

JUNE 28, 2023

Hi All,

As we close out June and the first half of the year there is hope, as you will read in some of the curated articles that follow, that in the second half of the year, we may see improvement in our economy and our revenues.

But we all know that hope is not a plan and if we plan to improve performance in the second half of the year we need to learn and adapt. To adapt we must change, and the more we learn the more we will see where that change needs to happen...

"I cannot say whether things will get better if we change; what I can say is they must change if they are to get better."

– Georg C. Lichtenberg

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

What Does Value Selling For SaaS Companies Mean In 2023

CustomerThink (Manish Tahiliani) June 19, 2023

(Note - While this article is primarily focused on Software as a Service (SaaS) web based software subscription sales it is a great primer on the importance and effectiveness of Value Selling with great lessons for sellers of any product or service - MS)

https://customerthink.com/what-does-value-selling-for-saas-companies-mean-in-2023/?ct_subscriber=yes

The Best Selling Tools Boost Your Confidence and Likeability

SalesFuel (Tim Londergan) June 24, 2023

<https://salesfuel.com/the-best-selling-tools-boost-your-confidence-and-likeability/>

3 Reasons Why Your Sales Calls Are Blocked By Gatekeepers

SalesFuel (Jessica Helinski) June 24, 2023

<https://salesfuel.com/3-reasons-why-your-sales-calls-are-blocked-by-gatekeepers/>

5 Lessons From a 1960s Textbook That'll Make You a Best Seller Today

LinkedIn (J.C. McKissen) June 23, 2023

https://www.linkedin.com/business/sales/blog/strategy/5-lessons-from-a-1960s-textbook-thatll-make-you-a-best-seller-today?utm_medium=email&hsmi=263691625&hsenc=p2ANqtz--CG_H5SFvVEd1WaXhOULNmRKHp97LeE2PX9bBOor8l_JX4vSHbXjftJXPrvfzD0qhpej6RovwOSIEsIMa6961RC9ReA&utm_content=263691625&utm_source=hs_email

The Value Of A Local Tribe Today

Radio Ink (Loyd Ford), June 26, 2023

<https://radioink.com/2023/06/26/loyd-ford-the-value-of-a-local-tribe-today/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***Study: Three In Four Radio Advertisers Upping Or Maintaining Spend In '23.**

Inside Radio (Mediaocean) 27, 2023

https://www.insideradio.com/free/study-three-in-four-radio-advertisers-upping-or-maintaining-spend-in-23/article_3adcac58-14bc-11ee-9d6a-0f9b70454de5.html

***Nielsen: Radio Remains Top for Reach**

"Audio Today 2023" report shows radio continues to outpace other ad-supported audio platforms

RadioWorld (T. Carter Ross) June 21, 2023 Updated June 26, 2023

https://www.radioworld.com/news-and-business/business-and-law/nielsen-radio-remains-tops-for-reach?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=62CC20C5-61E9-4D09-8F86-064083ADE608&utm_source=SmartBrief

***Summer Road Travel Looks Strong, Offering Radio A Path To Advertisers.**

Inside Radio (MRI-Simmons) June 26, 2023

https://www.insideradio.com/free/summer-road-travel-looks-strong-offering-radio-a-path-to-advertisers/article_56a71cba-13f0-11ee-8384-cb269d7d0a94.html

***Give A Winning Sales Proposal Presentation By Preparing With These Tips**

SalesFuel (Jessica Hellinski) June 24, 2023

<https://salesfuel.com/give-a-winning-sales-proposal-presentation-by-preparing-with-these-tips/>

Flatlining: Consumers Are Spending Less Or The Same In Q2 As They Did In Q1

MediaPost (Ray Schultz), June 22, 2023

https://www.mediapost.com/publications/article/386599/flatlining-consumers-are-spending-less-or-the-same.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130722&hshid=Xbl3-p0DS1exdHSa15Xu_g

***Want Your Big Sale To Succeed? Bite Your Tongue!**

Radio Ink (Rick Fink), June 26, 2023

<https://radioink.com/2023/06/26/want-your-big-sale-to-succeed-bite-your-tongue/>

Survey: Ad-Skipping Not A Big Threat To Politicians Using Podcast Ads.

Inside Radio (Veritonic) June 23, 2023

https://www.insideradio.com/free/survey-ad-skipping-not-a-big-threat-to-politicians-using-podcast-ads/article_45bd7bea-118b-11ee-bb26-13267ee06127.html

Marketers Scramble to Cater to Back-to-School Shoppers Cost-conscious consumers want discounts and less hassle

ANA (Anne Field), June 23, 2023

https://www.ana.net/magazines/show/id/ana-2023-06-back-to-school-marketing?st3=230627newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=230627-newsstandnow-non&zs=FANij1&zl=ShQ59

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

TOP FIVE SELECTED ARTICLES/RESOURCES

BIA Lowers Local Outlook, CTV Still Leads Growth

MediaPost (Karlene Lukovitz) June 27, 2023

https://www.mediapost.com/publications/article/386739/bia-lowers-local-outlook-ctv-still-leads-growth.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130776&hashid=Xbl3-p0DS1exdHSa15Xu_g

Suddenly, Radio Rules In Local Digital Ad Sales.

Inside Radio (Borrell), June 26, 2023

https://www.insideradio.com/free/suddenly-radio-rules-in-local-digital-ad-sales/article_11979fcc-13f1-11ee-b5cc-2331b62dce66.html

Understanding the Seasonal Nature of Sales: Challenges and Opportunities

The Center for Sales Strategy, June 26, 2023

https://blog.thecenterforsalesstrategy.com/understanding-the-seasonal-nature-of-sales?utm_campaign=subscriber&utm_medium=email&hsmi=263962738&hsenc=p2ANqtz-VaJnB_wsQa2IUlrKBkm6LUEqUAE_VI5mfsSxCjFTYxXrFNGsdakuqKdb9fashwNt_tLetrs0-SvYVY9I1ZKVhsfUibw&utm_content=263962738&utm_source=hs_email

AD SPENDING BY MEDIUM, CATEGORY AND ADVERTISER—LEADING NATIONAL ADVERTISERS 2023

U.S. measured-media spending by medium, category and advertiser

Ad Age (Bradley Johnson and Kevin Brown), June 26, 2023

<https://adage.com/article/datacenter/measured-media-spending-amazon-pg-and-more-top-us-advertisers/2497406>

U.S. Ad Index Expands For First Time In 11 Months In May

MediaPost (Joe Mandese), June 22, 2023

<https://www.mediapost.com/publications/article/386604/us-ad-index-expands-for-first-time-in-11-months.html>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***6 Things You Can Do to Better Coach Your Sales Team**

The Center For Sales Strategy (Kate Rehling), June 28, 2023

https://blog.thecenterforsalesstrategy.com/6-things-you-can-do-to-better-coach-your-sales-team?utm_campaign=subscriber&utm_medium=email&hsmi=264304305&hsenc=p2ANqtz-FxOLA6wWcCOUnkr4BoykYCuzY8LkBOeaOCBnAgRvklPenpAcRudb35zqfGqcJ5DgS7b7mCa8MplxKyqTPU9xfIRKug&utm_content=264304305&utm_source=hs_email

MASTERING SALES ENABLEMENT CONTENT WITH BETH OSBORNE

LEADG2 (Brent Tripp) June 28, 2023
(Note: This post includes a podcast)

https://leadg2.thecenterforsalesstrategy.com/blog/mastering-sales-enablement-content-with-beth-osborne?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=264312834&hsenc=p2ANqzt--iBFmWTopySynLt4Dsc1fi985JPerMCdgXcXg8kLhzZMzwWqDmFbo8LolSvcewiQWTDCGPsDzZDVwsoy4TrvZ-N51LeA&utm_content=264312834&utm_source=hs_email

Supreme Court Decision May Help Radio Halt Pending ASCAP–BMI Rate-Setting Appeal.

Inside Radio June 28, 2023

https://www.insideradio.com/free/supreme-court-decision-may-help-radio-halt-pending-ascap-bmi-rate-setting-appeal/article_2a8e3aca-1583-11ee-8b26-afcad67152e6.html

Radio Royalties Still Debated, Five Years After Music Copyrights Were Updated.

Inside Radio June 28, 2023

https://www.insideradio.com/free/radio-royalties-still-debated-five-years-after-music-copyrights-were-updated/article_85daa108-1582-11ee-a495-1bfcfe2872aa.html

*Marketing Mood: CMOs Are Upbeat, But Cautious About Spending

MediaPost (Ray Schultz) June 27, 2023

https://www.mediapost.com/publications/article/386738/marketing-mood-cmos-are-upbeat-but-cautious-abou.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130776&has_hid=Xbl3-p0DS1exdHSa15Xu_g

*How Radio Stations Should Be Thinking About AI

Jacobs Media Strategies (Seth Resler), June 26, 2023

https://jacobsmedia.com/how-radio-stations-should-be-thinking-about-ai/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=c701a44e6c-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-c701a44e6c-179898762

Ad Group Criticizes FTC's Proposed 'Click To Cancel' Rules

MediaPost (Wendy Davis) June 25, 2023

https://www.mediapost.com/publications/article/386653/ad-group-criticizes-ftcs-proposed-click-to-cance.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130743&h_ashid=QT49sL4xQ-GvJ7BwwJ5k_A

U.S. Podcast Advertising Revenue Report: 2022 Revenue & 2023-2025 Growth Projections

IAB May 11, 2023 Updated June 26, 2023

<https://www.iab.com/insights/us-podcast-advertising-revenue-report-2022/>

ATTACHMENT: [IAB 2022 Podcast Advertising Revenue Report | 2023 – 2025 Growth Projections](#)

As Support For AM Builds In Congress, Lawmakers Keep Pressure On Car Industry.

Inside Radio June 26, 2023

https://www.insideradio.com/free/as-support-for-am-builds-in-congress-lawmakers-keep-pressure-on-car-industry/article_bbb3b3e8-13f0-11ee-a1e9-4b4fa75f4cbb.html

***Radio's Prime-Time Hangover**

Radio Ink (Alec Drake) June 26, 2023

<https://radioink.com/2023/06/26/radios-prime-time-hangover/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for June Week 3 (June 8 - June 14, 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
Jun Week 3 - 545,000

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

Jun Week 3 - 9,904,600

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

Jun Week 3 - 103,900

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

Jun Week 1 - 1,894,800

Jun Week 2 - 1,800,600

Jun Week 3 - 1,899,500

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
Jun Week 3 - 101,600

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
Jun Week 3 - 2,352,700

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