

JULY 19, 2023

Hi All,

Once again we have separated the grain from the chaff to provide you with only the best kernels of information, research and intelligence to help you keep moving toward success...

“Success... seems to be connected with action. Successful people keep moving. They make mistakes, but they don’t quit.”

– Conrad Hilton

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

CRAFTING POWERFUL VBR’S WITH EMILY ESTEY

LEADG2 (Brent Tripp) July 19, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/crafting-powerful-vbrs-with-emily-estey?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=266945057&_hsenc=p2ANqtz-8uQWqMVWaO-VRZaHpyHeJuEllygeJIHgf9A2ol-2glPEoDexoQWvJfq7lbuUWowkHWAAGVaBA-NhvTx0dEs0tXwN8WLQ&utm_content=266945057&utm_source=hs_email

Using Radio to Drive Growth in Local Markets

Supporting and connecting with local communities can pay dividends for brands, studies show

ANA/RAB (Tammy Greenberg), July 18, 2023

https://www.ana.net/magazines/show/id/forward-2023-07-rab-local-markets?st3=230718newsstndnon&utm_source=informz&utm_medium=email&utm_campaign=230718-newsstandnow-non&zs=FANij1&zl=nNE79

Ask This Question Before Your Client Doesn’t Renew

Radio Ink (Rick Fink), July 17, 2023

https://radioink.com/2023/07/17/rick-fink-ask-this-question-before-your-client-doesnt-renew/?vgo_ee=6VitYMrMtvss8lBCngynDd5tQOMfBEm0NnB6%2B3pxjq887JleE4Nd%3AOCX6XlNfLZ%2FV3qx%2Fhy5jxOLhITqRUu7f

Radio Listeners' Favorite Stations: New Katz Study Explores What it Means to be a Favorite Station.

Katz Radio Group July 14, 2023

https://insights.katzradiogroup.com/sound-answers-85-radio-listeners-favorite-stations?utm_campaign=Sound%20Answers%202023&utm_medium=email&_hsmi=266237623&_hsenc=p2ANgtz-82nIJ8UBvtF8ccByEE28dXrc6OisLxzpJKRwaj2CEHe5I4Ob23hCdn7a40-860FaMrXPMzKEwrgKY-ettSsvuE1xNd3A&utm_content=266237623&utm_source=hs_email

Curious About Adopting a Customer-First Sales Approach? Your Top 3 Questions Answered

SalesFuel (Jessica Helinski) July 15, 2023

<https://salesfuel.com/curious-about-adopting-a-customer-first-sales-approach-your-top-3-questions-answered/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***Good News For 2024: More Registered Voters Listen To Radio**

Radio Ink, July 18, 2023

<https://radioink.com/2023/07/18/good-news-for-2024-more-registered-voters-listen-to-radio/>

Neuroscience Study Finds Podcasts Outscore Other Media And Extend Lift Of Social Media Ads.

Inside Audio Marketing July 19, 2023

<https://www.insideaudiomarketing.com/post/neuroscience-study-finds-podcasts-outscore-other-media-and-extend-lift-of-social-media-ads>

Wendy's Serves Up 53,000 Spots To Rank As Radio's No. 2 Advertiser.

Inside Audio Marketing (Media Monitors) July 18, 2023

<https://www.insideaudiomarketing.com/post/wendy-s-serves-up-53-000-spots-to-rank-as-radio-s-no-2-advertiser>

Consumers Seek Deals As They Grapple With Uncertain Outlook

MediaPost (Robert Williams) July 18, 2023

https://www.mediapost.com/publications/article/387286/consumers-seek-deals-as-they-grapple-with-uncertain.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130997&hashid=o5sexdpQRQeeqa1Ux78qbw

***Edison's "Share Of Ear" Q1 2023: Streaming Is Now 20% Of AM/FM Radio Listening, Podcasts Have Surged, AM/FM Radio Dominates Ad-Supported Time Spent, And Voters Spend Their Ad-Supported Audio Time With AM/FM Radio**

Westwood One/Cumulus (Edison Research) July 17, 2023

<https://www.westwoodone.com/blog/2023/07/17/edisons-share-of-ear-q1-2023-streaming-is-now-20-of-am-fm-radio-listening-podcasts-have-surged-am-fm-radio-dominates-ad-supported-time-spent-and-voters-spend-their-ad-su/>

***Radio Works for Healthcare**

RAB Radio Matters Blog, July 17, 2023

https://radiomatters.org/index.php/2023/07/17/radio-works-for-healthcare/?utm_source=Radio%20Matters%20Blog&utm_campaign=1c84ad391e-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-1c84ad391e-582899012

***How a Successful Saleswoman Can Build and Shamelessly Promote A Personal Brand**

SalesFuel (Jessica Helinski) July 15, 2023

<https://salesfuel.com/how-a-successful-saleswoman-can-build-and-shamelessly-promote-their-personal-brand/>

***2 Digital Sales Tools That Every Seller Should Consider**

SalesFuel (Jessica Helinski) July 15, 2023

<https://salesfuel.com/2-digital-sales-tools-that-every-sellers-should-consider/>

Back-to-school sales will return to a more normal, prepandemic growth rate this year

eMarketer Insider Intelligence (Zak Stambor) July 14, 2023

https://www.insiderintelligence.com/content/back-to-school-sales-will-return-more-normal-prepandemic-growth-rate-this-year?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%207.17.23&utm_content=Retail%20Daily%207.17.23&utm_term=eMarketer%20Retail%20Active%20List

Magna: Excessive Streaming Ad Frequency Damages Purchase Intent

MediaPost (Laurie Sullivan), July 14, 2023

https://www.mediapost.com/publications/article/387227/magna-excessive-streaming-ad-frequency-damages-pu.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130960&hashid=MvrWDWYNRcOEFJu_y2GIhQ

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

TOP FIVE SELECTED ARTICLES/RESOURCES

The Importance of Sales Forecasting and Planning During the Slow Season

The Center For Sales Strategy (Michael Mayer), July 17, 2023

https://blog.thecenterforsalesstrategy.com/sales-forecasting-and-planning-during-the-slow-season?utm_campaign=subscriber&utm_medium=email&hsmi=266596940&hsenc=p2ANqtz-9uqzWR7n6_vDZ7A0H78zd-QcjkA9PgQbuYVxf1Ok6WBFfO4bN7Tp1CbYNjY-m0vLVeSPkknNzP-g4q0ltw9kfu0OHjQ&utm_content=266596940&utm_source=hs_email

Digital Seen As Increasingly Important For Sustaining Radio's Profitability And Growth.

Inside Radio July 17, 2023

https://www.insideradio.com/free/digital-seen-as-increasingly-important-for-sustaining-radio-s-profitability-and-growth/article_449ffe50-246d-11ee-9aed-a3a41e95d90c.html

Write This, Act Out: Selling The Upfront Amid Strikes, Weaker Projections

MediaPost (Wayne Friedman), July 17, 2023

(Comment: Radio could benefit this fall from TV's disruption if there is a protracted strike by the Writers and Actors unions)

https://www.mediapost.com/publications/article/387266/write-this-act-out-selling-the-upfront-amid-stri.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=130979&hashid=GkaoK9PSSKGhs-uNohSxFw

10 Big Encouragement Opportunities For Sales Managers

Radio Ink (Loyd Ford), July 17, 2023

https://radioink.com/2023/07/17/10-big-encouragement-opportunities-for-sales-managers/?vgo_ee=6VitYMrMtvss8IBCngynDd5tQOMfBEm0NnB6%2B3pxjq887JleE4Nd%3AOCX6XlnfLZ%2FV3qx%2Fhy5jxOLhITqRUu7f

US ad spend increased in May, but is it a rebound?

eMarketer Insider Intelligence (Alexandra Samet), July 14, 2023

https://www.insiderintelligence.com/content/us-ad-spend-increased-may-rebound?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%207.17.23&utm_content=Retail%20Daily%207.17.23&utm_term=eMarketer%20Retail%20Active%20List

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***5 Ways to Grow Your Sales Leadership Talents**

The Center For Sales Strategy (Kate Rehling), July 19, 2023

https://blog.thecenterforsalesstrategy.com/5-ways-to-grow-your-sales-leadership-talents?utm_campaign=subscriber&utm_medium=email&_hsmi=266934133&_hsenc=p2ANqtz-WnC8PKm3aloH712emLZGEPJTruk5Y8cmPgU2db8AnXPqyQgt-gA5Ykcg7xX5butkM-ViYxbFct_6wOB6t4p_s2lielA&utm_content=266934133&utm_source=hs_email

***Battle For Connected Car Being Fought On Two Fronts: Programming & Technology.**

Inside Radio July 19, 2023

https://www.insideradio.com/free/battle-for-connected-car-being-fought-on-two-fronts-programming-technology/article_a7349fb0-25ff-11ee-b8e8-f3e798aff36.html

Focused on Talent – Recruitment with Trey Morris and Mindy Murphy

The Center For Sales Strategy (Brent Tripp), July 18, 2023

https://blog.thecenterforsalesstrategy.com/focused-on-talent-recruitment-with-trey-morris-and-mindy-murphy?utm_campaign=subscriber&utm_medium=email&_hsmi=266774643&_hsenc=p2ANqtz-92_kA2NwRPKIDiAlQOKyicMihl0Tq6pVwz4qhZm_Zp67tZp60Dnv6A3ydoJbaOtv7Hcmtg4Ej3rh8QNc3Sp2Kxd0kMg&utm_content=266774643&utm_source=hs_email

***6 Truths About Reducing Commercial Clutter**

Radio Ink (Gary Begin), July 17, 2023

https://radioink.com/2023/07/17/gary-begin-6-truths-about-reducing-commercial-clutter/?vgo_ee=6VitYMrMtvss8IBCngynDd5tQOMfBEm0NnB6%2B3pxjq887JleE4Nd%3AOCX6XlnfLZ%2FV3qx%2Fhy5jxOLhITqRUu7f

The Changing Face of AWTE

Radio Ink (Marc Greenspan), July 17, 2023

https://radioink.com/2023/07/17/marc-greenspan-the-changing-face-of-awte/?vgo_ee=6VitYMrMtvss8IBCngynDd5tQOMfBEm0NnB6%2B3pxjq887JleE4Nd%3AOCX6XlnfLZ%2FV3qx%2Fhy5jxOLhITqRUu7f

***Competitive Info: Broadcast, Cable Ad Revenue Down In Q2.**

Inside Audio Marketing July 16, 2023

<https://www.insideaudiomarketing.com/post/competitive-info-broadcast-cable-ad-revenue-down-in-q2>

***Radio Needs To Be Wary Of New Cannabis Ad Guidelines**

Radio Ink, July 14, 2023

https://radioink.com/2023/07/14/radio-needs-to-be-wary-of-new-cannabis-ad-guidelines/?vgo_ee=Au6cFv2PmgRUHUfUVHBWmCzA336%2BACW%2FswobZNY%2Bau%2Bs1YDPBNRX%3AL13jCWbzDWRxlrmmMBBxFlx0bcsMysde

FEMA Calls AM Radio ‘One Of The Most Dependable Ways’ To Disseminate Alerts.

Inside Radio, July 14, 2023

https://www.insideradio.com/free/fema-calls-am-radio-one-of-the-most-dependable-ways-to-disseminate-alerts/article_d4e8083c-2278-11ee-a4e1-7f44f0b7141c.html

How to Manage Underperforming Sales Reps

Sales Readiness Group (Norman Behar), July 10, 2023

https://www.salesreadinessgroup.com/blog/how-to-manage-underperforming-sales-reps?utm_medium=email&_hsmi=266347862&_hsenc=p2ANqtz--oqEknRV_e8KNegz5awdHh_JmWaSCKsSa55Fewv-p8X0uo9q84ZB7HGePmcWpd_Zx_VZsTcwpxptvty01ZW5r1QCnYh1w&utm_content=266347862&utm_source=email

Sonic Branding From WPP Company Comes With Performance Benefits

MediaPost (Laurie Sullivan), June 26, 2023

https://www.mediapost.com/publications/article/386658/sonic-branding-from-wpp-company-comes-with-perform.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=130978&hashid=grmAnk9ZRAeFF01byG1w0g

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week 2 (June 29 - July 5, 2023). This survey week includes the Independence 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 Monthly - 545,400

Jul Week 1 - 555,800
Jul Week 2 - 517,300

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
Jul Week 2 - 9,667,500

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 - 106,000

Jul Week 1 - 107,900

Jul Week 2 - 92,700

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
Jul Week 2 - 1,888,800

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 Monthly - 102,800

Jul Week 1 - 103,900
Jul Week 2 - 100,400

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
Jul Week 2 - 2,421,500

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