

September 6, 2023

Hi All,

In these weekly emails we talk a lot about the importance of lifelong learning to prepare us to deal with the constant changes in our business. This often means we have to deal with things that are out of our control. Our ability to learn and adapt is essential to help us achieve our goals.

We lost a musical and cultural icon with the passing this week of Jimmy Buffet. But his perspective on dealing with change and things out of our control can provide us with some important navigation and you don't have to be a Parrot Head to appreciate it...

**"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."**

– Jimmy Buffett

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **5 Expert Tips that Will Help You Prepare for Selling to an Executive**

LinkedIn Sales Blog (Jack McKissen), September 5, 2023

<https://www.linkedin.com/business/sales/blog/strategy/expert-tips-that-will-help-you-prepare-for-selling-to-an-executive>

#### **First-Ever Auto Brand "Share Of Ear" Reveals Listening Among Car Owners: AM/FM Radio Represents 60% All In-Car Tuning And 85% Of In-Car Ad-Supported Audio**

Westwood One/Cumulus Media (Edison Research), September 5, 2023

<https://www.westwoodone.com/blog/2023/09/05/first-ever-auto-brand-share-of-ear-reveals-listening-among-car-owners-am-fm-represents-60-all-in-car-tuning-and-85-of-in-car-ad-supported-audio/>

#### **7 Sales Secrets To Motivate Your Mondays**

Radio Ink (Loyd Ford), September 5, 2023

<https://radioink.com/2023/09/05/loyd-ford-7-sales-secrets-to-motivate-your-mondays/>

#### **How Many Stars Would You Receive?**

Radio Ink (Rick Fink), September 5, 2023

<https://radioink.com/2023/09/05/rick-fink-how-many-stars-would-you-receive/>

#### **The Secret Of Customer Loyalty & Not Having To Discount**

Radio Ink (Roy Williams), August 30, 2023

[https://radioink.com/2023/08/30/secret-customer-loyalty-not-discount/?vgo\\_ee=hfVjI%2B0Vh1kucrGEQ17mRlvcpSFyiPnNJGriSF8XOpp%2BY1lte2Kc%3AgeDKtsUGuKpFsly%2BAxkQ0dDyDq32Xh9G](https://radioink.com/2023/08/30/secret-customer-loyalty-not-discount/?vgo_ee=hfVjI%2B0Vh1kucrGEQ17mRlvcpSFyiPnNJGriSF8XOpp%2BY1lte2Kc%3AgeDKtsUGuKpFsly%2BAxkQ0dDyDq32Xh9G)

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

(Reminder that \* denotes a highly recommended article)

### **More Audio May Be The Fix For Social Media's Damage To Kids.**

Inside Radio (ABF Creative), September 6, 2023

[https://www.insideradio.com/free/more-audio-may-be-the-fix-for-social-media-s-damage-to-kids/article\\_95dac480-4c86-11ee-a9e5-07e1b33f290e.html](https://www.insideradio.com/free/more-audio-may-be-the-fix-for-social-media-s-damage-to-kids/article_95dac480-4c86-11ee-a9e5-07e1b33f290e.html)

### **More In-Transit Listening And Fewer 'Light' Listeners Seen In Nielsen's Annual Look At Podcasting.**

Inside Audio Marketing, September 6, 2023

<https://www.insideaudiomarketing.com/post/more-in-transit-listening-and-fewer-light-listeners-seen-in-nielsen-s-annual-look-at-podcasting>

### **Two Weeks In A Row Atop Spot Count Tally For NHTSA.**

Inside Radio (Media Monitors), September 6, 2023

[https://www.insideradio.com/free/two-weeks-in-a-row-atop-spot-count-tally-for-nhtsa/article\\_776ec51e-4c86-11ee-88e8-070034c5737c.html](https://www.insideradio.com/free/two-weeks-in-a-row-atop-spot-count-tally-for-nhtsa/article_776ec51e-4c86-11ee-88e8-070034c5737c.html)

### **Why?**

Radio Ink (Pat Bryson), September 5, 2023

<https://radioink.com/2023/09/05/pat-bryson-why/>

### **Why Radio Should Be on Every Grocery Advertiser's List**

RAB Radio Matters Blog (Victor Texcucano), September 5, 2023 [https://radiomatters.org/index.php/2023/09/05/why-radio-should-be-on-every-grocery-advertisers-list/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=eabd5837b8-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-eabd5837b8-582899012](https://radiomatters.org/index.php/2023/09/05/why-radio-should-be-on-every-grocery-advertisers-list/?utm_source=Radio%20Matters%20Blog&utm_campaign=eabd5837b8-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-eabd5837b8-582899012)

### **Why Emotional Intelligence is One of the Top Sales Soft Skills**

SalesFuel (Tim Londergan) September 2, 2023

<https://salesfuel.com/why-emotional-intelligence-is-one-of-the-top-sales-soft-skills/>

### **Update These 3 B2B Sales Strategies For Future Success**

Salesfuel (Jessica Helinski) September 2, 2023

<https://salesfuel.com/update-these-3-b2b-sales-strategies-for-future-success/>

### **How to Project Sales Authority to Win Over Prospects**

SalesFuel (Jessica Helinski) September 2, 2023

<https://salesfuel.com/how-to-project-sales-authority-to-win-over-prospects/>

### **New podcast studies showing growth in ad spend, listeners suggest the bubble hasn't burst**

DIGIDAY (Sara Guaglione), August 31, 2023

<https://digiday.com/media/new-podcast-studies-showing-growth-in-ad-spend-listeners-suggest-the-bubble-hasnt-burst/>

### **What Sales Reps Get Wrong When Leveraging AI for Sales Outreach**

HubSpot (Erin Rodrigue), August 23, 2023

[https://blog.hubspot.com/sales/ai-outreach-mistakes?utm\\_medium=email&hsmi=272639163&hsenc=p2ANqtz-v5CQdAF6\\_82hloAaa3T7Qt\\_anBUG1D9fbRPM9OQTE02ZoKBHnp15Qe0xLqYt-egewfU2LKjglgErZLzypjNbRrxrjpxg&utm\\_content=272639163&utm\\_source=hs\\_email](https://blog.hubspot.com/sales/ai-outreach-mistakes?utm_medium=email&hsmi=272639163&hsenc=p2ANqtz-v5CQdAF6_82hloAaa3T7Qt_anBUG1D9fbRPM9OQTE02ZoKBHnp15Qe0xLqYt-egewfU2LKjglgErZLzypjNbRrxrjpxg&utm_content=272639163&utm_source=hs_email)

### **Reaching Holiday Shoppers With The Right Message At The Right Moment.**

Inside Radio, September 1, 2023

[https://www.insideradio.com/free/reaching-holiday-shoppers-with-the-right-message-at-the-right-moment/article\\_82c345c6-486b-11ee-9fea-7fe25c10ae19.html](https://www.insideradio.com/free/reaching-holiday-shoppers-with-the-right-message-at-the-right-moment/article_82c345c6-486b-11ee-9fea-7fe25c10ae19.html)

### **U.S. Auto Sales Giving Hints Of A Slowdown.**

Inside Radio, August 31, 2023

[https://www.insideradio.com/free/u-s-auto-sales-giving-hints-of-a-slowdown/article\\_82cb1f4c-47cd-11ee-b366-8f241af498fa.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20113](https://www.insideradio.com/free/u-s-auto-sales-giving-hints-of-a-slowdown/article_82cb1f4c-47cd-11ee-b366-8f241af498fa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20113)

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

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

#### **For Top Sales Performance, Treat Your Salespeople Like Clients**

The Center For Sales Strategy (Susan McCullin), September 5, 2023

[https://blog.thecenterforsalesstrategy.com/for-top-sales-performance-treat-your-salespeople-like-clients?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=272993537&hsenc=p2ANqtz-8ydTxpXV5Q5KusvwPKzTGVQxDeWcsc-4xkZYeAM9MhPZ7HvAn5wpzv4evWLeX39ioyPDjLvHHTmQQOXtGNdyFbx3C4Yw&utm\\_content=272993537&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/for-top-sales-performance-treat-your-salespeople-like-clients?utm_campaign=subscriber&utm_medium=email&hsmi=272993537&hsenc=p2ANqtz-8ydTxpXV5Q5KusvwPKzTGVQxDeWcsc-4xkZYeAM9MhPZ7HvAn5wpzv4evWLeX39ioyPDjLvHHTmQQOXtGNdyFbx3C4Yw&utm_content=272993537&utm_source=hs_email)

#### **For Ad Buyers Looking Toward Fall, Podcast CPM Trends Show Cooling Media Inflation.**

Inside Radio ( Libsyn's AdvertiseCast), September 1, 2023

[https://www.insideradio.com/free/for-ad-buyers-looking-toward-fall-podcast-cpm-trends-show-cooling-media-inflation/article\\_99acdeb0-486f-11ee-b417-133418c34aae.html](https://www.insideradio.com/free/for-ad-buyers-looking-toward-fall-podcast-cpm-trends-show-cooling-media-inflation/article_99acdeb0-486f-11ee-b417-133418c34aae.html)

#### **Digital CPMs Plummet, 2H Rebound Expected**

MediaPost (Karlene Lukovitz), August 31, 2023

<https://www.mediapost.com/publications/article/388718/digital-cpms-plummet-2h-rebound-expected.html>

### **Deciphering The \$1 Trillion Global Ad Spend Projection**

MediaPost (Dave Morgan), August 31, 2023

[https://www.mediapost.com/publications/article/388737/deciphering-the-1-trillion-global-ad-spend-projec.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131543&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/388737/deciphering-the-1-trillion-global-ad-spend-projec.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131543&hashid=13ziehw8S-6SGyiO6J0RFg)

### **Suit May Open Lowest Unit Rates To Political Party Committees.**

Inside Radio, August 31, 2023

[https://www.insideradio.com/free/suit-may-open-lowest-unit-rates-to-political-party-committees/article\\_009d7c4e-47ce-11ee-87a5-b33423af67bf.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 113](https://www.insideradio.com/free/suit-may-open-lowest-unit-rates-to-political-party-committees/article_009d7c4e-47ce-11ee-87a5-b33423af67bf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20113)

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

(Reminder that \* denotes a highly recommended article)

### **You Can't Beat A Bot Sitting On Your Butt**

Jacobs Media Strategies (Paul Jacobs), September 6, 2023

<https://jacobsmedia.com/radios-new-main-street-sales-competitor-spotify/>

### **\*Overcoming Hiring Challenges: Solutions for Finding Qualified Sales Candidates in a Competitive Market**

The Center For Sales Strategy (Mindy Murphy), September 6, 2023

[https://blog.thecenterforsalesstrategy.com/overcoming-hiring-challenges?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=273168621&hsenc=p2ANqtz-A3Ygm4wYAsTDcmuaFNgx4fN5o9mOHrSZJicmmlteKsGiXSfhBk3\\_lgDPHub7WVqafFqnXvOaK-KgsOUM\\_i3RPebhXA&utm\\_content=273168621&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/overcoming-hiring-challenges?utm_campaign=subscriber&utm_medium=email&hsmi=273168621&hsenc=p2ANqtz-A3Ygm4wYAsTDcmuaFNgx4fN5o9mOHrSZJicmmlteKsGiXSfhBk3_lgDPHub7WVqafFqnXvOaK-KgsOUM_i3RPebhXA&utm_content=273168621&utm_source=hs_email)

### **\*Radio's Primetime Listening Season Is Here. Is Your Station Ready?**

Inside Radio, September 5, 2023

[https://www.insideradio.com/free/radio-s-primetime-listening-season-is-here-is-your-station-ready/article\\_07787914-4bbc-11ee-ad41-27c0d75df7e2.html](https://www.insideradio.com/free/radio-s-primetime-listening-season-is-here-is-your-station-ready/article_07787914-4bbc-11ee-ad41-27c0d75df7e2.html)

### **\*Digital Strategy Do's and Don'ts**

Coleman Insights (Meghan Campbell), September 5, 2023

<https://colemaninsights.com/coleman-insights-blog/digital-strategy-dos-and-donts>

### **Managing Burnout for Leaders and Employees**

The Center For Sales Strategy (Kelly George), September 4, 2023

[https://blog.thecenterforsalesstrategy.com/managing-burnout-for-leaders-and-employees?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=272871111&hsenc=p2ANqtz-M60e0kJTg7qjwGH4FOGOp2MoxLAGDs1zPXeGXvqEJVQNgm-jjyNnllgTQZ\\_rxI3v-nMdl35ol612Rbc129xzQu8YBqw&utm\\_content=272871111&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/managing-burnout-for-leaders-and-employees?utm_campaign=subscriber&utm_medium=email&hsmi=272871111&hsenc=p2ANqtz-M60e0kJTg7qjwGH4FOGOp2MoxLAGDs1zPXeGXvqEJVQNgm-jjyNnllgTQZ_rxI3v-nMdl35ol612Rbc129xzQu8YBqw&utm_content=272871111&utm_source=hs_email)

### **What's On TV? Radio, Of Course**

Jacobs Media Strategies (Fred Jacobs), September 5, 2023

<https://jacobsmedia.com/whats-on-tv-radio-of-course/>

### **New Hope For Cannabis Ads As U.S. Health Agency Recommends Reclassification Of Marijuana.**

Inside Radio, September 1, 2023

[https://www.insideradio.com/free/new-hope-for-cannabis-ads-as-u-s-health-agency-recommends-reclassification-of-marijuana/article\\_6f2b09e8-4872-11ee-bdd4-bb807bc34be8.html](https://www.insideradio.com/free/new-hope-for-cannabis-ads-as-u-s-health-agency-recommends-reclassification-of-marijuana/article_6f2b09e8-4872-11ee-bdd4-bb807bc34be8.html)

### **New Study Shows Which Americans Would Be Persuadable To Podcast Listening.**

Inside Radio (SignalHill), September 1, 2023

[https://www.insideradio.com/free/new-study-shows-which-americans-would-be-persuadable-to-podcast-listening/article\\_2418631c-4870-11ee-99be-13509d988459.html](https://www.insideradio.com/free/new-study-shows-which-americans-would-be-persuadable-to-podcast-listening/article_2418631c-4870-11ee-99be-13509d988459.html)

### **MRC's Ivie On Nielsen's Big Data Shift: 'We're Standing Down**

MediaPost (Joe Mandese), September 1, 2023

[https://www.mediapost.com/publications/article/388762/mrcs-ivie-on-nielsens-big-data-shift-were-sta.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131540&has\\_hid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/388762/mrcs-ivie-on-nielsens-big-data-shift-were-sta.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131540&has_hid=CKfKjD-IQuCPkoXp87oXHg)

### **Reach, Reliability, and New Tech: Positioning Radio For A Crisis**

Radio Ink, August 31, 2023

[https://radioink.com/2023/08/31/reach-reliability-and-new-tech-positioning-radio-for-a-crisis/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%2B113](https://radioink.com/2023/08/31/reach-reliability-and-new-tech-positioning-radio-for-a-crisis/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%2B113)

### **Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for September Week 1 (August 17 - August 23, 2023). In terms of survey weeks we are still a couple of weeks away from Labor Day and entering the time of year where radio listening thrives. Be sure to see the article about this Radio Prime Time period featured in the management articles section above.

### **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

Sept Week 1 - 505,400

**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 Monthly - 9,674,400

Sept Week 1 - 9,351,300

**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 Monthly - 96,700

Sept Week 1 - 91,200

**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

Sept Week 1 - 1,765,600

**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 Monthly - 109,900

Sept Week 1 - 109,500

**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

Sept Week 1 - 2,342,000

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