

**AUGUST 2, 2023**

Hi All,

This is your first installment of the Midweek Resource Roundup for August and it is jam packed with great information, research and sales insights. It also has the latest Nielsen Audio audience trends for our PPM measured markets, including the results for July Full Month.

As we get into the "dog days of summer" perhaps you will find more time, fun and relaxation...and also for reading, learning and doing...

**“Continuous learning is nothing without continuous doing.”**

— Richie Norton

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Study: Audio Beats Video In Grabbing People’s Attention And Generating Brand Recall.**

Inside Audio Marketing, August 2, 2023

<https://www.insideaudiomarketing.com/post/study-audio-beats-video-in-grabbing-people-s-attention-and-generating-brand-recall>

**Automakers: Want To Build An EV Brand? Place Podcasts And AM/FM Radio At The Centerpiece Of Your Media Plan!**

Westwood One/Cumulus (Pierre Bouvard), July 31, 2023

<https://www.westwoodone.com/blog/2023/07/31/automakers-want-to-build-an-ev-brand-place-podcasts-and-am-fm-radio-at-the-centerpiece-of-your-media-plan/>

**Dentsu: 'Radio Shines,' Outperforms Attention Paid To Video Ads**

MediaPost (Joe Mandese), August 1, 2023

[https://www.mediapost.com/publications/article/387781/dentsu-radio-shines-outperforms-attention-paid.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131157&hshid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/387781/dentsu-radio-shines-outperforms-attention-paid.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131157&hshid=CKfKjD-IQuCPkoXp87oXHg)

**Radio Advertising’s Greatest Weakness Is Our Greatest Strength**

Radio Ink (Pat Bryson), July 31, 2023

<https://radioink.com/2023/07/31/radio-advertisings-greatest-weakness-is-our-greatest-strength/>

**Fix These 8 Big Mistakes And Watch Your Radio Revenue Grow**

Radio Ink (Loyd Ford), July 31, 2023

<https://radioink.com/2023/07/31/loyd-ford-fix-these-8-big-mistakes-and-watch-your-radio-revenue-grow/>

## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that \* denotes a highly recommended article)

### **\*Top 5 Hottest Ad Categories For Prospecting In 2023**

Radio Ink (Marc Greenspan), July 31, 2023

<https://radioink.com/2023/07/31/top-5-hottest-ad-categories-for-prospecting-in-2023/>

### **Radio Sales Lessons From Soccer**

Radio Ink (Rick Fink), July 31, 2023

<https://radioink.com/2023/07/31/rick-fink-sales-lessons-from-soccer/>

### **\*9 Copywriting Tips For Radio Spots And Promos**

Radio Ink Gary Begin), July 31, 2023

<https://radioink.com/2023/07/31/gary-begin-9-copywriting-tips-for-radio-spots-and-promos/>

### **P&G Hiked Ad Spend By \$453 Million Last Quarter.**

Inside Audio Marketing, July 31, 2023

<https://www.insideaudiomarketing.com/post/p-g-hiked-ad-spend-by-453-million-last-quarter>

### **Podcast Listeners Spending More Time With Medium As Digital Audio Usage Rises.**

Inside Audio Marketing (eMarketer) July 31, 2023

<https://www.insideaudiomarketing.com/post/podcast-listeners-spending-more-time-with-medium-as-digital-audio-usage-rises>

### **Babbel Barnstorms To Top Of Radio Spot Count Tally, Wendy's and Staples Make Big Moves.**

Inside Audio Marketing (Media Monitors) July 31, 2023

<https://www.insideaudiomarketing.com/post/babbel-barnstorms-to-top-of-radio-spot-count-tally-wendy-s-and-staples-make-big-moves>

### **\*Jingles are out. 'Sonic identities' — like the Netflix 'ta-DUM' — are in.**

**The second coming of the corporate jingle in ads and marketing is designed to grab customers almost subconsciously**

The Washington Post (Michael Andor Brodeur), July 28, 2023

<https://www.washingtonpost.com/entertainment/music/2023/07/28/commercial-jingles-earworms-sonic-identities/>

### **\*Radio Is a Powerful Ad Channel Across the Sales Funnel**

RAB Radio Matters Blog (Todd Kalman), August 1, 2023

[https://radiomatters.org/index.php/2023/08/01/radio-is-a-powerful-ad-channel-across-the-sales-funnel/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=d177177076-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-d177177076-582899012](https://radiomatters.org/index.php/2023/08/01/radio-is-a-powerful-ad-channel-across-the-sales-funnel/?utm_source=Radio%20Matters%20Blog&utm_campaign=d177177076-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-d177177076-582899012)

### **\*How to Understand the Buyer Persona – A Comprehensive Guide**

SalesFuel (Jessica Helinski) July 29, 2023

<https://salesfuel.com/how-to-understand-the-buyer-persona-a-comprehensive-guide/>

### **\*How Salespeople Can Use B2B Case Studies to Win New Business**

SalesFuel (Jessica Helinski) July 29, 2023

<https://salesfuel.com/how-salespeople-can-use-b2b-case-studies-to-win-new-business/>

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

### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Audacy, iHeart, and Cumulus Form Data Alliance Promoting Audio**

Radio Ink, August 2, 2023

[https://radioink.com/2023/08/02/audacy-iheart-and-cumulus-form-data-alliance-promoting-audio/?vgo\\_ee=Paet59mc4DWj4lmLe%2FtZKvRf%2B1Ht486xgAL7aDxvf5N187A8Tp5q%3AVgKilXamRXN9my4Nzh4xndE659N1N4r](https://radioink.com/2023/08/02/audacy-iheart-and-cumulus-form-data-alliance-promoting-audio/?vgo_ee=Paet59mc4DWj4lmLe%2FtZKvRf%2B1Ht486xgAL7aDxvf5N187A8Tp5q%3AVgKilXamRXN9my4Nzh4xndE659N1N4r)

#### **Radio Ads Are Digitally Despised, Finds New Research**

Radio Ink, July 28, 2023

<https://radioink.com/2023/07/28/radio-ads-are-digitally-despised-finds-new-research/>

#### **Focused on Talent: Development with Stephanie Downs and Kelly George**

The Center For Sales Strategy (Brent Tripp), August 1, 2023

[https://blog.thecenterforsalesstrategy.com/focused-on-talent-development-with-stephanie-downs-and-kelly-george?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=268584417&\\_hsenc=p2ANqtz--1DVz1DxC13qqvBn1lWvuApMyqJSQizPOqT8m1LHJkgojhxQJp5\\_26gkEWTkH8EHqFi2X6OYbtEzveqfI8POaJuYWw&utm\\_content=268584417&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/focused-on-talent-development-with-stephanie-downs-and-kelly-george?utm_campaign=subscriber&utm_medium=email&_hsmi=268584417&_hsenc=p2ANqtz--1DVz1DxC13qqvBn1lWvuApMyqJSQizPOqT8m1LHJkgojhxQJp5_26gkEWTkH8EHqFi2X6OYbtEzveqfI8POaJuYWw&utm_content=268584417&utm_source=hs_email)

#### **Issue Ad Spending Is Up Double-Digits So Far In 2023, With Radio Among The Benefactors.**

Inside Radio (AdImpact), August 1, 2023

[https://www.insideradio.com/free/issue-ad-spending-is-up-double-digits-so-far-in-2023-with-radio-among-the/article\\_177943f4-303f-11ee-93be-cf916370b333.html](https://www.insideradio.com/free/issue-ad-spending-is-up-double-digits-so-far-in-2023-with-radio-among-the/article_177943f4-303f-11ee-93be-cf916370b333.html)

#### **RRC's Advice To Stations With 'Cumes In Crisis': 'Market Yourself And Cume Will Come.'**

Inside Radio (Radio Research Consortium), August 1, 2023

[https://www.insideradio.com/free/rrcs-advice-to-stations-with-cumes-in-crisis-market-yourself-and-cume-will-come/article\\_99d2149e-303e-11ee-a9f1-f3b572356cb6.html](https://www.insideradio.com/free/rrcs-advice-to-stations-with-cumes-in-crisis-market-yourself-and-cume-will-come/article_99d2149e-303e-11ee-a9f1-f3b572356cb6.html)

## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that \* denotes a highly recommended article)

### **Recruitment: 10 Data-Backed Facts You Should Know**

The Center For Sales Strategy (Beth Sunshine), August 2, 2023

[https://blog.thecenterforsalesstrategy.com/recruitment-10-data-backed-facts-you-should-know?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=268740871&\\_hsenc=p2ANqtz-9cNTHvOMG4LHUc1vf0B043HRN2g5y2-ewFCWqY9-ftuUcYdWXfbWegyVZvasvW16XOgne6wZwSsQXJh5frN8KBwKUeQ&utm\\_content=268740871&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/recruitment-10-data-backed-facts-you-should-know?utm_campaign=subscriber&utm_medium=email&_hsmt=268740871&_hsenc=p2ANqtz-9cNTHvOMG4LHUc1vf0B043HRN2g5y2-ewFCWqY9-ftuUcYdWXfbWegyVZvasvW16XOgne6wZwSsQXJh5frN8KBwKUeQ&utm_content=268740871&utm_source=hs_email)

### **\*No Refunds Coming To Radio For Streaming Royalties As Court Upholds CRB Rate Decision.**

Inside Radio, August 2, 2023

[https://www.insideradio.com/free/no-refunds-coming-to-radio-for-streaming-royalties-as-court-upholds-crb-rate-decision/article\\_81e1e342-3100-11ee-83ec-efbc1fe05890.html](https://www.insideradio.com/free/no-refunds-coming-to-radio-for-streaming-royalties-as-court-upholds-crb-rate-decision/article_81e1e342-3100-11ee-83ec-efbc1fe05890.html)

### **Finding Your Brand's Little Red Circle E's**

Jacobs Media Strategies (Fred Jacobs), August 2, 2023

<https://jacobsmedia.com/74488-2/>

### **\*Live Music And Recording Brands: Are TV Ads Still A Thing?**

MediaPost (Wayne Friedman) August 1, 2023

[https://www.mediapost.com/publications/article/387752/live-music-and-recording-brands-are-tv-ads-still.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=131151&hashid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/387752/live-music-and-recording-brands-are-tv-ads-still.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131151&hashid=GkaoK9PSSKGhs-uNohSxFw)

### **CRACKING THE CODE OF B2B THOUGHT LEADERSHIP WITH BILL SHERMAN**

LEADG2 (Brent Tripp) August 1, 2023

[https://leadg2.thecenterforsalesstrategy.com/blog/cracking-the-code-of-b2b-thought-leadership-with-bill-sherman?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&\\_hsmt=268746840&\\_hsenc=p2ANqtz-9qb2Mjsz2B9getWeLGu8aEzC9tCkR7AlbXWXPJVbtzv6cgnTIKJ0Jf3ECYO3\\_aBq9USBT04KMG0bwtk9RW8uZSMeQ8VQ&utm\\_content=268746840&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/cracking-the-code-of-b2b-thought-leadership-with-bill-sherman?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmt=268746840&_hsenc=p2ANqtz-9qb2Mjsz2B9getWeLGu8aEzC9tCkR7AlbXWXPJVbtzv6cgnTIKJ0Jf3ECYO3_aBq9USBT04KMG0bwtk9RW8uZSMeQ8VQ&utm_content=268746840&utm_source=hs_email)

### **\*Demystifying AI adoption for leaders**

SmartBrief (Tom Henson) July 31, 2023

[https://corp.smartbrief.com/original/2023/07/demystifying-ai-adoption-for-leaders?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm\\_content=189437B5-A686-4AB3-AE39-BE5B883630E1&utm\\_source=brief](https://corp.smartbrief.com/original/2023/07/demystifying-ai-adoption-for-leaders?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_content=189437B5-A686-4AB3-AE39-BE5B883630E1&utm_source=brief)

### **\*How to Use Social Proof to Attract Radio Advertisers**

Jacobs Media Strategies (Seth Resler), July 31, 2023

[https://jacobsmedia.com/how-to-use-social-proof-to-attract-radio-advertisers/?utm\\_source=Jacobs+Media+Strategies+Blog&utm\\_campaign=8ec1397536-CTD+EmailOnly&utm\\_medium=email&utm\\_term=0\\_5007ff924d-8ec1397536-179898762](https://jacobsmedia.com/how-to-use-social-proof-to-attract-radio-advertisers/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=8ec1397536-CTD+EmailOnly&utm_medium=email&utm_term=0_5007ff924d-8ec1397536-179898762)

### **Stagwell Summit Forecasts 2024 Political Ad Spend To Hit \$12 Billion.**

Inside Audio Marketing, July 31, 2023

<https://www.insideaudiomarketing.com/post/stagwell-summit-forecasts-2024-political-ad-spend-to-hit-12-billion>

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for July Week 3 (July 13 - July 19, 2023) and July Full Month, 2023, which corresponds to June 22 - July 19, 2023. The July Monthly Survey will be released on Monday, August 7, for Los Angeles and Riverside/San Bernardino, and Tuesday, August 8, for San Diego.

### 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 Monthly - 531,200

Jul Week 1 - 555,800  
Jul Week 2 - 517,300  
Jul Week 3 - 534,700  
Jul Week 4 - 517,100

#### **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 Monthly - 9,701,700

Jul Week 1 - 9,793,300

Jul Week 2 - 9,667,500

Jul Week 3 - 9,699,700

Jul Week 4 - 9,646,400

**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 Monthly - 97,400

Jul Week 1 - 107,900

Jul Week 2 - 92,700

Jul Week 3 - 95,900

Jul Week 4 - 93,000

**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 Monthly - 1,848,900

Jul Week 1 - 1,855,600

Jul Week 2 - 1,888,800

Jul Week 3 - 1,825,300

Jul Week 4 - 1,826,000

**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 Monthly - 102,200

Jul Week 1 - 103,900

Jul Week 2 - 100,400

Jul Week 3 - 99,400

Jul Week 4 - 102,200

**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 Monthly - 2,340,500

Jul Week 1 - 2,349,400

Jul Week 2 - 2,421,500

Jul Week 3 - 2,265,900

Jul Week 4 - 2,345,100

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