

JUNE 21, 2023

Hi All,

Information is a powerful thing and the goal of each week's installment of the Midweek Resource Roundup is to empower you. Our mission is to search the multitude of resources to find the gold nuggets that will provide you with the information you need to learn, adapt and win...

"Adaptability is about the powerful difference between adapting to cope and adapting to win."

--Max McKeown

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Nielsen: Radio Tops In Audio Reach As Listening To AM/FM Streams Continues To Grow.

Inside Radio, Jun 21, 2023

https://www.insideradio.com/free/nielsen-radio-tops-in-audio-reach-as-listening-to-am-fm-streams-continues-to-grow/article_88727cfa-0ff2-11ee-8a70-7760fe90c6f9.html

Overcoming the Summer Sales Slump in 2023

The Center For Sales Strategy, (Michael Mayer) June 19, 2023

https://blog.thecenterforsalesstrategy.com/overcoming-the-summer-sales-slump-in-2023?utm_campaign=subscriber&utm_medium=email&hsmi=263043305&hsenc=p2ANqtz-EVxCQC_ZPjKx3ut_qpGWQP0oUX56jLzuHnFkZp9y7_RW8l7KPymWY0tYj2V3ymmfo_lJ82M9qb-keSGKpucVE2YAesw&utm_content=263043305&utm_source=hs_email

How to Ask the Best Discovery Questions for Sales

SalesFuel (Tim Londergan), June 17, 2023

<https://salesfuel.com/how-to-ask-the-best-discovery-questions-for-sales/>

Eight Constants All Great Sellers Understand

Radio Ink (Loyd Ford), June 19, 2023

<https://radioink.com/2023/06/19/loyd-ford-eight-constants-all-great-sellers-understand/>

The Importance of Customer Retention in Improving Revenue Performance

The Center For Sales Strategy (Alina McComas), June 15, 2023

https://blog.thecenterforsalesstrategy.com/the-importance-of-customer-retention-in-improving-revenue-performance?utm_campaign=subscriber&utm_medium=email&hsmi=262626575&hsenc=p2ANqtz-8U9c0Zsox8jt3s_5reY-FKjkatEVqhg-CeeQQapqAcLDtR09D-xkNyF7WZ_CUQVzfzhEXOW8jttNbYwT5QE-EXbEIU-A&utm_content=262626575&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Dad's Big Day Dominates Radio's Retail Advertisers.

Inside Radio (Media Monitors), June 21, 2023

https://www.insideradio.com/free/dads-big-day-dominates-radio-s-retail-advertisers/article_745355a6-0ff1-11ee-b53a-170dda5a7bb8.html

***Radio Accelerates Customer Activity for Auto Services**

RAB Radio Matters Blog, (Annette Malave, SVP/Insights) June 20, 2023

https://radiomatters.org/index.php/2023/06/20/radio-accelerates-customer-activity-for-auto-services/?utm_source=Radio%20Matters%20Blog&utm_campaign=945d659ea7-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-945d659ea7-582899012

Why brands like Wendy's are remixing old songs into new jingles

MARKETINGDIVE (Chris Kelly), June 20, 2023

<https://www.marketingdive.com/news/brand-remix-remake-song-campaign-wendys-gen-z-millennial/653125/>

***ANA Finds As Much As \$20B Wasted On Programmatic Ad Buys**

MediaPost (Steve McClellan), June 19, 2023

https://www.mediapost.com/publications/article/386433/ana-finds-as-much-as-20b-wasted-on-programmatic-a.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130663&hashid=Xbl3-p0DS1exdHSa15Xu_g

***Did Your Station Have Another Worthless Weekend?**

Radio Ink (Marc Greenspan), June 19, 2023

<https://radioink.com/2023/06/19/marc-greenspan-did-your-station-have-another-worthless-weekend/>

***Zen and the Art Of Radio Sales Maintenance**

Radio Ink (Rick Fink), June 19, 2023

<https://radioink.com/2023/06/19/an-ounce-of-prevention/>

***4 Key Skills That Drive Emotional Intelligence In Sales**

SalesFuel (Jessica Helinski), June 17, 2023

<https://salesfuel.com/4-key-skills-that-drive-emotional-intelligence-in-sales/>

***Are You A Helpful Seller or Too Much? Avoid These Common Mistakes**

SalesFuel (Jessica Helinski), June 17, 2023

<https://salesfuel.com/are-you-a-helpful-seller-or-too-much-avoid-these-common-mistakes/>

Why Do I Want This? Unlocking Emotional Ads

Radio Ink (Pat Bryson), June 19, 2023

<https://radioink.com/2023/06/19/pat-bryson-why-do-i-want-this-unlocking-emotional-ads/>

Retail sales increase again in May as consumers continue to fuel economy

Chain Store Age (Marianne Wilson), June 15, 2023

<https://chainstoreage.com/retail-sales-increase-again-may-consumers-continue-fuel-economy>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Magna Also Revises Outlook Downward

MediaPost (Joe Mandese), July 19, 2023

https://www.mediapost.com/publications/article/386452/ipg-mediabrands-magna-also-revises-us-worldwide.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130662&hashid=XOWE7PwDT4-lekA7MLbhQg

A Mid-Year Check Of Broadcast Regulatory Issues

Radio Ink, June 19, 2023

<https://radioink.com/2023/06/19/a-mid-year-check-of-broadcast-regulatory-issues/>

Upfront: Prime-Time Forecast To Decline More Than 3%, 28% Gain For CTV

MediaPost (Wayne Friedman), June 15, 2023

https://www.mediapost.com/publications/article/386362/upfront-prime-time-forecast-to-decline-more-than.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130648&hashid=IZA7uSulTnimoAz9RMXvmQ

Show Me The Money: Radio's Reach Vs. Revenue

Radio Ink, June 16, 2023

https://radioink.com/2023/06/16/show-me-the-money-radios-reach-vs-revenue/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%20Media%20Technology%20Daily_61

New AI-Based Tool Would Help Advertisers Place Personalized Ads In Audio Content

MediaPost (Ray Schultz), July 18, 2023

https://www.mediapost.com/publications/article/386440/new-ai-based-tool-would-help-advertisers-place-per.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130660&hashid=mJekFDXrQpCzlaeSPZoRTw

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Study Finds That Drivers Want Better Vehicle Audio Systems.

Inside Radio (DTS and Xperi) June 21, 2023

https://www.insideradio.com/free/study-finds-that-drivers-want-better-vehicle-audio-systems/article_e93b3730-0ff1-11ee-93e4-674d40cc2c81.html

***Leading with Empathy: Why Compassionate Leadership Matters**

The Center For Sales Strategy (Stephanie Stoll), June 21, 2023

https://blog.thecenterforsalesstrategy.com/leading-with-empathy-why-compassionate-leadership-matters?utm_medium=email&hsmi=263408318&hsenc=p2ANqtz--4ziLy438uxtRe4pvlldwORnPZagNotRtgw5tz2I4GA4IA9K3M6RDYJnvTjgo5VRRDBDvVQafUjn80p5Dp8Tk5MRIHdA&utm_content=263408318&utm_source=hs_email

***Radio CEOs Agree, Building A Company Culture Starts With People**

Inside Radio (RAB), June 20, 2023

https://www.insideradio.com/free/radio-ceos-agree-building-a-company-culture-starts-with-people/article_62af44bc-0ff2-11ee-8d13-b7b57fb47277.html

***Nielsen, Rival EDO To Offer Integrated Data**

MediaPost (Karlene Lukovitz), June 20, 2023

https://www.mediapost.com/publications/article/386502/nielsen-rival-edo-to-offer-integrated-data.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130681&hashid=Xbl3-p0DS1exdHSa15Xu_g

Jury's Still Out On ChatGPT

MediaPost (Judith Ingleton - Beer), June 20, 2023

https://www.mediapost.com/publications/article/386501/jurys-still-out-on-chatgpt.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130676&hashid=nPO6kNh8ToCb2_NBH4Mycg

Better, Yes But NAB Is Urging The FCC To Keep Going In Overhaul Of Annual Fees.

Inside Radio, June 20, 2023

https://www.insideradio.com/free/better-yes-but-nab-is-urging-the-fcc-to-keep-going-in-overhaul-of-annual/article_960801d8-0f38-11ee-9941-8b8a7f3621c5.html

***The Evolution Of "A.I. Ashley" – Why Alpha Did It**

Jacobs Media Strategies (Fred Jacobs) June 19, 2023

<https://jacobsmedia.com/the-evolution-of-a-i-ashley-why-alpha-did-it/>

***The Evolution Of "A.I. Ashley" – Why Alpha Did It, Part 2**

Jacobs Media Strategies (Fred Jacobs), June 20, 2023

<https://jacobsmedia.com/the-evolution-of-a-i-ashley-why-alpha-did-it-part-2/>

Rethinking The Digital Intersection Between Corporate and Station Brands

Jacobs Media Strategies (Seth Resler), June 19, 2023

https://jacobsmedia.com/rethinking-the-digital-intersection-between-corporate-and-station-brands/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=a9d05b95e5-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-a9d05b95e5-179898762

Ad Industry Issues Privacy Guidance For Connected Devices

MediaPost (Wendy Davis), June 15, 2023

https://www.mediapost.com/publications/article/386346/ad-industry-issues-privacy-guidance-for-connected.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130640&hashid=3ryQP86FTTiyUS5w5BYR2g

NAB Members Will Pay 33% More In Dues, Starting Next Year.

Inside Radio, June 9, 2023

https://www.insideradio.com/free/nab-members-will-pay-33-more-in-dues-starting-next-year/article_616a09ee-0691-11ee-93f5-b337341bacab.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for June Week 2 (June 1 - June 7, 2023).

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
Jun Week 2 - 549,000

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
Jun Week 2 - 9,807,600

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
Jun Week 2 - 107,400

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
Jun Week 2 - 1,800,600

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

Jun Week 1 - 100,300
Jun Week 2 - 103,200

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
Jun Week 2 - 2,295,200

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