

JULY 12, 2023

Hi All,

So much important stuff to learn and so little time. So let's not waste any time and get right to the top curated articles and resources for the week...

“Persistence, perseverance, and continuous improvement are the ingredients for forming a successful person.”

– Debasish Mridha

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Borrell: Half Of Local Ad Buyers, 78% Of Local Agencies Use Radio.

Inside Radio, July 7, 2023

https://www.insideradio.com/free/borrell-half-of-local-ad-buyers-78-of-local-agencies-use-radio/article_19d33bfc-1c8d-11ee-9e55-475156b58d30.html

Here is a link to watch the recording of the webinar:

Key Findings from Borrell's Latest Survey of 2,318 Local Ad Buyers & Agencies

Borrell, July 6, 2023

2023 https://register.gotowebinar.com/recording/viewRecording/3364915031131874143/2068465478144301739/miles_sexton@scba.com?registrantKey=1041864665256263514&type=ATTENDEEMAILRECORDINGLINK

New Companies Are Entering Your Market: How to Build Relationships and Win Their Business

Aspire by Marketron July 11, 2023

<https://aspire.marketron.com/new-companies-entering-the-market/>

Here Are The Digital Tasks Local Ad Buyers Need Help With.

Inside Audio Marketing July 9, 2023

<https://www.insideaudiomarketing.com/post/here-are-the-digital-tasks-local-ad-buyers-need-help-with>

3 Reasons Why Sellers Should Counter Requests for Discounts

SalesFuel (Jessica Helinski) July 8, 2023

<https://salesfuel.com/3-reasons-why-sellers-should-counter-requests-for-discounts/>

3 Unique Sales Discovery Questions From Top Sellers

SalesFuel (Jessica Helinski) July 8, 2023

<https://salesfuel.com/3-unique-sales-discovery-questions-from-top-sellers/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***CTAs (Calls to Action) by Funnel Stage: Help Advertisers Get the Click**

Aspire by Marketron July 11, 2023

<https://aspire.marketron.com/ctas-calls-to-action-by-funnel-stage-help-advertisers-get-the-click/>

***Facebook and Instagram Advertising for Local Businesses**

Aspire by Marketron, July 11, 2023

<https://aspire.marketron.com/facebook-and-instagram-advertising-for-local-businesses/>

Survey: Most back-to-school consumers will shop in stores; busiest times will be ...

Chain Store Age (Marianne Wilson) July 11, 2023

<https://chainstoreage.com/survey-most-back-school-consumers-will-shop-stores-busiest-times-will-be>

***What's an Ideal Customer Profile? Build One with Advertisers with These Tips**

Aspire by Marketron July 11, 2023

<https://aspire.marketron.com/whats-an-ideal-customer-profile-build-one-with-advertisers-with-these-tips/>

Automotive National TV Spending Dips 18% In June

MediaPost (Tanya Gazdik) July 11, 2023

https://www.mediapost.com/publications/article/387084/automotive-national-tv-spending-dips-18-in-june.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130911&hshid=0GmwUb-VQzGI9svJRwTNRa

***Auto Dealers Remain The Centerpiece Of The Purchase Process: Cumulus Dallas-Ft. Worth Auto Buyer Study**

Westwood One/Cumulus (Pierre Bouvard), July 10, 2023

<https://www.westwoodone.com/blog/2023/07/10/auto-dealers-remain-the-centerpiece-of-the-purchase-process-cumulus-dallas-ft-worth-auto-buyer-study/>

Is Your Business Lacking Body Language?

Radio Ink (Pat Bryson), July 10, 2023

https://radioink.com/2023/07/10/pat-bryson-is-your-business-lacking-body-language/?vgo_ee=0OalaOa7Vh1qa9lfFLZqPsQjx1YFdJ8N2VWi7G5XHZdyzrdkVA%2FU%3AyQ6EM9aggd1Nr29TCz6LaSEjFqbO

Is Radio Advertising Headed For A Post-July 4th Cliff?

Radio Ink, July 10, 2023

<https://radioink.com/2023/07/10/is-radio-advertising-headed-for-a-post-july-4th-cliff/>

***Top Tips to Optimize Your Performance in High- Pressure Sales Jobs**

SalesFuel (Kathy Crosett) July 8, 2023

<https://salesfuel.com/top-tips-to-optimize-your-performance-in-high-pressure-sales-jobs/>

PITCHING THREADS TO ADVERTISERS**Meta promises more features that will make Threads even closer to Twitter as the rivalry heats up**

Ad Age (Garett Sloane), July 07, 2023

https://adage.com/article/digital-marketing-ad-tech-news/how-meta-pitching-threads-advertisers/2503361?utm_source=Sailthru&utm_medium=email&utm_campaign=SubscriberExclusive_Editorial&utm_term=Editorial-SubscriberExclusiveEmailSeries-Weekly-20230119

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

TOP FIVE SELECTED ARTICLES/RESOURCES

How Effective Sales Training Drives Performance and Revenue Growth

The Center For Sales Strategy (Alina McComas), July 12, 2023

https://blog.thecenterforsalesstrategy.com/how-effective-sales-training-drives-performance-and-revenue-growth?utm_campaign=subscriber&utm_medium=email&hsmi=266031947&hsenc=p2ANqtz--o8OqkgnRtMLS78lcnIKohVW0hzAeFhK5n_FYsBgchuqDcgqPZDY-DKQkPutnfnkM2FfL9g1K5dsWxhq2FMjJhO6UYdA&utm_content=266031947&utm_source=hs_email

9 Hard Questions For Market Managers Now

Radio Ink (Loyd Ford), July 10, 2023

https://radioink.com/2023/07/10/loyd-ford-9-hard-questions-for-market-managers-now/?vgo_ee=0OalaOa7Vh1qa9lFfLZqPsQjx1YFdJ8N2VWi7G5XHZdyzrdkVA%2FU%3AyQ6EM9qgd1Nr29TCz6LaSEjFqbONJ12R

What Is Your Opportunity Cost? 3 Red Flags Of Spoilage

Radio Ink (Alec Drake), July 10, 2023

https://radioink.com/2023/07/10/alec-drake-what-is-your-opportunity-cost-3-red-flags-of-spoilage/?vgo_ee=0OalaOa7Vh1qa9lFfLZqPsQjx1YFdJ8N2VWi7G5XHZdyzrdkVA%2FU%3AyQ6EM9qgd1Nr29TCz6LaSEjFqbONJ12R

A Guide to Sales CRM: Strategies to Streamline Your Sales Process

The Center for Sales Strategy, July 10, 2023

https://blog.thecenterforsalesstrategy.com/a-guide-to-sales-crm-strategies-to-streamline-your-sales-process?utm_campaign=subscriber&utm_medium=email&hsmi=265706403&hsenc=p2ANqtz--g4hheXd7nbsw5WDvBfRiCiu-0E73txArOfFFGpzaGqRMVPcE70CqXEV7zDsPMcCjI0U-WYbjSwY_5LUm9x9opUpNDg&utm_content=265706403&utm_source=hs_email

Second Half Outlook: Cautious Optimism As Key Categories Improve.

Inside Radio, July 6, 2023

https://www.insideradio.com/free/second-half-outlook-cautious-optimism-as-key-categories-improve/article_be663c72-1afe-11ee-83f5-6381278db16c.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***5 Tips for Sales Management Success**

The Center For Sales Strategy (Tirzah Thornburg), July 11, 2023

https://blog.thecenterforsalesstrategy.com/5-tips-for-sales-management-success?utm_campaign=subscriber&utm_medium=email&_hsmi=265872801&_hsenc=p2ANqtz--vB9p8qf80w95-bhflviWwY4mzoyIHU29rXO-0iEzX63GbHWd9HnEGryVwUj2FpVMgdziZInpr7xA0-ufFOqh1G4iYyQ&utm_content=265872801&utm_source=hs_email

***New Futuri Tool Uses AI to Create Radio Spots**

Says AEs can create spec spots while sitting with clients

RadioWorld (Paul McLane), July 11, 2023

https://www.radioworld.com/news-and-business/new-futuri-tool-uses-ai-to-create-radio-spots?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=A2AFBCB8-17EE-4A3C-8748-9256A1F3912F&utm_source=SmartBrief

***The Ecosystem of Streaming: A New Ebook**

A look at trends and key developments in audio streaming for radio companies

RadioWorld, June 29, 2023, Updated: July 11, 2023

https://www.radioworld.com/resource-center/the-ecosystem-of-streaming-a-new-ebook?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=A2AFBCB8-17EE-4A3C-8748-9256A1F3912F&utm_source=SmartBrief

ATTACHMENT: [The Ecosystem of Streaming](#)

Set The Frequency – Trends Heard from the 2023 Radio Mercury Awards

RAB Radio Matters Blog July 11, 2023

https://radiomatters.org/index.php/2023/07/11/set-the-frequency-trends-heard-from-the-2023-radio-mercury-awards/?utm_source=Radio%20Matters%20Blog&utm_campaign=00636e472e-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-00636e472e-582899012

In-Store Digital Audio Networks Now Part Of IAB's Retail Media Definition.

Inside Radio July 12, 2023

https://www.insideradio.com/free/in-store-digital-audio-networks-now-part-of-iab-s-retail-media-definition/article_a3bc418e-2079-11ee-80d1-0b73f05b715a.html

***Meta Has Introduced Threads. What Should Your Radio Station Do?**

Jacobs Media Strategies (Seth Resler), July 10, 2023

https://jacobsmedia.com/meta-has-introduced-threads-what-should-your-radio-station-do/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=deb196feed-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-deb196feed-179898762

***Should Radio Go All In On Meta's Threads? Not So Fast, Says Jacobs Media.**

Inside Radio July 12, 2023

https://www.insideradio.com/free/should-radio-go-all-in-on-metas-threads-not-so-fast-says-jacobs-media/article_f3502940-2079-11ee-9f7f-e711ca792045.html

***Local Agencies Are Podcasting's Hometown Allies, New Survey Shows.**

Inside Audio Marketing July 9, 2023

<https://www.insideaudiomarketing.com/post/local-agencies-are-podcasting-s-hometown-allies-new-survey-shows>

How the generative A.I. boom could forever change online advertising

CNBC (Jonathan Vanian), July 8 2023

<https://www.cnn.com/2023/07/08/how-the-generative-ai-boom-could-forever-change-online-advertising.html>

Apple's new privacy features could be a boon for users—but a challenge for marketers

eMarketer Insider Intelligence (Jeremy Goldman), Jul 7, 2023

<https://www.insiderintelligence.com/content/apple-s-new-privacy-features-could-boon-users-but-challenge-marketers>

Why Is Radio Afraid Of The Word Radio?

Radio Ink (Buzz Knight), July 10, 2023

https://radioink.com/2023/07/10/why-is-radio-afraid-of-the-word-radio/?vgo_ee=0OalaOa7Vh1qa9lFfLZqPsQjx1YFdJ8N2VWi7G5XHZdyzrdkVA%2FU%3AyQ6EM9qgd1Nr29TCz6LaSEjFqbONJ12R

It's Time For Radio To Get Real

Jacobs Media Strategies (Fred Jacobs), July 10, 2023

<https://jacobsmedia.com/its-time-for-radio-to-get-real/>

Advertisers Say CTV Helps Capture Falling TV Audiences

MediaPost (Robert Williams), July 8, 2023

https://www.mediapost.com/publications/article/387032/advertisers-say-ctv-helps-capture-falling-tv-audie.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130884&hshid=o5sexdpQRQeeqa1Ux78qbw

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week 1 (June 22 - July 28, 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 Monthly - 545,400

Jul Week 1 - 555,800

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 - 9,802,500

Jul Week 1 - 9,793,300

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 - 106,000

Jul Week 1 - 107,900

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 Monthly - 1,851,900

Jul Week 1 - 1,855,600

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 - 102,800

Jul Week 1 - 103,900

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 - 2,325,900

Jul Week 1 - 2,349,400

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031