

JULY 26, 2023

Hi All,

It is time for another installment of your Midweek Resource Roundup and as always there is a lot of great information covering sales, management, economic forecasting, Nielsen audience measurement trends and much more.

We are now one month into the second half of the year and are there signs of improvement in the economy and growing advertising spend that indicate recovery in our revenue performance could be underway? Read on to find out and keep in mind...

“Recovery is a verb, not a noun. You have to be an active participant in order to continuously improve.”
— Brittany Burgunder

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

11 Ways To Be The Sales Rep Advertisers Want To See

Radio Ink (Loyd Ford), July 24, 2023

<https://radioink.com/2023/07/24/loyd-ford-11-ways-to-be-the-sales-rep-advertisers-want-to-see/>

Beware The 52-Week Schedule!

Radio Ink (Rick Fink), July 24, 2023

<https://radioink.com/2023/07/24/beware-the-52-week-schedule/>

2 Must-Do Tactics When Working With Tough Prospects

SalesFuel (Jessica Helinski) July 22, 2023

<https://salesfuel.com/2-must-do-tactics-when-working-with-tough-prospects/>

Do You Employ These Successful Sales Follow-Up Techniques?

SalesFuel (Jessica Helinski) July 22, 2023

<https://salesfuel.com/do-you-employ-these-successful-sales-follow-up-techniques/>

How to Spark a Sales Conversation on LinkedIn

SalesFuel (Jessica Helinski) July 22, 2023

<https://salesfuel.com/how-to-spark-a-sales-conversation-on-linkedin/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***The Big Kahuna in Ad-Supported Streaming Is Radio**

Pierre Bouvard on streaming for radio and its huge, underappreciated audience

RadioWorld (Paul McLane), July 25, 2023

https://www.radioworld.com/news-and-business/news-makers/the-big-kahuna-in-ad-supported-streaming-is-radio?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=CADEA181-ADE9-4AD1-9786-7B194A5E8745&utm_source=SmartBrief

CBD-Infused Skincare – A Growing Category

RAB Radio Matters Blog (Annette Malave), July 25, 2023

https://radiomatters.org/index.php/2023/07/25/cbd-infused-skincare-a-growing-category/?utm_source=Radio%20Matters%20Blog&utm_campaign=3a2af03c46-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-3a2af03c46-582899012

***Time Management Is Self Management**

Radio Ink (Pat Bryson), July 24, 2023

<https://radioink.com/2023/07/24/pat-bryson-time-management-is-self-management/>

***What Do You Really Know About Your Customer Base?**

Knowledge At Wharton, July 24, 2023

https://knowledge.wharton.upenn.edu/article/what-do-you-really-know-about-your-customer-base/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=7-26-2023&utm_content=What_Do_You_Really_Know_About_Your_Customer_Base

Jeffrey Hedquist's Keys To Defeat Comercialese With Ease

Radio Ink, July 21, 2023

https://radioink.com/2023/07/21/jeffrey-hedquists-keys-to-defeat-commercialese-with-ease/?vgo_ee=WKYxyzKTdPFcjZKGmDKLE0Mjfl%2FEK1sHlzkbsTSqfus49Am7Xj%3A7VkhPz0cfXVV%2FOSUePEuXvw4ymcPT%2FkL

***Trust Builders vs. Trust Breakers**

Up Your Culture (Kate Rehling) July 21, 2023

https://uyc.thecenterforsalesstrategy.com/blog/trust-builders-vs.-trust-breakers?utm_medium=email&hsmi=267280802&hsenc=p2ANqtz--zKW05_10Bcf9pSH7Ep1ijVfGhepCgjYaCDnLRqjoekq4jHlXojYlVplA8yU28lgVZlajWZ7wi_AOQxwUQlfTxbF3Ww&utm_content=267280802&utm_source=hs_email

Podcasting's Top 15 Advertisers Spent \$43.03 Million In June.

Inside Radio July 21, 2023

https://www.insideradio.com/free/podcasting-s-top-15-advertisers-spent-43-03-million-in-june-betterhelp-remains-top-client/article_0046c41e-2792-11ee-bbcb-53b29e6d101c.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

National Advertisers Likely To Open Their Wallets In Second Half, Analyst Says.

Inside Radio (B Riley Securities) July 26, 2023

https://www.insideradio.com/free/national-advertisers-likely-to-open-their-wallets-in-second-half-analyst-says/article_11ccea62-2b7d-11ee-9d7d-6f0c2eb3472c.html

Is Underperformance a Reflection of Leadership?

The Center For Sales Strategy (Trey Morris), July 24, 2023

https://blog.thecenterforsalesstrategy.com/is-underperformance-a-reflection-of-leadership?utm_campaign=subscriber&utm_medium=email&_hsmi=267495546&_hsenc=p2ANqtz-8PkseMUaUKHnNBkR6Mo9yphXENYUkXqnNn0QPgzLBquV-NnFqt_CvlyrnAA_qMRgw4u_NisTztPXwtHYrbGmcO5Z1sww&utm_content=267495546&utm_source=hs_email

Waning TV ad spend gets a little help from the Olympics, presidential election

eMarketer Insider Intelligence (Arielle Feger), July 21, 2023

https://www.insiderintelligence.com/content/waning-tv-ad-spend-gets-little-help-olympics-presidential-election?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%207.24.2023&utm_id=COTD%207.24.2023&utm_term=eMarketer%20Daily&utm_content=COTD%207.24.2023

How the Hollywood shutdown could disrupt the ad market

The labor actions could widen the divide between linear and connected TV while potentially undercutting video ad growth.

MarketingDive (Chris Kelly), July 17, 2023

https://www.marketingdive.com/news/sag-aftra-wga-actors-writers-dual-strikes-ad-market-effects/687954/?utm_source=Sailthru&utm_medium=email&utm_campaign=Newsletter%20Weekly%20Roundup%20Marketing%20Dive%20Daily%20Dive%2007-22-2023&utm_term=Marketing%20Dive%20Weekender

Audio advertising: How audience buying is helping brands connect with their target market

The Drum (Justin Ohanessian), July 18, 2023

<https://www.thedrum.com/profile/adswizz/news/unleashing-the-power-of-audience-buying>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***It's No Secret: The Best Sales Managers Know How to Maximize Their Own Talents**

The Center For Sales Strategy (Kelly George), July 26, 2023

https://blog.thecenterforsalesstrategy.com/how-to-maximize-sales-manger-talents?utm_campaign=subscriber&utm_medium=email&_hsmi=267822232&_hsenc=p2ANqtz-HHavqn9P3_A4d5KwJXaq0fCuMBim6TPXgaeUvrEQXmj_edS9F6Eri3moEjeIOSCbZljDWtXN6yfSaeQS5svFarJbN&utm_content=267822232&utm_source=hs_email

NAB's Curtis LeGeyst Believes Legislation To Save AM Radio In Cars Will Be Settled By The Fall.

Inside Radio July 26, 2023

https://www.insideradio.com/free/nab-s-curtis-legeyst-believes-legislation-to-save-am-radio-in-cars-will-be-settled/article_f2188abe-2b7c-11ee-ab1c-771ed087e078.html

META, GOOGLE AND AMAZON SEE DIGITAL AD GROWTH WHILE YOUTUBE CTV SPEND SURGES 31% Tinuti shows leading platforms all grow spending for first time since 2021

Ad Age (Jack Neff), July 25, 2023.

<https://adage.com/article/digital-marketing-ad-tech-news/meta-google-and-amazon-see-digital-ad-growth-while-youtube-ctv-spend-surges-31/2506311>

Focused on Talent: Selection with Emily Estey and Tirzah Thornburg

The Center For Sales Strategy (Brent Tripp), July 25, 2023

https://blog.thecenterforsalesstrategy.com/focused-on-talent-selection-with-emily-estey-and-tirzah-thornburg?utm_campaign=subscriber&utm_medium=email&hsmi=267658464&hsenc=p2ANqtz--XzWj_yy_rOZ_bDbzHLqIn9CnO04Bf0Z4a3PSXjkOd5iCfcCvm1OxpJggfhn-mvjsrc7CU_UUYE7n7tmOrwUaT2tITIQ&utm_content=267658464&utm_source=hs_email

The Prepared Leader: The Five Phases of Crisis Management

Knowledge at Wharton (Erika H. James, Lynn Perry Wooten), July 24, 2023

[https://knowledge.wharton.upenn.edu/article/the-prepared-leader-the-five-phases-of-crisis-management/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=7-26-2023&utm_content=The Prepared Leader: The Five Phases of Crisis Management](https://knowledge.wharton.upenn.edu/article/the-prepared-leader-the-five-phases-of-crisis-management/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=7-26-2023&utm_content=The%20Prepared%20Leader%3A%20The%20Five%20Phases%20of%20Crisis%20Management)

***Avoiding The Costs Of Overselling**

Radio Ink (Alec Drake), July 24, 2023

<https://radioink.com/2023/07/24/avoiding-the-costs-of-overselling/>

***How Radio Can Capture A Bigger Piece Of The \$12B Political Ad Pie.**

Inside Radio, July 24, 2023

https://www.insideradio.com/free/how-radio-can-capture-a-bigger-piece-of-the-12b-political-ad-pie/article_553a899a-29ec-11ee-a5d6-6727c942a28e.html

***A Growing Pot Of Gold For Radio In State Election Races.**

Inside Radio July 25, 2023

https://www.insideradio.com/free/a-growing-pot-of-gold-for-radio-in-state-election-races/article_7708320a-2abb-11ee-a626-b3e9df2c82ff.html

How A.I. Could Kill the Concert Calendar

Jacobs Media Strategies (Seth Resler), July 24, 2023

https://jacobsmedia.com/how-a-i-could-kill-the-concert-calendar/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=5f67d3818e-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-5f67d3818e-179898762

The path towards media measurement's 'holy grail'

When true cross-media measurement comes, those who learned how to unlock the value across platforms will benefit the most

KANTAR (Manish Bhatia) July 24, 2023

https://www.kantar.com/inspiration/advertising-media/the-path-towards-media-measurements-holy-grail?utm_medium=email&_hsmi=74358749&_hsenc=p2ANqtz--Tk-A-nPmFSH8TdPL0bWOu98ifjwUjYpbS5vDxipjoywpOAWDe0Ozu1_qDNPFhwmNLIeVgNnTYPOYzwARpLwc9T62Q2w&utm_content=74358749&utm_source=hs_email

***How to Supervise Difficult Employees**

SalesFuel (Austin Richards) July 22, 2023

<https://salesfuel.com/how-to-supervise-difficult-employees/>

With \$1 Billion In Digital Royalties In 2022, SoundExchange Is Focused On 'Reshaping The Business Of Music.'

Inside Radio July 21, 2023

https://www.insideradio.com/free/with-1-billion-in-digital-royalties-in-2022-soundexchange-is-focused-on-reshaping-the-business/article_7a8e6228-2809-11ee-9cea-cfd6fec9aaaa.html

***How to have hard conversations without emotions taking over**

SmartBrief (Larae Quy) July 19, 2023

https://corp.smartbrief.com/original/2023/07/how-to-have-hard-conversations-without-emotions-taking-over?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_content=5E0EF38C-3661-4505-8DA7-99BCB4C7AE1C&utm_source=brief

More Radio Stations Run More Local News, Says RTDNA Report.

Inside Audio Marketing July 22, 2023

<https://www.insideaudiomarketing.com/post/more-radio-stations-run-more-local-news-says-rtdna-report>

Are You In A Long-Term Relationship...With A Radio Station?

Jacobs Media Strategies (Fred Jacobs), July 21, 2023

<https://jacobsmedia.com/are-you-in-a-long-term-relationship-with-a-radio-station/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week 3 (July 6 - July 12, 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
Jul Week 2 - 517,300
Jul Week 3 - 534,700

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
Jul Week 3 - 9,699,700

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
Jul Week 3 - 95,900

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
Jul Week 2 - 1,888,800
Jul Week 3 - 1,825,300

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
Jul Week 3 - 99,400

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
Jul Week 3 - 2,265,900

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031