.'**

Inside Radio May 22, 2023

[https://www.insideradio.com/free/nab-raises-concerns-that-ai-could-be-vehicle-for-spreading-misinformation/article\\_e8f0086e-f85e-11ed-9ce9-f7df05429a7d.html](https://www.insideradio.com/free/nab-raises-concerns-that-ai-could-be-vehicle-for-spreading-misinformation/article_e8f0086e-f85e-11ed-9ce9-f7df05429a7d.html)

### **\*New 'Essential' App For AM Radio Stations Launched By jĀcapps.**

Inside Radio May 22, 2023

[https://www.insideradio.com/free/new-essential-app-for-am-radio-stations-launched-by-j-capps/article\\_96f25340-f8be-11ed-a472-c76b9edcfdb0.html](https://www.insideradio.com/free/new-essential-app-for-am-radio-stations-launched-by-j-capps/article_96f25340-f8be-11ed-a472-c76b9edcfdb0.html)

### **Groups Offer Opposing Views On 'AM for Every Vehicle Act.'**

Inside Radio May 19, 2023

[https://www.insideradio.com/free/groups-offer-opposing-views-on-am-for-every-vehicle-act/article\\_69b5d156-f60f-11ed-a7e6-67743307a665.html](https://www.insideradio.com/free/groups-offer-opposing-views-on-am-for-every-vehicle-act/article_69b5d156-f60f-11ed-a7e6-67743307a665.html)

### **\*A Timely Refresher Of Talent Endorsement Rules**

Radio Ink May 18, 2023

<https://radioink.com/2023/05/18/a-timely-refresher-of-talent-endorsement-rules/>

### **\*Upfront TV ad spending is trending downward**

eMarketer Insider Intelligence (Paul Verna) May 18, 2023

[https://www.insiderintelligence.com/content/upfront-tv-ad-spending-trending-downward?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=eDaily%205.19.2023&utm\\_id=eDaily%205.19.2023&utm\\_term=eMarketer%20Daily&utm\\_content=eDaily%205.19.2023](https://www.insiderintelligence.com/content/upfront-tv-ad-spending-trending-downward?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%205.19.2023&utm_id=eDaily%205.19.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%205.19.2023)

### **Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for May Week 2 (April 27 - May 3, 2023). So normal fluctuations by remaining strong.

### **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  
May Week 2 - 557,500

**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

May Week 1 - 10,036,700  
May Week 2 - 10,017,400

**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 Monthly - 107,800

May Week 1 - 113,500  
May Week 2 - 119,800

**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  
May Week 2 - 1,850,300

**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  
May Week 2 - 114,800

**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

May Week 1 - 2,323,100

May Week 2 - 2,370,100

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