

September 13, 2023

Hi All,

Some weeks there is just a huge amount of great information that I feel like I get a little carried away putting asterisks on articles that are outside of the Top 5. That might be the case this week, but everything in these weekly curated collections is worth your time, even if they don't have an asterisk.

As most of you know, last week Nielsen laid off about 9% of its global workforce. Unfortunately, our longtime sales rep from Nielsen, Leonard Madrid, was among those who lost their jobs. As a result I am now working with Laura Kutscher, SVP/Sales Director, for Nielsen matters in our region. Laura assured me that she will make sure we continue to receive the weekly audience trends reports for our PPM markets. However, she also noted that these reports have been being released too early in the past, against Nielsen policy. As a result, beginning with this week, the weekly trends will be delayed one week. So, next week we will have the results of September Week 2 that would normally have been in this week's update.

In our constant efforts to keep learning in order to stay on top of our game things often change very fast. Things can change so fast that what we knew last week is no longer valid today. That makes it even more essential to be willing to keep adapting as we learn...

**"The greatest enemy of learning is knowing."**

~John Maxwell

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

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

#### **5 Tips for Winning New Business in Highly Competitive Markets**

Aspire by Marketron, September 13, 2023

<https://aspire.marketron.com/5-tips-for-winning-new-business-in-highly-competitive-markets/>

#### **Stories Aren't Just For Children**

Radio Ink (Pat Bryson), September 11, 2023

<https://radioink.com/2023/09/11/pat-bryson-stories-arent-just-for-children/>

#### **If You Sell This, You're Headed To Growth**

Inside Radio (Loyd Ford), September 11, 2023

<https://radioink.com/2023/09/11/loyd-ford-if-you-sell-this-youre-headed-to-growth/>

#### **How Mastering the Art of Conversation Improves Your Selling Skills**

SalesFuel (Tom Landergan) September 9, 2023

<https://salesfuel.com/how-mastering-the-art-of-conservation-improves-your-selling-skills/>

### **Keep Sales Stress at Bay With 3 Simple Tips**

SalesFuel (Jessica Helinski) September 9, 2023

<https://salesfuel.com/keep-sales-stress-at-bay-with-3-simple-tips/>

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

(Reminder that \* denotes a highly recommended article)

### **Influencer Spending Forecast To Grow Double-Digits This Year.**

Inside Audio Marketing (pq media), September 13, 2023

<https://www.insideaudiomarketing.com/post/influencer-spending-forecast-to-grow-double-digits-this-year>

### **As Podcast Listening Grows, So Does Co-Listening.**

Inside Audio Marketing (Nielsen), September 13, 2023

<https://www.insideaudiomarketing.com/post/as-podcast-listening-grows-so-does-co-listening>

### **\*Study: 'Radio Catalyzes Consumer Brand Conversations And Interactions.'**

Inside Radio (RAB/Engagement Labs), September 11, 2023

[https://www.insideradio.com/free/study-radio-catalyzes-consumer-brand-conversations-and-interactions/article\\_a5e3f886-5070-11ee-8b59-0fc931711892.html](https://www.insideradio.com/free/study-radio-catalyzes-consumer-brand-conversations-and-interactions/article_a5e3f886-5070-11ee-8b59-0fc931711892.html)

### **\*Making the Case: How to Demonstrate Digital Advertising ROI**

Aspire by Marketron, September 13, 2023

<https://aspire.marketron.com/making-the-case-how-to-demonstrate-digital-advertising-roi/>

### **\*How Local Media Sellers Can Capture Dollars in the Experience Economy**

Aspire by Marketron, September 13, 2023

<https://aspire.marketron.com/how-local-media-sellers-can-capture-dollars-in-the-experience-economy/>

### **\*4 Ways to Use Geofencing in Digital Advertising**

Aspire by Marketron, September 13, 2023

<https://aspire.marketron.com/4-ways-to-use-geofencing-in-digital-advertising/>

### **Google To Mandate AI Disclosures On Political Ad**

MediaPost (Karlene Lukovitz), September 12, 2023

[https://www.mediapost.com/publications/article/389015/google-to-mandate-ai-disclosures-on-political-ads.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=131635&hash\\_id=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/389015/google-to-mandate-ai-disclosures-on-political-ads.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131635&hash_id=XOWE7PwT4-lekA7MLbhQg)

### **Can Radio 'Bank' On Steady National Ad Play For 2023's Close?**

Radio Ink, September 12, 2023

<https://radioink.com/2023/09/12/can-radio-bank-on-steady-national-ad-play-for-2023s-close/>

### **\*Profiling Your Listeners – Part II**

Radio Ink (Marc Greenspan), September 11, 2023

<https://radioink.com/2023/09/11/marc-greenspan-profiling-your-listeners-part-ii/>

## in Advertising Steadies

Marketing Charts, September 11, 2023

<https://www.marketingcharts.com/advertising-trends/creative-and-formats-230460>

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

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

#### **Radio Seen As Solution To ‘Broken’ Pay TV Ecosystem.**

Inside Radio (BIA Advisory Services), September 5, 2023

[https://www.insideradio.com/free/bia-political-spending-on-digital-ads-to-jump-28-in-2024-campaign-cycle/article\\_01cbeec4-4e19-11ee-806c-3b66a2ca0800.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20118](https://www.insideradio.com/free/bia-political-spending-on-digital-ads-to-jump-28-in-2024-campaign-cycle/article_01cbeec4-4e19-11ee-806c-3b66a2ca0800.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20118)

#### **Broadcasters See More Collaboration, Innovation From Return To Office.**

Inside Radio, September 12, 2023

[https://www.insideradio.com/free/broadcasters-see-more-collaboration-innovation-from-return-to-office/article\\_9d8a03aa-5134-11ee-a698-b346d0b9eb67.html](https://www.insideradio.com/free/broadcasters-see-more-collaboration-innovation-from-return-to-office/article_9d8a03aa-5134-11ee-a698-b346d0b9eb67.html)

#### **Pay TV Crisis: Reallocating TV Budgets To AM/FM Radio Can Recover Lost Audiences And Generate Significant Incremental Reach**

Westwood One/Cumulus Media (Pierre Bouvard), September 11, 2023

<https://www.westwoodone.com/blog/2023/09/11/pay-tv-crisis-reallocating-tv-budgets-to-am-fm-radio-can-recover-lost-audiences-and-generate-significant-incremental-reach/>

#### **Welcome To The New Normalized: Brian Wieser Updates His U.S. Ad Model**

MediaPost (Joe Mandese), September 6, 2023

[https://www.mediapost.com/publications/article/388822/welcome-to-the-new-normalized-brian-wieser-update.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/388822/welcome-to-the-new-normalized-brian-wieser-update.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ)

#### **Leader vs. Manager — What are the Key Differences For Success**

SalesFuel (C. Lee Smith), September 9, 2023

<https://salesfuel.com/leader-vs-manager-what-are-the-key-differences-for-success/>

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

(Reminder that \* denotes a highly recommended article)

### **605 Reasons There Will Be Fewer, Not More Alt Currencies**

MediaPost (Joe Mandese), September 13, 2023

[https://www.mediapost.com/publications/article/389059/605-reasons-there-will-be-fewer-not-more-alt-curr.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=131629&has\\_hid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/389059/605-reasons-there-will-be-fewer-not-more-alt-curr.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131629&has_hid=GkaoK9PSSKGhs-uNohSxFw)

### **\*BIA: Political Spending On Digital Ads To Jump 28% In 2024 Campaign Cycle.**

Inside Radio (BIA Advisory Services), September 8, 2023

[https://www.insideradio.com/free/bia-political-spending-on-digital-ads-to-jump-28-in-2024-campaign-cycle/article\\_01cbeec4-4e19-11ee-806c-3b66a2ca0800.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20118](https://www.insideradio.com/free/bia-political-spending-on-digital-ads-to-jump-28-in-2024-campaign-cycle/article_01cbeec4-4e19-11ee-806c-3b66a2ca0800.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20118)

### **\*How Radio Can Successfully Dive For Digital Dollars**

Jacobs Media Strategies (Fred Jacobs), September 12, 2023

[https://jacobsmedia.com/diving-for-digital-dollars/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20120](https://jacobsmedia.com/diving-for-digital-dollars/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20120)

### **\*Fish Where The Digital Fish Are**

Jacobs Media Strategies (Fred Jacobs), September 13, 2023

[https://jacobsmedia.com/fish-where-the-digital-fish-are/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20121](https://jacobsmedia.com/fish-where-the-digital-fish-are/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20121)

### **Boosting Sales Motivation: Strategies for the Fall Season**

The Center For Sales Strategy (Kelly George), September 12, 2023

[https://blog.thecenterforsalesstrategy.com/boosting-sales-motivation-strategies-for-the-fall-season?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=273924367&hsenc=p2ANqtz-9z7IKpzYZfDKtiGQOzM8m27NcK1arUbJa6RELPVfOFU9PhmuX4pXzIjk2qOUD0iZcbpdwILWXXf1gbzt5rqNJQ1TBHRw&utm\\_content=273924367&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/boosting-sales-motivation-strategies-for-the-fall-season?utm_campaign=subscriber&utm_medium=email&hsmi=273924367&hsenc=p2ANqtz-9z7IKpzYZfDKtiGQOzM8m27NcK1arUbJa6RELPVfOFU9PhmuX4pXzIjk2qOUD0iZcbpdwILWXXf1gbzt5rqNJQ1TBHRw&utm_content=273924367&utm_source=hs_email)

### **\*Broadcasting Predictions For 2024 And Beyond**

Radio Ink (Jeff McHugh), September 11, 2023

<https://radioink.com/2023/09/11/jeff-mchugh-broadcasting-predictions-for-2024-and-beyond/>

### **\*Digital media forecast to lead U.S. ad industry growth in 2023**

**The industry is expected to grow 5% this year to \$360 billion led by a 64% lift within advertising on digital platforms, according to Madison and Wall.**

MARKETINGDIVE, September 11, 2023

[https://www.marketingdive.com/news/ad-spend-growth-digital-advertising-madison-wall/693224/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202023-09-13%20Marketing%20Dive%20Newsletter%20%5Bissue:54446%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/ad-spend-growth-digital-advertising-madison-wall/693224/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-09-13%20Marketing%20Dive%20Newsletter%20%5Bissue:54446%5D&utm_term=Marketing%20Dive)

**Fine, But NAB's Curtis LeGejt Tells Congress That Broadcasters Need Action.**

Inside Radio, September 11, 2023

[https://www.insideradio.com/free/kind-words-are-fine-but-nab-s-curtis-legejt-tells-congress-that-broadcasters-need-action/article\\_316dd8c8-5205-11ee-a55b-97a077e897e3.html](https://www.insideradio.com/free/kind-words-are-fine-but-nab-s-curtis-legejt-tells-congress-that-broadcasters-need-action/article_316dd8c8-5205-11ee-a55b-97a077e897e3.html)

**Podcast Downloads Jump Double-Digits In August, Says Podtrac.**

Inside Radio, September 11, 2023

[https://www.insideradio.com/free/podcast-downloads-jump-double-digits-in-august-says-podtrac/article\\_15eadf6c-50e6-11ee-b702-83b4ee87b64d.html](https://www.insideradio.com/free/podcast-downloads-jump-double-digits-in-august-says-podtrac/article_15eadf6c-50e6-11ee-b702-83b4ee87b64d.html)

**\*Still No Word From Nielsen How Layoffs Affect Audio Division**

Radio Ink, September 8, 2023

<https://radioink.com/2023/09/08/still-no-word-from-nielsen-how-layoffs-affect-audio-division/>

**\*Hispanic Audience Leads Growth In Podcast Audience Demos**

Radio Ink, September 7, 2023

<https://radioink.com/2023/09/07/hispanic-audience-leads-growth-in-podcast-audience-demos/>

**\*Agency Credit Crisis Exacerbating, Late Media Payments Rising**

MediaPost (Joe Mandese), September 7, 2023

[https://www.mediapost.com/publications/article/388881/agency-credit-crisis-exacerbating-late-media-paym.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/388881/agency-credit-crisis-exacerbating-late-media-paym.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ)

**As Congress Returns, One Third Of The Senate Stands With AM**

Radio Ink, September 7, 2023

[https://radioink.com/2023/09/07/as-congress-returns-one-third-of-the-senate-stands-with-am/?vgo\\_ee=o8DewT5oZum2Ok4r11Hq%2B7TOxR%2FRSTDAIzfx%2BYe%2BPKI16d71rgA%3AgdRh%2FgizzK8sq%2FWoaWVxYCuJiZwC8QP3](https://radioink.com/2023/09/07/as-congress-returns-one-third-of-the-senate-stands-with-am/?vgo_ee=o8DewT5oZum2Ok4r11Hq%2B7TOxR%2FRSTDAIzfx%2BYe%2BPKI16d71rgA%3AgdRh%2FgizzK8sq%2FWoaWVxYCuJiZwC8QP3)

**Ad Industry Presses To Derail California Data Broker Bill**

MediaPost (Wendy Davis), September 6, 2023

[https://www.mediapost.com/publications/article/388871/ad-industry-presses-to-derail-california-data-brok.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/388871/ad-industry-presses-to-derail-california-data-brok.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131592&hashid=IZA7uSulTnimoAz9RMXvmQ)

**Nielsen PPM Audience Weekly Trends**

**(Note: As mentioned above, starting next week the weekly audience estimates will be delivered to us a week later than we have received them in the past.)**

**Here are the audience trends for our PPM markets for September Week 2 (August 24 - August 30, 2023).**

**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  
Sept Week 2 -

**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  
Sept Week 2 -

**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  
Sept Week 2 -

**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  
Sept Week 2 -

**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](#)  
[Sept Week 2 -](#)

**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](#)  
[Sept Week 2 -](#)



--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031