

August 30, 2023

Hi All,

Have you noticed how things change?

Change is constant and even change changes. Because of this fact, it is not relevant what we know, it is more important what we learn. Keep learning because that is the only way we can make change work for us.

Even now, everything we thought we knew is changing, forever and permanently. It changed yesterday. It changed this morning. Also know that people change even more than things do.

Get used to it because that's what change is all about, and we are a powerful force for positive change. Don't fight change, embrace it!

“We now accept the fact that learning is a lifelong process of keeping abreast of change.”

— Peter Drucker

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Unlocking The Door to Sales Success – Part Four

Radio Ink (Alec Drake), August 28, 2023

<https://radioink.com/2023/08/28/unlocking-the-door-to-sales-success-part-four/>

What, Why, and How: The Secret To Higher Package Revenue

Radio Ink (Pat Bryson), August 28, 2023

<https://radioink.com/2023/08/28/pat-bryson-what-why-and-how-the-secret-to-higher-revenue/>

3 Times to Pause During the Sales Process to Make a Big Impact

SalesFuel (Jessica Helinski) August 26, 2023

<https://salesfuel.com/3-times-to-pause-during-the-sales-process-to-make-a-big-impact/>

How to Apply the Art of Persuasion in Your Business Deal

SalesFuel (Tim Londergan) August 26, 2023

<https://salesfuel.com/how-to-apply-the-art-of-persuasion-in-your-business-deal/>

3 Ways Sales Videos Can Increase Your Close Rates

SalesFuel (Jessica Helinski) August 26, 2023

<https://salesfuel.com/3-ways-sales-videos-can-increase-your-close-rates/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***How to Improve Your Sales Messaging: Don't Craft It, Find It**

LinkedIn, August 29, 2023

<https://www.linkedin.com/business/sales/blog/prospecting/how-to-improve-sales-messaging-dont-craft-find>

On The Road Again: NHTSA Is Radio's Top Advertiser Ahead Of Holiday Weekend.

Inside Radio (Media Monitors) August 29, 2023

https://www.insideradio.com/free/on-the-road-again-nhtsa-is-radio-s-top-advertiser-ahead-of-holiday-weekend/article_15607656-4637-11ee-a1e3-a3771f13ccf1.html

***Looking to Qualify Your Next Buyer? It's all About the BANT**

LinkedIn (Jack McKissen), August 28, 2023

<https://www.linkedin.com/business/sales/blog/prospecting/how-to-use-bant-to-qualify-a-prospect-sales>

***The Truth and Nothing But The Truth**

Radio Ink (Rick Fink), August 28, 2023

https://radioink.com/2023/08/28/rick-fink-the-truth-and-nothing-but-the-truth/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_111

It's Never Too Early to Get into the Spirit of the Holiday Shopping Season

RAB Radio Matters Blog (Nick Arias), August 29, 2023

https://radiomatters.org/index.php/2023/08/29/its-never-too-early-to-get-into-the-spirit-of-the-holiday-shopping-season/?utm_source=Radio%20Matters%20Blog&utm_campaign=15c3b3f9c-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-15c3b3f9c-582899012

***"Share Of Ear" Q2 2023: Podcasts And AM/FM Radio Represent The Vast Majority Of Time On The "U.S. Ad-Supported Audio Clock," Podcast Growth Surge Continues, And Spotify's Usage Growth Does Not Benefit Advertisers**

Westwood One/Cumulus (Pierre Bouvard), August 28, 2023

<https://www.westwoodone.com/blog/2023/08/28/share-of-ear-q2-2023-podcasts-and-am-fm-radio-represent-the-vast-majority-of-time-on-the-u-s-ad-supported-audio-clock-podcast-growth-surge-continues-and-spotify/>

Podcast Habits Are Changing Little With Influx Of New Listeners, Survey Shows.

Inside Radio Marketing, August 29, 2023

<https://www.insideaudiomarketing.com/post/podcast-habits-are-changing-little-with-influx-of-new-listeners-survey-shows>

Which Political Party Will Have Biggest Impact On Local Ad Spending?

Inside Audio Marketing, August 29, 2023

<https://www.insideaudiomarketing.com/post/which-political-party-will-have-biggest-impact-on-local-ad-spending>

***Viewer Ad 'Attention' Drops For The First Time**

MediaPost (Wayne Friedman), August 28, 2023

https://www.mediapost.com/publications/article/388611/viewer-ad-attention-drops-for-the-first-time.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131480&has_hid=XOWE7PwDT4-lekA7MLbhQg

***Profiling Your Listeners – Part I**

Radio Ink (Marc Greenspan), August 28, 2023

<https://radioink.com/2023/08/28/marc-greenspan-profiling-your-listeners-part-i/>

Radio Ideal For Targeting College Football Super Fans, Says Study

Radio Ink, August 25, 2023

<https://radioink.com/2023/08/25/radio-ideal-for-targeting-college-football-super-fans-says-study/>

***FROM LEADS TO LOYAL CUSTOMERS: HOW LEAD NURTURING CAN TRANSFORM YOUR BUSINESS**

LEADG2 (Amanda Meade), August 25, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/how-lead-nurturing-can-transform-your-business?utm_medium=email&_hsmi=271737951&_hsenc=p2ANqtz-9kySALnn1snut4OUKf4PVGC8Lb12MX-LHpjRQ-YpikUWUYmZfQcqc86hLYmJdqyLp5ul83cvGY1gmkVhZpRzwQT-HI9A&utm_content=271737951&utm_source=hs_email

A Jolly Holiday For Retailers Previously Anticipating Q4 Recession

MediaPost (Corinne Casagrande), August 25, 2023

https://www.mediapost.com/publications/article/388576/a-jolly-holiday-for-retailers-previously-anticipat.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131433&hashid=nPO6kNh8ToCb2_NBH4Mycg

Curated Audio Content Wins Over Pureplay Lists

Audacy (Idil Cakim And Frank Williamsonzz) August 15, 2023

<https://audacyinc.com/insights/curated-audio-content-wins-over-pureplay-lists/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Forecast Shows Online Audio Spending Growing Three-Times Faster Than Overall Ad Market.

Inside Audio Marketing (WARC), August 29, 2023

<https://www.insideaudiomarketing.com/post/forecast-shows-online-audio-spending-growing-three-times-faster-than-overall-ad-market>

U.S. Ad Market Climbs 6.2% In July

MediaPost (Joe Mandese), August 28, 2023

<https://www.mediapost.com/publications/article/388616/us-ad-market-climbs-62-in-july.html>

How to Successfully Avoid Losing Your Best Sales Team Members

SalesFuel (Kathy Crosett), August 26, 2023

<https://salesfuel.com/how-to-successfully-avoid-losing-your-best-sales-team-members/>

WARC Says Ad Market ‘Has Turned A Corner.’ Projects Stronger Growth In 2024.

Inside Radio, August 25, 2023

https://www.insideradio.com/free/warc-says-ad-market-has-turned-a-corner-projects-stronger-growth-in-2024/article_6d96cdee-4357-11ee-98f5-1bf49988251.html

Forecasting Fundamentals: Common Use Cases for Sales Reps, Sales Managers, and Executives

Sugarcrm (Emily Jahn), August 15, 2023

https://www.sugarcrm.com/blog/forecasting-fundamentals-use-cases/?utm_medium=email&_hsmi=271737916&_hsenc=p2ANqtz-9JyU5Ko8FRbG6eOdEfP2COla0lfKw6KK4hO8Y6lMcyEJuF5WvZK_-BVkLZQ6n2fDWGOqyebLziEgp_p3WelB5pz8-o8Q&utm_content=271737916&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

Congress Looks At Tax Credits For Small Businesses That Advertise As A Way To Help Local News.

Inside Radio, August 29, 2023

https://www.insideradio.com/free/congress-looks-at-tax-credits-for-small-businesses-that-advertise-as-a-way-to-help/article_9c4895fe-4637-11ee-b386-0f50de6f8355.html

Nielsen finally launches a big data currency, but with worrying timing

eMarketer Insider Intelligence (Daniel Konstantinovic), August 29, 2023

https://www.insiderintelligence.com/content/nielsen-finally-launches-big-data-currency-with-worrying-timing?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%208.29.2023&utm_id=eDaily%208.29.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%208.29.2023

***Why Radio Needs To Get Its Workers Back To The Station**

Jacobs Media Strategies (Fred Jacobs), August 29, 2023

<https://jacobsmedia.com/why-radio-needs-to-get-its-workers-back-to-the-stations/>

Digital Audio Providers Have Data, But Marketers May Want More In A No-Cookie World.

Inside Radio (WARC), August 25, 2023

https://www.insideradio.com/free/digital-audio-providers-have-data-but-marketers-may-want-more-in-a-no-cookie-world/article_9836097a-4311-11ee-aed3-1b1dd056ae1b.html

***12 Ways To Help New Salespeople Grow**

Radio Ink (Loyd Ford), August 28, 2023

<https://radioink.com/2023/08/28/loyd-ford-12-ways-to-help-new-sellers-grow/>

**Gen Z is more likely to be OK with targeted ads — here's what the numbers say
Shopping habits of the younger cohort differ significantly from baby boomers.**

MarketingDive (Sara Karlovitch), August 25, 2023

https://www.marketingdive.com/news/allow-tracking-younger-consumers-more-likely-okay-with-target/691452/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-08-25%20Marketing%20Dive%20Newsletter%20%5Bissue:53942%5D&utm_term=Marketing%20Dive

Radio On The TV: Smart-Sets Increasingly Used For Non-TV Functions.

Inside Radio (Hub Entertainment), August 25, 2023

https://www.insideradio.com/free/radio-on-the-tv-smart-sets-increasingly-used-for-non-tv-functions/article_6f69c1f8-4311-11ee-89c1-2b0a2781b4fb.html

***There is AI in Email**

Jacobs Media Strategies (Fred Jacobs), August 25, 2023

<https://jacobsmedia.com/there-is-ai-in-email/>

***Nearly \$964B Ad Spend Forecast, 5 Companies To Have A Major Impact**

Global ad sales to top \$1T by 2024; audio, TV to see gains

MediaPost (Laurie Sullivan), August 24, 2023

<https://www.mediapost.com/publications/article/388527/nearly-964b-ad-spend-forecast-5-companies-to-hav.html>

Consumer Habits Are Pushing More Audio Listening To On-Demand.

Inside Radio (Edison Research and Nielsen), August 24, 2023

https://www.insideradio.com/free/consumer-habits-are-pushing-more-audio-listening-to-on-demand/article_d8eb7ba6-424b-11ee-abe2-cb3d05ae0f30.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20108

Marketers ramp up social spending as ROI prospects improve, survey says

Bullishness on social media and connected TV offers another sign that the ad market has started to recover.

MarketingDive (Peter Adams), August 23, 2023

https://www.marketingdive.com/news/social-media-marketing-spend-ROI-improves-2023/691625/?utm_source=Sailthru&utm_medium=email&utm_campaign=Newsletter%20Weekly%20Roundup:%20Marketing%20Dive:%20Daily%20Dive%2008-26-2023&utm_term=Marketing%20Dive%20Weekender

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for August Week 4 (August 10 - August 16, 2023) and August Full Month.

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 Monthly - 518,600

Aug Week 1 - 506,800
Aug Week 2 - 513,100
Aug Week 3 - 515,300
Aug Week 4 - 539,300

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 Monthly - 9,701,700
Aug Monthly - 9,674,400

Aug Week 1 - 9,645,200
Aug Week 2 - 9,773,300
Aug Week 3 - 9,571,100
Aug Week 4 - 9,708,100

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 Monthly - 96,700

Aug Week 1 - 95,600
Aug Week 2 - 94,900
Aug Week 3 - 97,200
Aug Week 4 - 99,200

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 Monthly - 1,839,600

Aug Week 1 - 1,824,600
Aug Week 2 - 1,900,800
Aug Week 3 - 1,827,600
Aug Week 4 - 1,805,500

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 Monthly - 109,900

Aug Week 1 - 111,900
Aug Week 2 - 103,600
Aug Week 3 - 114,900
Aug Week 4 - 109,300

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 Monthly - 2,364,600

Aug Week 1 - 2,339,200
Aug Week 2 - 2,360,000
Aug Week 3 - 2,401,400
Aug Week 4 - 2,357,800

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