

AUGUST 16, 2023

Hi All,

Before we launch into another collection of curated articles and resources this week I want to share with you a couple of articles about the Maui fires and how local radio stations responded.

It is unfortunate that it sometimes takes a tragic event like the ones in Maui over the past week to show how essential radio is in keeping people informed in the midst of chaos when other communication channels fail, and how radio continues to be there to help people and communities deal with tragedy, work to recover and eventually heal...

Media Journalist On Vacation In Maui: 'Listening To Radio Was How We Knew What's Going On.'

Inside Radio, August 14, 2023

https://www.insideradio.com/free/media-journalist-on-vacation-in-maui-listening-to-radio-was-how-we-knew-whats-going/article_ec6aee3a-3ae6-11ee-a482-cb9e5792586d.html

Radio Responds, Gives Back To Hawaiian Broadcasters In Need

Radio Ink, August 15, 2023

<https://radioink.com/2023/08/15/radio-responds-gives-back-to-hawaiian-broadcasters-in-need/>

"When natural disasters strike, local radio is quickly back up and providing minute-to-minute updates in broadcasts that are easily accessed through car radios and portable, battery-operated and hand-cranked radios. Radio is the most reliable signal and means of communication in times of natural disasters — far superior to cellular networks or landlines. Rich or poor, virtually every household in America has access to a radio."

--- MediaTracks Communications

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Are You A Sales Know-It-All?

Radio Ink (Loyd Ford), August 14, 2023

https://radioink.com/2023/08/14/loyd-ford-are-you-a-sales-know-it-all/?vgo_ee=vcuoAMKUK9olzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwAlI%3ATCrqJNgJWOfEdu9eLgcy3xItHwKeFGm

Unlocking The Door to Sales Success – Part Two

Radio Ink (Alec Drake), August 14, 2023

https://radioink.com/2023/08/14/unlocking-the-door-to-sales-success-part-two/?vgo_ee=vcuoAMKUk9olzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwALi%3ATCrfQJNgJWOOfEdv9eLgcy3xltHwKeFGm

The 10 Best Sales Techniques are the Same Ones You Used to Get Your First Date

SalesFuel (Tim Londergan) August 12, 2023

<https://salesfuel.com/the-10-best-sales-techniques-are-the-same-ones-you-used-to-get-your-first-date/>

Focus On These 4 B2B Sales Skills to Maximize Virtual Selling Efforts

SalesFuel (Jessica Helinski) August 12, 2023

<https://salesfuel.com/focus-on-these-4-b2b-sales-skills-to-maximize-virtual-selling-efforts/>

Local Digital Marketing Trends that Boost Revenue for SMBs

SalesFuel (Rachel Cagle), August 11, 2023

https://salesfuel.com/local-digital-marketing-trends-that-boost-revenue-for-smb/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%2099

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Lower Inflation And Online Deal Days Helped Give A Bump To Retail Sales During July.

Inside Radio (National Retail Federation), August 16, 2023

https://www.insideradio.com/free/lower-inflation-and-online-deal-days-helped-give-a-bump-to-retail-sales-during-july/article_4d733b92-3bff-11ee-a22f-dfee396008b.html

***A Menu of Opportunities Await Restaurants**

Radio Matters Blog (Annette Malave), August 15, 2023

https://radiomatters.org/index.php/2023/08/15/a-menu-of-opportunities-await-restaurants/?utm_source=Radio%20Matters%20Blog&utm_campaign=5db4cc9679-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-5db4cc9679-582899012

A Non-Linear TV First: Tops 50% Share Of Viewing In July

MediaPost (Wayne Friedman), August 15, 2023

https://www.mediapost.com/publications/article/388223/a-non-linear-tv-first-tops-50-share-of-viewing-i.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131304&hashid=XOWE7PwDT4-lekA7MLbhQg

***Katz Study Finds Radio Ads Increase Intent To Visit Theme Parks.**

Inside Audio Marketing, August 15, 2023

<https://www.insideaudiomarketing.com/post/katz-study-finds-radio-ads-increase-intent-to-visit-theme-parks>

Screen Engine/ASI: AM/FM Radio Can Launch Movies In Theaters; New Targeting Approach Finds The Right Audience For A Specific Film

Westwood One/Cumulus Media (Pierre Bouvard), August 14, 2023

<https://www.westwoodone.com/blog/2023/08/14/screen-engine-asi-am-fm-radio-can-launch-movies-in-theaters-new-targeting-approach-finds-the-right-audience-for-a-specific-film/>

****It's OK To Not Be OK**

Radio Ink (Rick Fink), August 14, 2023

https://radioink.com/2023/08/14/rick-fink-its-ok-to-not-be-ok/?vgo_ee=vcuoAMKUK9olzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwALi%3ATCrqJNgJWOfEdv9eLgcy3xltHwKeFGm

How early is holiday shopping starting this year?

Chain Store Age (Dan Berthiaume) August 14, 2023

<https://chainstoreage.com/how-early-holiday-shopping-starting-year>

Best Buy Or Bagel: What Level Is Your Customer Service?

Radio Ink (Pat Bryson), August 14, 2023

https://radioink.com/2023/08/14/best-buy-or-bagel-what-level-is-your-customer-service/?vgo_ee=vcuoAMKUK9olzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwALi%3ATCrqJNgJWOfEdv9eLgcy3xltHwKeFGm

***A digital approach to direct-mail campaigns**

eMarketer Insider Intelligence (Jennifer King), August 14, 2023

https://www.insiderintelligence.com/content/digital-approach-direct-mail-campaigns?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%208.15.2023&utm_id=eDaily%208.15.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%208.15.2023

***3 Hidden Sources of Sales Pressure and How Sellers Can Eliminate Them**

SalesFuel (Jessica Helinski) August 12, 2023

<https://salesfuel.com/3-hidden-sources-of-sales-pressure-and-how-sellers-can-eliminate-them/>

Consumers still spending but growth is slowing

Chain Store Age (Marianne Wilson), August 11, 2023

<https://chainstoreage.com/consumers-still-spending-growth-slowing>

How the return of Amazon's fall Prime promotion impacts retail

Chain Store Age (Dan Berthiaume), August 11, 2023

<https://chainstoreage.com/how-return-amazons-fall-prime-promotion-impacts-retail>

***The Rise of the Cross-Platform Listener**

Audacy (Idil Cakim And Frank Williamson) August 8, 2023

<https://audacyinc.com/insights/the-rise-of-the-cross-platform-listener/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

New Form Of Ad Measurement Could Change How Media Plans Are Built.

Inside Audio Marketing, August 16, 2023

<https://www.insideaudiomarketing.com/post/new-form-of-ad-measurement-could-change-how-media-plans-are-built>

Ad Giants Say Client Spending Is Holding Up, With Best Chance For Pick-Up Coming Late-Year.

Inside Audio Marketing, August 15, 2023

<https://www.insideaudiomarketing.com/post/ad-giants-say-client-spending-is-holding-up-with-best-chance-for-pick-up-coming-late-year>

As The Ad Market Strengthens, Is Radio Ready To Capitalize?

Radio Ink, August 15, 2023

https://radioink.com/2023/08/15/as-the-ad-market-strengthens-is-radio-ready-to-capitalize/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_101

How Radio And TV Can “Be There” For Young People

Jacobs Media Strategies (Fred Jacobs), August 15, 2023

https://jacobsmedia.com/how-radio-and-tv-can-be-there-for-young-people/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_101

Industry Eyes Focus On Fourth Quarter For Advertising Turnaround.

Inside Radio August 14, 2023

https://www.insideradio.com/free/industry-eyes-focus-on-fourth-quarter-for-advertising-turnaround/article_32b68a3c-3a71-11ee-b5a4-a78509dd9d21.html

Curated Articles/Resources for Reference, Background and Tracking

(Reminder that * denotes a highly recommended article)

***Retention is the New Recruitment**

The Center For Sales Strategy (Matt Sunshine), August 16, 2023

https://blog.thecenterforsalesstrategy.com/retention-is-the-new-recruitment?utm_campaign=subscriber&utm_medium=email&hsmi=270504528&hsenc=p2ANqtz--Cpn01LQ1pBNvp9nxbckFa8LVnJnA-Eoh1snrasWywxml-ewWjgsUrMy4BUfy2_KEtIXzpn3cKD5nJirxRIDpyH8k3Kg&utm_content=270504528&utm_source=hs_email

What Jobs Will AI Replace? Not Those Requiring a Human Touch

Knowledge By Wharton, August 14, 2023

[https://knowledge.wharton.upenn.edu/podcast/wharton-business-daily-podcast/what-jobs-will-ai-replace-not-those-requiring-a-human-touch/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=8-16-2023&utm_content=What Jobs Will AI Replace? Not Those Requiring a Human Touch](https://knowledge.wharton.upenn.edu/podcast/wharton-business-daily-podcast/what-jobs-will-ai-replace-not-those-requiring-a-human-touch/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=8-16-2023&utm_content=What%20Jobs%20Will%20AI%20Replace%20Not%20Those%20Requiring%20a%20Human%20Touch)

Podcasters Aren't Waiting As Survey Says 42% Are Already Using AI Tools To Create Shows.

Inside Audio Marketing, August 15, 2023

<https://www.insideaudiomarketing.com/post/podcasters-aren-t-waiting-as-survey-says-42-are-already-using-ai-tools-to-create-shows>

***FCC Approves Annual Fee Proposal That Will See Stations Pay Less In 2023.**

Inside Radio August 14, 2023

[https://www.insideradio.com/free/fcc-approves-annual-fee-proposal-that-will-see-stations-pay-less-in-2023/article_b1ae7c74-3a70-11ee-99e7-b372708f2205.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 100](https://www.insideradio.com/free/fcc-approves-annual-fee-proposal-that-will-see-stations-pay-less-in-2023/article_b1ae7c74-3a70-11ee-99e7-b372708f2205.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20100)

***Knowing Nielsen: Panel Change and Audience Change**

Radio Ink (Marc Greenspan), August 14, 2023

https://radioink.com/2023/08/14/marc-greenspan-knowing-nielsen-panel-change-and-audience-change/?vgo_ee=vcuoAMKUK9oIzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwALi%3ATCrFQJNgJWOofEdv9eLgcy3xltHwKeFGm

Why Is Radio Out Of The Feedback Loop?

Radio Ink (Buzz Knight), August 14, 2023

https://radioink.com/2023/08/14/buzz-knight-why-is-radio-out-of-the-feedback-loop/?vgo_ee=vcuoAMKUK9oIzOWuHTs6fiDfh8Za%2FJcmdM7%2BrGE8hMGDIqiBwALi%3ATCrFQJNgJWOofEdv9eLgcy3xltHwKeFGm

***BUILDING AN EFFECTIVE EMAIL MARKETING CAMPAIGN FOR LEAD NURTURING AND CUSTOMER ENGAGEMENT**

LEADG2 (Carly Quirk) August 14, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/building-an-effective-email-marketing-campaign?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=270190635&_hsenc=p2ANqtz-8j802Vf-d5tZzZJ52zEa_cJeAoWcCPhEUBlpSKhEdxiLWXvnUDPRFEu0vlk4iilHowrb87BEQFugeaWP9Tet8nDuz9sNQ&utm_content=270190635&utm_source=hs_email

Looking Beyond the Cookie: The Rise of PETs in Modern Digital Advertising

Medium (Dane Buchanan), August 13, 2023

<https://medium.com/@danebuchanan/looking-beyond-the-cookie-the-rise-of-pets-in-modern-digital-advertising-bbf1d5f666aa>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 2 (July 27 - August 2, 2023). It is noteworthy that Cume numbers rose across all three markets in this survey week.

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
Aug Week 2 - 513,100

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

Aug Week 1 - 9,645,200

Aug Week 2 - 9,773,300

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 Monthly - 97,400

Aug Week 1 - 95,600

Aug Week 2 - 94,900

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 Monthly - 1,848,900

Aug Week 1 - 1,824,600

Aug Week 2 - 1,900,800

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 Monthly - 102,200

Aug Week 1 - 111,900

Aug Week 2 - 103,600

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

Aug Week 2 - 2,360,000

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