

**JUNE 7, 2023**

Hi All,

It is the first Wednesday of June and time to serve up another healthy portion of knowledge. We also have the PPM results for May Week 4 and May Full Month. Once again we have a multi-course menu of articles and resources to help you improve your game and get even better no matter how good you are!...

**No matter how good you get you can always get better, and that's the exciting part.**

--Tiger Woods

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Be Tenacious: The Fortune Is In The Follow-Up**

Radio Ink (Rick Fink) June 5, 2023

<https://radioink.com/2023/06/05/be-tenacious-the-fortune-is-in-the-follow-up/>

**The 21st Century Local Radio Story**

Radio Ink (Loyd Ford) June 5, 2023

[https://radioink.com/2023/06/05/loyd-ford-the-21st-century-local-radio-story/?vgo\\_ee=HDZfMeSR3uB7wJDdfZqwYh%2BateVAyJkpkxFiNFr6DwHvRVX69EQ%3D%3AznkvtA8VQ1bWkU4%2FnLX61nWsGkdzE3Q9](https://radioink.com/2023/06/05/loyd-ford-the-21st-century-local-radio-story/?vgo_ee=HDZfMeSR3uB7wJDdfZqwYh%2BateVAyJkpkxFiNFr6DwHvRVX69EQ%3D%3AznkvtA8VQ1bWkU4%2FnLX61nWsGkdzE3Q9)

**'How Many Ads Must I Run?'**

Radio Ink (Pat Bryson) June 5, 2023

[https://radioink.com/2023/06/05/pat-bryson-how-many-ads-must-i-run/?vgo\\_ee=HDZfMeSR3uB7wJDdfZqwYh%2BateVAyJkpkxFiNFr6DwHvRVX69EQ%3D%3AznkvtA8VQ1bWkU4%2FnLX61nWsGkdzE3Q9](https://radioink.com/2023/06/05/pat-bryson-how-many-ads-must-i-run/?vgo_ee=HDZfMeSR3uB7wJDdfZqwYh%2BateVAyJkpkxFiNFr6DwHvRVX69EQ%3D%3AznkvtA8VQ1bWkU4%2FnLX61nWsGkdzE3Q9)

**How To Showcase Your Station's Targetability**

Radio Ink (Marc Greenspan) June 5, 2023

<https://radioink.com/2023/06/05/marc-greenspan-how-to-showcase-your-stations-targetability/>

**Why Sellers Must Have A Value Proposition to Win Over Buyers**

SalesFuel (Jessica Helinski) June 3, 2023

<https://salesfuel.com/why-sellers-must-have-a-value-proposition-to-win-over-buyers/>

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

### **\*Boomers' Return As Main Homebuyers May Affect Advertisers**

MediaPost (Robert Williams) June 7, 2023

[https://www.mediapost.com/publications/article/386085/boomers-return-as-main-homebuyers-may-affect-adve.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=130539&has\\_hid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/386085/boomers-return-as-main-homebuyers-may-affect-adve.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130539&has_hid=o5sexdpQRQeeqa1Ux78qbw)

### **\*How to Connect Your Client's Audio Ads to Consumers' Daily Routines**

SalesFuel (Rachel Cagle) June 6, 2023

<https://salesfuel.com/how-to-connect-your-clients-audio-ads-to-consumers-daily-routines/>

### **\*Be a Marketing Resource for Your Advertisers: Here's How**

RAB Radio Matters Blog (Bo Bandy, GM Digital & SVP Marketing, Marketron) June 6, 2023

[https://radiomatters.org/index.php/2023/06/06/be-a-marketing-resource-for-your-advertisers-heres-how/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=780218fc61-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-780218fc61-582899012](https://radiomatters.org/index.php/2023/06/06/be-a-marketing-resource-for-your-advertisers-heres-how/?utm_source=Radio%20Matters%20Blog&utm_campaign=780218fc61-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-780218fc61-582899012)

### **\*Here Are The Ad Categories Poised For Recovery To 2019 Levels.**

Inside Radio (BIA Advisory Services) June 6, 2023

[https://www.insideradio.com/free/here-are-the-ad-categories-poised-for-recovery-to-2019-levels/article\\_d2a0ba50-044c-11ee-98e8-abaebffd29b7.html](https://www.insideradio.com/free/here-are-the-ad-categories-poised-for-recovery-to-2019-levels/article_d2a0ba50-044c-11ee-98e8-abaebffd29b7.html)

### **\*4 Tips For Defining And Reaching Your Target Audience**

MediaPost (Meagan Saxton) June 6, 2023

**(Note: Meagan Saxton makes some great points about targeting but she limits her focus to just digital/social media. But the ever dependable Ed Papasian takes her to task for it. Be sure to read his post at the end of her article).**

[https://www.mediapost.com/publications/article/386055/4-tips-for-defining-and-reaching-your-target-audie.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=130537&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/386055/4-tips-for-defining-and-reaching-your-target-audie.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130537&hashid=Xbl3-p0DS1exdHSa15Xu_g)

### **Parents Are More Mindful Of Back-To-School Spending**

MediaPost (Robert Williams) June 6, 2023

[https://www.mediapost.com/publications/article/386013/parents-are-more-mindful-of-back-to-school-spendin.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=130539&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/386013/parents-are-more-mindful-of-back-to-school-spendin.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130539&hashid=o5sexdpQRQeeqa1Ux78qbw)

### **Target Passes Macy's As Radio's Top Department Store Client.**

Inside Radio (Media Monitors) June 6, 2023

[https://www.insideradio.com/free/target-passes-macy-s-as-radio-s-top-department-store-client/article\\_5690c964-044c-11ee-88ab-97c6f90b20fb.html](https://www.insideradio.com/free/target-passes-macy-s-as-radio-s-top-department-store-client/article_5690c964-044c-11ee-88ab-97c6f90b20fb.html)

### **Automobile Was Common Denominator For Memorial Day Weekend, Survey Says.**

Inside Radio (Katz Media) June 2, 2023

[https://www.insideradio.com/free/automobile-was-common-denominator-for-memorial-day-weekend-survey-says/article\\_cf811790-0116-11ee-ad6c-1b85eb6997fa.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 51](https://www.insideradio.com/free/automobile-was-common-denominator-for-memorial-day-weekend-survey-says/article_cf811790-0116-11ee-ad6c-1b85eb6997fa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20%26%20Technology%20Daily%2051)

### **2022's Top Advertisers: P&G, Comcast Join Radio's \$200 Million Club.**

Inside Radio (Vivvex) June 1, 2023

[https://www.insideradio.com/free/2022-s-top-advertisers-p-g-comcast-join-radio-s-200-million-club/article\\_bc47a710-0045-11ee-af67-e7f1198f5567.html](https://www.insideradio.com/free/2022-s-top-advertisers-p-g-comcast-join-radio-s-200-million-club/article_bc47a710-0045-11ee-af67-e7f1198f5567.html)

### **Auto Forecast: May Sales Projected To Be Up 15.6% From A Year Ago.**

Inside Radio (J.D. Power and LMC Automotive) June 1, 2023

[https://www.insideradio.com/free/auto-forecast-may-sales-projected-to-be-up-15-6-from-a-year-ago/article\\_9e26d996-0044-11ee-8b6c-eb2a6cb7ab62.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local Media %26 Technology Daily 50](https://www.insideradio.com/free/auto-forecast-may-sales-projected-to-be-up-15-6-from-a-year-ago/article_9e26d996-0044-11ee-8b6c-eb2a6cb7ab62.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20%26%20Technology%20Daily%2050)

### **Nearly Half Of Gen Z Listens To Podcasts Each Month, With Diversity Driving The Growth.**

Inside Radio (SXM Media and Edison Research) June 1, 2023

[https://www.insideradio.com/free/nearly-half-of-gen-z-listens-to-podcasts-each-month-with-diversity-driving-the-growth/article\\_47674838-0045-11ee-be94-8377be47eda4.html](https://www.insideradio.com/free/nearly-half-of-gen-z-listens-to-podcasts-each-month-with-diversity-driving-the-growth/article_47674838-0045-11ee-be94-8377be47eda4.html)

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

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

#### **The Future of Sales Forecasting with AI**

The Center For Sales Strategy (Michael Mayer) June 7, 2023

[https://blog.thecenterforsalesstrategy.com/the-future-of-sales-forecasting-with-ai?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=261489890&hsenc=p2ANqtz-8ux\\_PWmlPn9U1hfMiLFjHZrEWBGHqNThFo7SYXg9wZXptLa\\_EttaDirVtfGFbSFhSB1YmAlwg1-ztYztwIP\\_9S3NWKpA&utm\\_content=261489890&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-future-of-sales-forecasting-with-ai?utm_campaign=subscriber&utm_medium=email&hsmi=261489890&hsenc=p2ANqtz-8ux_PWmlPn9U1hfMiLFjHZrEWBGHqNThFo7SYXg9wZXptLa_EttaDirVtfGFbSFhSB1YmAlwg1-ztYztwIP_9S3NWKpA&utm_content=261489890&utm_source=hs_email)

### **Congress Sings AM's Praises, Pushes for Protection of the Senior Band**

"Consumers should not bear the cost of receiving lifesaving emergency information. Period."

RadioWorld (Elle Kehres) June 7, 2023

[https://www.radioworld.com/news-and-business/business-and-law/congress-sings-ams-praises-pushes-for-protection-of-the-senior-band?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm\\_medium=email&utm\\_content=A9628D3E-AE36-43B6-A1BC-FD58F1A7EA9B&utm\\_source=SmartBrief](https://www.radioworld.com/news-and-business/business-and-law/congress-sings-ams-praises-pushes-for-protection-of-the-senior-band?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=A9628D3E-AE36-43B6-A1BC-FD58F1A7EA9B&utm_source=SmartBrief)

### **iHeartMedia CEO Bob Pittman sings radio's praises, says it's as 'strong as ever'**

NY Post (Lydia Moynihan) June 1, 2023

[https://nypost.com/2023/06/01/iheartmedia-ceo-bob-pittman-sings-radios-praises/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_51](https://nypost.com/2023/06/01/iheartmedia-ceo-bob-pittman-sings-radios-praises/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_51)

### **Upfront TV Ad Eye-Opener: 'Negative' Linear TV Pricing, But Higher Overall?**

MediaPost (Wayne Friedman) June 1, 2023

[https://www.mediapost.com/publications/article/385894/upfront-tv-ad-eye-opener-negative-linear-tv-pri.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=130474&has\\_hid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/385894/upfront-tv-ad-eye-opener-negative-linear-tv-pri.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130474&has_hid=GkaoK9PSSKGhs-uNohSxFw)

### **Tracking Ad Spend Recovery from the Pandemic by Business Verticals**

BIA Advisory Services (Leyla Chatti) June 1, 2023

[http://blog.biakelsey.com/index.php/2023/06/01/tracking-ad-spend-recovery-from-the-pandemic-by-business-verticals/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=email&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_50](http://blog.biakelsey.com/index.php/2023/06/01/tracking-ad-spend-recovery-from-the-pandemic-by-business-verticals/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_50)

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

### **\*A Return to Experiential Marketing 2023**

Katz Radio Group (Lisa Cirigliano) June 6, 2023

[https://insights.katzradiogroup.com/return-to-experiential-marketing-2023?utm\\_campaign=Radio%20Insights%202023&utm\\_medium=email&\\_hsmi=261219354&\\_hsenc=p2ANqtz-dHpUt2-AfAjABNVP8\\_jnu46-paYq7HXDGG9YhutgL2VWwY--9MVgr85Ehf\\_Z64ER-rzjdmLAKemQAM5WO67MLP-DTTw&utm\\_content=261219354&utm\\_source=hs\\_email](https://insights.katzradiogroup.com/return-to-experiential-marketing-2023?utm_campaign=Radio%20Insights%202023&utm_medium=email&_hsmi=261219354&_hsenc=p2ANqtz-dHpUt2-AfAjABNVP8_jnu46-paYq7HXDGG9YhutgL2VWwY--9MVgr85Ehf_Z64ER-rzjdmLAKemQAM5WO67MLP-DTTw&utm_content=261219354&utm_source=hs_email)

### **\*5 Trends Shaping B2B Sales in 2023**

The Center For Sales Strategy (Elissa Nauful) June 6, 2023

[https://blog.thecenterforsalesstrategy.com/5-trends-shaping-b2b-sales-in-2023?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=261317640&\\_hsenc=p2ANqtz-\\_noNe1P4E6TChTOMKWR8RzPJULRg5VuwzFoicldZbcrJUKJLgTLTV9kTfykXcDtoN1giS8SCdtsyUejovmu5XI076Fw&utm\\_content=261317640&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/5-trends-shaping-b2b-sales-in-2023?utm_campaign=subscriber&utm_medium=email&_hsmi=261317640&_hsenc=p2ANqtz-_noNe1P4E6TChTOMKWR8RzPJULRg5VuwzFoicldZbcrJUKJLgTLTV9kTfykXcDtoN1giS8SCdtsyUejovmu5XI076Fw&utm_content=261317640&utm_source=hs_email)

### **Social media advertising will hit a new low in US spending growth this year**

eMarketer Insider Intelligence (Sara Lebow) June 6, 2023

[https://www.insiderintelligence.com/content/social-media-advertising-new-low-us-spending-growth?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=COTD%206.7.2023&utm\\_id=COTD%206.7.2023&utm\\_term=eMarketer%20Daily&utm\\_content=COTD%206.7.2023](https://www.insiderintelligence.com/content/social-media-advertising-new-low-us-spending-growth?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%206.7.2023&utm_id=COTD%206.7.2023&utm_term=eMarketer%20Daily&utm_content=COTD%206.7.2023)

### **\*HOW WALMART'S RETAIL MEDIA NETWORK IS EXPANDING WITH IN-STORE RADIO ADS AND SAMPLING**

**Ads on the retail giant's in-store radio network and integration of store sampling with e-commerce are in beta tests**

Ad Age (Jack Neff) June 06, 2023.

[https://adage.com/article/media/walmart-connect-retail-media-network-store-radio-ads-sampling/2498236?adobe\\_mc=MCMID=49881506240940899224301122173130220309|MCOORGID=138FFF2554E6E7220A4C98C6%40AdobeOrg|TS=1686051165&CSAuthResp=1686051169848:0:5580653:150997699:24:succ:97376B8C193BD8306DA393406ED79D58](https://adage.com/article/media/walmart-connect-retail-media-network-store-radio-ads-sampling/2498236?adobe_mc=MCMID=49881506240940899224301122173130220309|MCOORGID=138FFF2554E6E7220A4C98C6%40AdobeOrg|TS=1686051165&CSAuthResp=1686051169848:0:5580653:150997699:24:succ:97376B8C193BD8306DA393406ED79D58)

### **Is YouTube Eating Podcasts? Cumulus Media And Signal Hill Insights' Podcast Download – Spring 2023 Report**

Westwood One/Cumulus Media ( Pierre Bouvard) June 5, 2023

<https://www.westwoodone.com/blog/2023/06/05/is-youtube-eating-podcasts-cumulus-media-and-signal-hill-insights-podcast-download-spring-2023-report/>

**ATTACHMENT:** [Cumulus Media and Signal Hill Insights Podcasts – April 2023 Report](#)

### **New Nielsen Study: 141 Local Markets Where AM Radio Is Listened To By At Least 20% Of The Radio Audience**

Westwood One/Cumulus (Pierre Bouvard) June 1, 2023

<https://www.westwoodone.com/blog/2023/06/01/new-nielsen-study-141-local-markets-where-am-radio-is-listened-to-by-at-least-20-of-the-radio-audience/>

### **Effort To Block Radio Royalty Bill In Congress Adds Nearly Two Dozen Names In Two Months.**

Inside Radio May 31, 2023

[https://www.insideradio.com/free/effort-to-block-radio-royalty-bill-in-congress-adds-nearly-two-dozen-names-in-two/article\\_841b57c6-fff8-11ed-a04e-fff4b7a136cc.html](https://www.insideradio.com/free/effort-to-block-radio-royalty-bill-in-congress-adds-nearly-two-dozen-names-in-two/article_841b57c6-fff8-11ed-a04e-fff4b7a136cc.html)

### **\*Dentsu Says Audio's Still Growing, Even As Ad Market Overall Faces Challenges.**

Inside Radio June 1, 2023

[https://www.insideradio.com/free/dentsu-says-audio-s-still-growing-even-as-ad-market-overall-faces-challenges/article\\_890b172e-0045-11ee-bf78-afd3577880fe.html](https://www.insideradio.com/free/dentsu-says-audio-s-still-growing-even-as-ad-market-overall-faces-challenges/article_890b172e-0045-11ee-bf78-afd3577880fe.html)

### **Songtradr's 'SmartMusic' Is Merging AI and Neuroscience To Identify Music That Drives Results for Brands**

Digital Music News (Paul Resnikoff) June 1, 2023

<https://www.digitalmusicnews.com/2023/06/01/songtradr-smartmusic-ai-advertising-for-brands/>

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for May Week 4 (May 11 - May 17, 2023) and May Full Month.

#### 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 Monthly - 569,800

May Week 1 - 584,700  
May Week 2 - 557,500  
May Week 3 - 572,300  
May Week 4 - 564,700

##### **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 Monthly - 10,022,400

May Week 1 - 10,036,700  
May Week 2 - 10,017,400  
May Week 3 - 10,144,100  
May Week 4 - 9,921,500

**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 Monthly - 117,100

May Week 1 - 113,500  
May Week 2 - 119,800  
May Week 3 - 120,500  
May Week 4 - 114,900

**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  
May Monthly - 1,872,800

May Week 1 - 1,823,400  
May Week 2 - 1,850,300  
May Week 3 - 1,927,000  
May Week 4 - 1,890,600

**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 Monthly - 109,200

May Week 1 - 106,900  
May Week 2 - 114,800  
May Week 3 - 109,100  
May Week 4 - 106,000

**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 Monthly - 2,358,300

May Week 1 - 2,323,100  
May Week 2 - 2,370,100  
May Week 3 - 2,380,700  
May Week 4 - 2,359,300

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