

JULY 05, 2023

Hi All,

This week's Resource Roundup is a little bit lighter than most weeks due to the July 4th Holiday. For many businesses and publications it was a four day holiday weekend! In fact, the Nielsen July Full Month preview will be delayed until tomorrow. But below you will see the results of Week 4 for our PPM measured markets. I will update the complete Nielsen trends for June and get them to you tomorrow.

But never fear, we have great content for your review again this week. As we close out the first half of the year you will see several articles providing forecasts for the economy for the remainder of the year and predictions on how advertising and radio revenues may perform over the next six months.

There is always a lot to learn but remember that knowledge is good but using it to implement action is the goal...and when we do that it can lead to great rewards...

"If you let your learning lead to knowledge, you become a fool. If you let your learning lead to action, you become wealthy."

-- Jim Rohn

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Travel Was Fastest Growing Category Among 2022's Top 200 Advertisers.

Inside Audio Marketing July 5, 2023

<https://www.insideaudiomarketing.com/post/travel-was-fastest-growing-category-among-2022-s-top-200-advertisers>

Sales Execs See Buyer Evolution Key To Continued Growth In Podcast Revenue.

Inside Audio Marketing July 5, 2023

<https://www.insideaudiomarketing.com/post/sales-execs-see-buyer-evolution-key-to-continued-growth-in-podcast-revenue>

4 Ways Buyers Are Changing – And How You, as a Seller, Can Best Respond

LinkedIn Sales Blog (Amari Gonzalez), July 4, 2023

<https://www.linkedin.com/business/sales/blog/trends/how-buyers-are-changing-and-how-to-respond-as-a-seller>

Nielsen Audio Today 2023: AM/FM Radio Is America's #1 Mass Reach Media With 65% Of Listening Taking Place Out Of The Home

Westwood One/Cumulus (Pierre Bouvard), July 3, 2023

<https://www.westwoodone.com/blog/2023/07/03/nielsen-audio-today-2023-am-fm-radio-is-americas-1-mass-reach-media-with-65-of-listening-taking-place-out-of-home/>

You Can Improve Sales Performance by Identifying Buyer Decision Points

SalesFuel (Kathy Crosett) July 1, 2023

<https://salesfuel.com/you-can-improve-sales-performance-by-identifying-buyer-decision-points/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

*Year-To-Date Auto Forecasts Show Things Are Looking Up.

Inside Radio July 5, 2023

https://www.insideradio.com/free/year-to-date-auto-forecasts-show-things-are-looking-up/article_ddb4628a-1afd-11ee-9c3d-c3680e5f5894.html

Brands Await July 6 Launch Of Meta Twitter Rival 'Threads'

MediaPost (Colin Kirkland) July 5, 2023

https://www.mediapost.com/publications/article/386932/brands-await-july-6-launch-of-meta-twitter-rival.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130841&has_hid=XOWE7PwDT4-lekA7MLbhQg

Retailers, Restaurants Brace For Student Loan Fallout

MediaPost (Sarah Mahoney) July 5, 2023

https://www.mediapost.com/publications/article/386909/retailers-restaurants-brace-for-student-loan-fall.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130837&has_hid=akE-7z-LS1W9CYmV5M9xXA

*2 Challenges to Sales Success That Are Actually Emotional Barriers

SalesFuel (Jessica Helinski) July 1, 2023

<https://salesfuel.com/2-challenges-to-sales-success-that-are-actually-emotional-barriers/>

*Boost Your Emotional Intelligence In Sales By Understanding These 12 Skills

SalesFuel (Jessica Helinski) July 1, 2023

<https://salesfuel.com/boost-your-emotional-intelligence-in-sales-by-understanding-these-12-skills/>

*Creating Your Station's Elevator Pitch

Radio Ink (Marc Greenspan) July 3, 2023

<https://radioink.com/2023/07/03/marc-greenspan-creating-your-stations-elevator-pitch/>

How Moms Intend To Shop This Holiday Season

MediaPost (Maria Bailey), June 29, 2023

https://www.mediapost.com/publications/article/386821/how-moms-intend-to-shop-this-holiday-season.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130837&hashid=akE-7z-LS1W9CYmV5M9xXA

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Second Half Outlook: Cautious Optimism As Key Categories Improve.

Inside Audio Marketing July 5, 2023

<https://www.insideaudiomarketing.com/post/second-half-outlook-cautious-optimism-as-key-categories-improve>

The economy's doomsday clock has been reset

Wall Street's fearmongers were totally wrong about a recession

Business Insider (Neil Dutta), July 5, 2023

https://www.businessinsider.com/wall-street-recession-stock-market-crash-calls-wrong-economy-housing-2023-6?utm_medium=newsletter&utm_source=Sailthru&utm_campaign=Insider%20Today%2C%20July%205%2C%202023&utm_term=INSIDER%20TODAY%20SEND%20LIST%20-%20ALL%20ENGAGED

New FTC Guidelines Could Prompt Marketers, Influencers to Revisit Endorsement Practices

Updated guidelines clarify what amounts to a proper disclosure of a promotional agreement

WSJ (Patrick Coffee) July 4, 2023

<https://www.wsj.com/articles/new-ftc-guidelines-could-prompt-marketers-influencers-to-revisit-endorsement-practices-f49d54c6>

And here is an important related article:

FTC Releases First Update To Endorsement Ad Guidelines In A Decade.

Inside Audio Marketing July 5, 2023

<https://www.insideaudiomarketing.com/post/ftc-releases-first-update-to-endorsement-ad-guidelines-in-a-decade>

FORECASTERS PREDICT AD GROWTH AS RECESSION LOOMS—LEADING NATIONAL ADVERTISERS 2023

What's up (and down) with the economy. What GroupM predicts for advertising revenue this year and next year

Ad Age (Bradley Johnson), June 26, 2023.

<https://adage.com/article/datacenter/forecasters-predict-ad-growth-recession-looms/2497381>

6 Navy SEALs Lessons For Your Sales Team

Radio Ink (Loyd Ford) July 3, 2023

<https://radioink.com/2023/07/03/6-navy-seals-lessons-for-your-sales-team/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Supreme Court Decision Shouldn't Allow Radio To Delay Royalty Rate-Setting, Says BMI

Inside Radio July 5, 2023

https://www.insideradio.com/free/supreme-court-decision-shouldn-t-allow-radio-to-delay-royalty-rate-setting-says-bmi/article_79c8957e-1afe-11ee-9d08-0719270dee8e.html

Pace Of Political Ad Spending Remains Twice What Was Invested In 2020.

Inside Audio Marketing July 5, 2023

<https://www.insideaudiomarketing.com/post/pace-of-political-ad-spending-remains-twice-what-was-invested-in-2020>

Top 5 Ways to Develop Sales Leaders

The Center For Sales Strategy (Deborah Fulghum), July 5, 2023

https://blog.thecenterforsalesstrategy.com/top-5-ways-to-develop-sales-leaders?utm_campaign=subscriber&utm_medium=email&hsmi=265143473&hsenc=p2ANqtz--1UDTb74qY4WJ6mEUNjSKleU1XUoWapcNsK9te0VxjaebCA8qIP4NidtlwckMIIJZ_PVIUIDyVtS8sU0UbF25Ns2kS3g&utm_content=265143473&utm_source=hs_email

Judge Delays Enforcement Of California Privacy Rules

MediaPost (Wendy Davis), July 3, 2023

https://www.mediapost.com/publications/article/386908/judge-delays-enforcement-of-california-privacy-rul.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130842&has_hid=Xbl3-p0DS1exdHSa15Xu_g

Judge Limits Biden Administration Contact With Social Media Companies

Deadline (Denise Petski) July 4, 2023

<https://deadline.com/2023/07/judge-ruling-biden-administration-social-media-companies-protected-speech-1235430053/>

A 2023 Radio Halftime Report

Radio Ink July 3, 2023

<https://radioink.com/2023/07/03/a-2023-radio-halftime-report-from-curtis-legeyt/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for June Week 4 (June 15 - June 21, 2023) and June Full Month. Week 4 includes the Juneteenth Holiday weekend.

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 Monthly -

Jun Week 1 - 534,000
Jun Week 2 - 549,000
Jun Week 3 - 545,000
Jun Week 4 - 553,600

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 Monthly -

Jun Week 1 - 9,782,400
Jun Week 2 - 9,807,600
Jun Week 3 - 9,904,600
Jun Week 4 - 9,715,500

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
Jun Monthly -

Jun Week 1 - 105,800
Jun Week 2 - 107,400
Jun Week 3 - 103,900
Jun Week 4 - 107,100

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 Monthly -

Jun Week 1 - 1,894,800
Jun Week 2 - 1,800,600
Jun Week 3 - 1,899,500
Jun Week 4 - 1,812,600

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 Monthly -

Jun Week 1 - 100,300
Jun Week 2 - 103,200
Jun Week 3 - 101,600
Jun Week 4 - 106,300

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 Monthly -

Jun Week 1 - 2,370,700
Jun Week 2 - 2,295,200
Jun Week 3 - 2,352,700
Jun Week 4 - 2,284,900

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