

JUNE 14, 2023

Hi All,

We are quickly closing in on the midpoint of this year and it is time to revisit and perhaps reassess our revenue projections and operating budgets for the full year. Below you will find several articles that offer data and opinions on the economic outlook for the second half of the year that can help you. No question that the first half of the year has been mostly terrible from an advertising revenue standpoint. But is there data and predictions that point to a better second half? Read on to find out.

You will also find lots of great articles and sales training materials to help improve sales performance. There are also the latest audience estimates in our three PPM measured marketers for June Week 1 that include the Memorial Day Holiday.

We operate in an ever changing business environment and if we are to survive we have to read, learn, adapt and make changes in the way we operate...

"It is not the strongest of the species that survives, nor the most intelligent that survives, but the one most responsive to change."

-- Charles Darwin

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How To Increase Your Sales In 30 Seconds

Radio Ink (Pat Bryson) June 12, 2023

<https://radioink.com/2023/06/12/pat-bryson-30-second-sales-icebreaker/>

Use Sales Call Mapping to Create A Winning Call Structure

SalesFuel (Jessica Helinski), June 10, 2023

<https://salesfuel.com/use-sales-call-mapping-to-create-a-winning-call-structure/>

You can be good at sales, even if you're a procrastinator.

SalesFuel (Tim Londergan) June 10, 2023

<https://salesfuel.com/you-can-be-good-at-sales-even-if-youre-a-procrastinator/>

Discussing the Sales Competition? Here's How to Keep It Professional

SalesFuel (Jessica Helinski), June 10, 2022

<https://salesfuel.com/discussing-the-sales-competition-heres-how-to-keep-it-professional/>

2 Terrible Sales Questions – And What To Ask Instead

LinkedIn (Paul Petrone), June 7, 2023

https://www.linkedin.com/business/sales/blog/modern-selling/the-worst-sales-questions?utm_medium=email&hsmi=261734025&hsenc=p2ANqtz-8Kw_HgIYdUINjNPp3hrR9pgKb2qZNMYPX_dx_fLZSKJ_e_v9-S0Km1EPF_MQNYx8tGi19H--5rAmp_b2OqNY3mSAkNRPZG7sjW1MBxyXdnKUqBbA&utm_content=261734025&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***Why Radio Is A Good Bet For Experiential Marketing Dollars.**

Inside Radio (Mintel/Bureau of Economic Analysis) June 14, 2023

https://www.insideradio.com/free/why-radio-is-a-good-bet-for-experiential-marketing-dollars/article_c278ff22-0a80-11ee-8551-2f6d5ec1ee52.html

Competitive Info: Auto Advertising On TV Down 20% In May.

Inside Radio (iSpot.tv/MediaPost) June 14, 2023

https://www.insideradio.com/free/competitive-info-auto-advertising-on-tv-down-20-in-may/article_116c7a2e-0a80-11ee-9cad-9f698b2a4099.html

***How to Capture Co-Op Ad Dollars from Local Businesses**

Aspire by Marketron, June 13, 2023

<https://aspire.marketron.com/how-to-capture-co-op-ad-dollars-from-local-businesses/>

***4 Strategies to Capture More Renewals**

Aspire by Marketron, June 13, 2023

<https://aspire.marketron.com/4-strategies-to-capture-more-renewals/>

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

RAB Radio Matters Blog, June 13, 2023

https://radiomatters.org/index.php/2023/06/13/how-radio-builds-effectiveness-for-rmn-campaigns/?utm_source=Radio%20Matters%20Blog&utm_campaign=4a2db015c5-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-4a2db015c5-582899012

***Auto Advertising Expected to Pick Up Soon: Be Ready with Clever Ideas for Traditional and Digital Campaigns**

Aspire by Marketron, June 13, 2023

<https://aspire.marketron.com/auto-advertising-expected-to-pick-up-soon-be-ready-with-clever-ideas-for-traditional-and-digital-campaigns/>

MediaRadar: Studios And Travel Driving Ad Growth, While Software And Education Spend Has Declined.

Inside Radio, June 13, 2023

https://www.insideradio.com/free/mediaradar-studios-and-travel-driving-ad-growth-while-software-and-education-spend-has-declined/article_e99bd5ce-09aa-11ee-a855-aff7fae92285.html

Consumers reveal Prime Day spending plans

Chain Store Age (Dan Berthiaume) June 12, 2023

<https://chainstoreage.com/consumers-reveal-prime-day-spending-plans>

NRF On Continuing Recession Watch: 'Don't Count The American Consumer Out.'

Inside Radio, June 12, 2023

https://www.insideradio.com/free/nrf-on-continuing-recession-watch-dont-count-the-american-consumer-out/article_d684bebc-08e0-11ee-a0ab-c3754c60e950.html

Why Golden Sellers Follow The Platinum Rule

Radio Ink (Rick Fink) June 12, 2023

<https://radioink.com/2023/06/12/rick-fink-why-golden-sellers-follow-the-platinum-rule/>

Edison: 46% Of Podcast Listeners Have Bought A Product They've Heard Advertised.

Inside Radio, June 12, 2023

https://www.insideradio.com/free/edison-46-of-podcast-listeners-have-bought-a-product-they-ve-heard-advertised/article_701e53a4-08e0-11ee-b8d2-cbc45a24911f.html

Horizon Next Creates Podcast-Focused Ad Buying Unit To Support Podcasting Growth.

Inside Radio, June 12, 2023

https://www.insideradio.com/free/horizon-next-creates-podcast-focused-ad-buying-unit-to-support-podcasting-growth/article_ae5c4d60-08e0-11ee-bd6a-032b151057a2.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Top Strategies of Highly Effective Sales Managers

The Center For Sales Strategy (Mindy Murphy) June 14, 2023

https://blog.thecenterforsalesstrategy.com/top-strategies-of-highly-effective-sales-managers?utm_campaign=subscriber&utm_medium=email&_hsmi=262442438&_hsenc=p2ANqtz--2UU1UaLJdLgkAKE1wQkXa4gmMIOLQnYjfkzAynWO1ZHs7ZGBIR9Snb07IPjoDgaQ57F1Q2XeGz3zxk5LaGOrhJLw3VHIGf3bWcUcKDYlYn2PKk_8&utm_content=262442438&utm_source=hs_email

Revamp Your Sales Strategy: Unique Prospecting Methods and Tools to Boost Your Team's Performance

The Center for Sales Strategy, June 12, 2023

https://blog.thecenterforsalesstrategy.com/unique-prospecting-methods?utm_campaign=subscriber&utm_medium=email&_hsmi=262091861&_hsenc=p2ANqtz-8RB8G4TtZnk-U2tFKjt2WNrUr024ymkhOPfe23FnowzjLecfj9xgjqKHdRO5I49-clTVZ3oMv05J9aosp0WvLq6NBA&utm_content=262091861&utm_source=hs_email

GroupM: 'No News Is Still Hopefully Good News' -- Revises U.S. Down, Stays Pat On Global

Media Post (Joe Mandese), June 12, 2023

<https://www.mediapost.com/publications/article/386205/groupm-no-news-is-still-hopefully-good-news-.html-0>

Resilient U.S. Economy Continues to Avoid Recession — So Far

UCLA Anderson School June 7, 2023

<https://www.anderson.ucla.edu/news-and-events/press-releases/resilient-us-economy-continues-avoid-recession-so-far>

7 Tips To Increase Your Team’s Time Spent Selling

By Radio Ink (Loyd Ford), June 12, 2023

<https://radioink.com/2023/06/12/loyd-ford-7-tips-to-give-your-team-more-time-to-sell/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***In Update, GroupM Forecasts Digital Audio Ad Revenue Growing 10.9% In 2023.**

Inside Radio, June 13, 2023

https://www.insideradio.com/free/in-update-groupm-forecasts-digital-audio-ad-revenue-growing-10-9-in-2023/article_d1446b52-09ab-11ee-ab91-1b243817dd25.html

***Marc Pritchard Says P&G Has ‘Renewed Commitment’ To Partnering With Radio.**

Inside Radio, June 13, 2023

https://www.insideradio.com/free/marc-pritchard-says-p-g-has-renewed-commitment-to-partnering-with-radio/article_aa01cbfc-09ab-11ee-a8b9-4bc2c4a952a1.html

***Has Radio Returned To Sell It All Thinking?**

Radio Ink (Alec Drake), June 12, 2023

<https://radioink.com/2023/06/12/has-radio-returned-to-sell-it-all-thinking/>

***Mama, I’m Working From Home**

Jacobs Media Strategies (Fred Jacobs), June 12, 2023

<https://jacobsmedia.com/mama-im-working-from-home/>

Exclusive: Letters From Automakers Offer Mixed Bag For AM Radio.

Inside Radio, June 12, 2023

https://www.insideradio.com/free/exclusive-letters-from-automakers-offer-mixed-bag-for-am-radio/article_4d18b3d0-08e1-11ee-903a-139bd4597315.html

4 Things You Can Remove From Your Radio Station’s Homepage

Jacobs Media Strategies (Seth Resler), June 12, 2023

https://jacobsmedia.com/4-things-you-can-remove-from-your-radio-stations-homepage/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=56fc920fc7-CTD+EmailOnly&utm_medium=email&utm_term=0_5007ff924d-56fc920fc7-179898762

The Congressional Hearing on AM Radio – A Look at the Future of Audio Entertainment in the Car?

Broadcast Law Blog (David Oxenford), June 9, 2023

https://www.broadcastlawblog.com/2023/06/articles/the-congressional-hearing-on-am-radio-a-look-at-the-future-of-audio-entertainment-in-the-car/?utm_source=David+Oxenford%2C+Esg+-+Broadcast+Law+Blog&utm_campaign=060d662c2e-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-060d662c2e-70422897

Not All Those AM Listeners Are in Cars, Bozzella Argues

Auto group also says it would take two decades for fleet to turn over and AM to phase out

RadioWorld (Paul McLane), June 8, 2023

https://www.radioworld.com/news-and-business/business-and-law/not-all-those-am-listeners-are-in-cars-bozzella-argues?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=CF0B8A1C-A082-45B2-AB2E-146DEE7137E6&utm_source=SmartBrief

***AI WILL IMPACT AT LEAST HALF OF ALL AD REVENUE IN 2023, GROUPM PREDICTS**

Ad Age (Group M) June 6, 2023

<https://adage.com/article/agency-news/ai-will-impact-least-half-all-ad-revenue-2023-groupm-predicts/2499161>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for June Week 1 (May 25 - May 31, 2023). This survey week includes the Memorial Day Holiday.

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

Jun Week 1 - 534,000

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

Jun Week 1 - 9,782,400

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 Monthly - 117,100

Jun Week 1 - 105,800

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 Monthly - 1,872,800

Jun Week 1 - 1,894,800

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

Jun Week 1 - 100,300

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

Jun Week 1 - 2,370,700

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