

AUGUST 9, 2023

Hi All,

It is already Wednesday again and time for another edition of curated articles, research, sales training and other articles and resources to keep the continuous learning moving forward and helping you learn, adapt and evolve how you conduct your business...

In business, what's dangerous is not to evolve."

– Jeff Bezos

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Lumen: Audio Ads Outperform Video For Attention And Brand Recall, Dentsu Study Reveals

Westwood One/Cumulus (Pierre Bouvard), August 7, 2023

<https://www.westwoodone.com/blog/2023/08/07/lumen-audio-ads-outperform-video-for-attention-and-brand-recall-dentsu-study-reveals/>

Unlocking The Door to Sales Success – Part One

Radio Ink (Alec Drake), August 7, 2023

<https://radioink.com/2023/08/07/alec-drake-unlocking-the-door-to-sales-success-part-one/>

'128% Stronger Than TV': Dive Into Dentsu Audio Ad Study

Radio Ink, August 8, 2023

https://radioink.com/2023/08/08/128-stronger-than-tv-dive-into-dentsu-audio-ad-study/?vgo_ee=APpsnsGWGQ6spXjMwztN86%2F6Vz2%2FZxobUJOZYydeBa0Wa%2BFEXCIC%3A%2FwsiF9IVfB4nF5ZBEGRSafjDdkmPelPz

3 Daily Sales Activities That Sellers Should Add To Their Routine

SalesFuel (Jessica Helinski), August 5, 2023

<https://salesfuel.com/3-daily-sales-activities-that-sellers-should-add-to-their-routine/>

What Is Location-Based Retargeting?

Aspire by Marketron August 9, 2023

<https://aspire.marketron.com/what-is-location-based-retargeting/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

A QSR Triumph Is A Spot Radio Win

RBR-TVBR, August 7, 2023

https://rbr.com/a-qsr-triumph-is-a-spot-radio-win/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_96

Does Your Fact Have A Benefit?

Radio Ink (Pat Bryson), August 7, 2023

<https://radioink.com/2023/08/07/pat-bryson-does-your-fact-have-a-benefit/>

Automotive TV Spending Down 3.8% In July

MediaPost (Manya Gazdik), August 6, 2023

https://www.mediapost.com/publications/article/387961/automotive-tv-spending-down-38-in-july.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131202&has_hid=au6Zkol8RxyZjDFsyTiFwg

How to Still Deliver When a Sales Presentation is Cut Short

SalesFuel (Jessica Helinski) August 5, 2023

<https://salesfuel.com/how-to-still-deliver-when-a-sales-presentation-is-cut-short/>

How Audio Takes Consumers Down the Funnel to Purchase

Audacy challenges an assumption held by many ad buyers

RadioWorld (Mark Lapidus), August 4, 2023

https://www.radioworld.com/columns-and-views/promo-power/how-audio-takes-consumers-down-the-funnel-to-purchase?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_95

Pet Owners Still Look To Traditional Ad Channels

MediaPost (Tanya Gazdik), August 4, 2023

https://www.mediapost.com/publications/article/387951/pet-owners-still-look-to-traditional-ad-channels.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131201&hashid=akE-7z-LS1W9CYmV5M9xXA

Back To School: A \$40 Billion Opportunity For Stores.

Inside Radio, August 3, 2023

https://www.insideradio.com/free/back-to-school-a-40-billion-opportunity-for-stores/article_1e598b90-31c3-11ee-b52e-93d751fb1152.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_93

Survey: More consumers shopping multiple grocery stores to find lowest prices

Chain Store Age (Marianne Wilson) August 3, 2023

<https://chainstoreage.com/survey-more-consumers-shopping-multiple-grocery-stores-find-lowest-prices>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

One-On-One: The Mark Of A Great Sales Manager

Radio Ink (Loyd Ford), August 7, 2023

<https://radioink.com/2023/08/07/loyd-ford-the-great-sales-manager-one-on-ones/>

10 Strategies for Getting B2B Salespeople Up and Running Quickly

The Center For Sales Strategy (Elissa Naufal), August 7, 2023

https://blog.thecenterforsalesstrategy.com/10-strategies-for-getting-b2b-salespeople-up-and-running-quickly?utm_campaign=subscriber&utm_medium=email&_hsmi=269296251&_hsenc=p2ANqtz-9N7Q6sJ1nhQPrWY_puMlvQUKjVtMpzyhCoQI_-EOQy0tHHVq5kmKfQ_Lbgl6c-VWuLAsi9hRsrFTwrcydE8RTLdLpaGg&utm_content=269296251&utm_source=hs_email

Ad Analysts See Signs That Industry Is 'Expanding Solidly.'

Inside Audio Marketing August 6, 2023

<https://www.insideaudiomarketing.com/post/ad-analysts-see-signs-that-industry-is-expanding-solidly>

U.S. Credit Rating Downgrade: How It Affects Advertising

MediaPost (Laurie Sullivan) August 6, 2023

https://www.mediapost.com/publications/article/387943/us-credit-rating-downgrade-how-it-affects-adver.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131215&ashid=luLr_TMuTF6QRLmxCvE43g

Retail Media Drives Most Growth In Digital Ad Spend

MediaPost (Robert Williams), August 2, 2023

https://www.mediapost.com/publications/article/387854/retail-media-drives-most-growth-in-digital-ad-spen.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131209&ashid=o5sexdpQRQeeqa1Ux78qbw

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Top Brass At iHeart Sees Ad Market Improvements In Second Half

Inside Radio, August 9, 2023

https://www.insideradio.com/free/top-brass-at-iheart-sees-ad-market-improvements-in-second-half/article_64b9d6ee-3678-11ee-9fc7-c78f06dac589.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_97

Time To Redefine Radio Demos? Dan Mason Has A Proposal For Nielsen.

Inside Audio Marketing, August 9, 2023

<https://www.insideaudiomarketing.com/post/time-to-redefine-radio-demos-dan-mason-has-a-proposal-for-nielsen>

Nielsen To Start Collecting Podcast Data As It Converts Its Ratings Methodology From Paper To Mobile

Inside Audio Marketing August 8, 2023

<https://www.insideaudiomarketing.com/post/nielsen-to-start-collecting-podcast-data-as-it-converts-its-ratings-methodology-from-paper-to-mobile>

Center For Sales Strategy Rolls Out New A.I. Offering For Leaders

Radio Ink, August 8, 2023

<https://radioink.com/2023/08/08/center-for-sales-strategy-rolls-out-new-a-i-offering-for-leaders/>

Sales Superstar Study

In this annual study, our goal is to identify recruitment trends and uncover the most common ways managers are finding superstars

The Center For Sales Strategy, August 8, 2023

ATTACHMENT: [Center for Sales Strategy – Sales Superstar Study](#)

5 Best Practices to Motivate Your Sales Team to Achieve Goals

Sales Fuel (Austin Richards) August 7, 2023

https://salesfuel.com/5-best-practices-to-motivate-your-sales-team-to-achieve-goals/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily_96

Meet Nielsen's mSurvey, The Electronic Instrument That Will Replace The Paper Diary.

Inside Radio, August 7, 2023

https://www.insideradio.com/free/meet-nielsen-s-msurvey-the-electronic-instrument-that-will-replace-the-paper-diary/article_8d30ad22-34f3-11ee-98e0-af0ac2364d17.html

Broadcasters Applaud Move To Mobile Diary But Have Some Reservations.

Inside Radio, August 7, 2023

https://www.insideradio.com/free/broadcasters-applaud-move-to-mobile-diary-but-have-some-reservations/article_6aaa01cc-34f3-11ee-ae3-0b16d8c25865.html

Two Rate-Setting Cases Or One? The Battle Between Radio And Songwriters Continues.

Inside Radio, August 7, 2023

https://www.insideradio.com/free/two-rate-setting-cases-or-one-the-battle-between-radio-and-songwriters-continues/article_0fbb8038-34f3-11ee-a9bd-b31d03f1a81b.html

How to be a Credible Sales Manager Your Team Trusts

SalesFuel (Kathy Crosett) August 5, 2023

<https://salesfuel.com/how-to-be-a-credible-sales-manager-your-team-trusts/>

The Trouble With Radio Sales

Jacobs Media Strategies (Fred Jacobs), August 3, 2023

[https://jacobsmedia.com/the-trouble-with-radio-sales-3/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 93](https://jacobsmedia.com/the-trouble-with-radio-sales-3/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%2093)

FCC And FEMA Schedule Nationwide EAS Test For October

Radio Ink, August 3, 2023

<https://radioink.com/2023/08/03/fcc-and-fema-schedule-nationwide-eas-test-for-october/>

Makegoods Still Making Trouble for Stations As They Look To Advance Advertising Platforms

TVNewCheck, August 2, 2023

[https://tvnewscheck.com/business/article/makegoods-still-making-trouble-for-stations-as-they-look-to-advance-advertising-platforms/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 92](https://tvnewscheck.com/business/article/makegoods-still-making-trouble-for-stations-as-they-look-to-advance-advertising-platforms/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%2092)

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 1 (July 20 - July 26, 2023). Looks like we have entered those annual "dog days of summer".

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

Aug Week 1 - 506,800

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 Monthly - 9,701,700

Aug Week 1 - 9,645,200

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

Aug Week 1 - 95,600

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

Aug Week 1 - 1,824,600

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 Monthly - 102,200

Aug Week 1 - 111,900

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 Monthly - 2,340,500

Aug Week 1 - 2,339,200

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031