

September 20, 2023

Hi All,

As we noted last week, the weekly updates of the Nielsen audience trends in our three PPM markets has shifted a week later due to Nielsen policy. This week we get back on track with the trends and it is encouraging, as the estimates approach back to school and the Labor Day Holiday that the Cume audience in all three markets show growth.

Moving on to this week's collection of curated articles intended to arm us with the information and tools we need to grow, it is important to remember that it is not enough to just learn, what matters most is what we do with the new knowledge...

"Don't let your learning lead to knowledge. Let your learning lead to action".

-- Jim Rohn

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Advertisers Need Radio As Strike Cuts Deeper Into TV Decline

Radio Ink, September 18, 2023

<https://radioink.com/2023/09/18/advertisers-need-radio-as-strike-cuts-deeper-into-tv-decline/>

14 Ways Sellers Become Their Own Worst Enemy

Radio Ink (Loyd Ford), September 18, 2023

https://radioink.com/2023/09/18/loyd-ford-14-ways-sellers-become-their-own-worst-enemy/?vgo_ee=Jo7bG1MNYZBx2k9YGk1i0zDoWDhVqHornm1OrV8Y5SwtlfXsfvz%3ArdQeINmKaYnQ7%2Fs4lvVe6ACP4MhS1VUy

Professional Selling and the Line Between Persuasion and Manipulation

SalesFuel (Jessica Helinski), September 16, 2023

<https://salesfuel.com/professional-selling-and-the-line-between-persuasion-and-manipulation/>

2 Ways to Craft the Perfect Sales Messaging to Better Engage Prospects

SalesFuel (Jessica Helinski), September 16, 2023

<https://salesfuel.com/2-ways-to-craft-the-perfect-sales-messaging-to-better-engage-prospects/>

Don't Let These 2 Mistakes Hurt Your Deal Closing

SalesFuel (Jessica Helinski), September 16, 2023

<https://salesfuel.com/dont-let-these-2-mistakes-hurt-your-deal-closing/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***The Best Sales Discovery Questions: 10 Standout Sellers List Their Favorites**

LinkedIn (Paul Petrone), September 19, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/the-best-sales-discovery-questions-standout-sellers-list-out-their-favorites>

***Brace For Impact: Auto Strike's Looming Threat Casts Shadow On Auto Inventories, Ad Spending.**

Inside Radio, September 19, 2023

[https://www.insideradio.com/free/brace-for-impact-auto-strike-s-looming-threat-casts-shadow-on-auto-inventories-ad-spending/article_39134288-56bb-11ee-9b8d-7b2e59bb57fa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 125](https://www.insideradio.com/free/brace-for-impact-auto-strike-s-looming-threat-casts-shadow-on-auto-inventories-ad-spending/article_39134288-56bb-11ee-9b8d-7b2e59bb57fa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20125)

ZipRecruiter Zips To No. 1 Radio Advertiser For First Time.

Inside Audio Marketing, September 19, 2023

<https://www.insideaudiomarketing.com/post/ziprecruiter-zips-to-no-1-radio-advertiser-for-first-time>

***Sales: The Transference of Enthusiasm**

Radio Ink (Pat Bryson), September 18, 2023

https://radioink.com/2023/09/18/sales-the-transference-of-enthusiasm/?vgo_ee=Jo7bG1MNYZBx2k9YGk1i0zDoWDhVqHornm1OrV8Y5SwtlfXsfcvz%3ArdQelNmKaYnQ7%2Fs4lvVe6ACP4MhS1VUy

***For Sales, 'Tis The Season**

Radio Ink (Rick Fink), September 18, 2023

https://radioink.com/2023/09/18/rick-fink-for-sales-tis-the-season/?vgo_ee=Jo7bG1MNYZBx2k9YGk1i0zDoWDhVqHornm1OrV8Y5SwtlfXsfcvz%3ArdQelNmKaYnQ7%2Fs4lvVe6ACP4MhS1VUy

Why Television Reach Is Poised To Strike Out

MediaPost (Joe Mandese), September 15, 2023

https://www.mediapost.com/publications/article/389151/why-television-reach-is-poised-to-strike-out.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131670&hashid=IZA7uSulTnimoAz9RMXvmQ

***AM/FM Radio And Podcasts Can Recapture Lost TV Reach Due To Writers/Actors Strike As 22% Of The Heavy Linear TV Audience Say They Will Watch Less TV This Fall**

Westwood One/ Cumulus Media, September 15, 2023

<https://www.westwoodone.com/blog/2023/09/15/am-fm-radio-and-podcasts-can-recapture-lost-tv-reach-due-to-writers-actors-strike-as-22-of-the-heavy-linear-tv-audience-say-they-will-watch-less-tv-this-fall/>

Linear Audio Listening Still Drives Auto Audiences, Says Edison

Radio Ink, September 14, 2023

<https://radioink.com/2023/09/14/linear-audio-listening-still-drives-auto-audiences-says-edison/>

iHeart Study Examines Marketer Bias Versus Reality

Radio Ink, September 14, 2023

<https://radioink.com/2023/09/14/iheart-study-examines-marketer-bias-versus-reality/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Is Traditional Media Really Poised for a ‘Comeback’ in 2024?

Borrell Podcasts, 18 Sep 2023

(Note: This is a 26 minute podcast. A good listen for both managers and sellers)

https://borrellassociates.com/podcasts/is-traditional-media-really-poised-for-a-comeback-in-2024/?utm_source=button&utm_medium=email&utm_campaign=LMT+Pod+104

Magna Boosts U.S. Ad Outlook For 2023, 2024

MediaPost (Joe Mandese), September 18, 2023

https://www.mediapost.com/publications/article/389176/magna-boosts-us-ad-outlook-for-2023-2024.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131685&has_hid=0GmwUb-VQzGI9svJRwTnrA

Why Audio Outperformed Other Media Channels In The First Half.

Inside Radio (SMI), September 18, 2023

https://www.insideradio.com/free/why-audio-outperformed-other-media-channels-in-the-first-half/article_1bed0306-55f3-11ee-9bb7-7b744f8f3858.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_124

Borrell Forecasts Healthy Growth For Local Media In 2024.

Inside Radio September 15, 2023

https://www.insideradio.com/free/borrell-forecasts-healthy-growth-for-local-media-in-2024/article_20148f10-5389-11ee-b8fb-574d1bc85f38.html

Early 2024 Political Ad Spend Already Up 75% Compared To 2020

Radio Ink, September 13, 2023

https://radioink.com/2023/09/13/early-2024-political-ad-spend-already-up-75-compared-to-2020/?vgo_ee=unx%2BWr00cmSDKb%2BvKZvtESJ6UaUT77ie2aGHfefX0WierFx%2Bvfy%3AotyOYzu58tHXCKkY0aJyFwYzbpYdzwGf

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***The Impact of Leadership on Sales Talent Retention**

The Center For Sales Strategy (Deborah Fulghum), September 20, 2023

https://blog.thecenterforsalesstrategy.com/the-impact-of-leadership-on-sales-talent-retention?utm_campaign=subscriber&utm_medium=email&hsmi=275045692&hsenc=p2ANqtz-H8lpZlbn3WHDSs3ID_r3GAob_zo6gY3DQbO5XZ3A_vjGddJ20RAkeYlnxMuM0rdbHVOVzbFGdhg8rbanMXyQEpMeLEw&utm_content=275045692&utm_source=hs_email

What It Means To “Digitize The Audience”

Jacobs Media Strategies (Fred Jacobs), September 20, 2023

<https://jacobsmedia.com/what-it-means-to-digitize-the-audience/>

Claritas, ArtsAI Are Kicking The Tires On An Audio Measurement Service.

Inside Audio Marketing, September 20, 2023

<https://www.insideaudiomarketing.com/post/claritas-artsai-are-kicking-the-tires-on-an-audio-measurement-service>

Arbitration Will Once Again Decide How Much Radio’s New Deal With SESAC Costs Stations.

Inside Radio, September 20, 2023

https://www.insideradio.com/free/arbitration-will-once-again-decide-how-much-radio-s-new-deal-with-sesac-costs-stations/article_3d3602d2-5784-11ee-a8ed-ff7407aea4f8.html

And Then There Were Three (Conditional) Ad Currencies

MediaPost (Joe Mandese), September 20, 2023

https://www.mediapost.com/publications/article/389385/and-then-there-were-three-conditional-ad-currenc.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131717&hashid=0GmwUb-VQzGI9svJRwTNRa

RIAA: Revenue Hits Nine-Year High, With Radio Streaming Up 16% To \$657 Million.

Inside Radio, September 19, 2023

https://www.insideradio.com/free/riaa-revenue-hits-nine-year-high-with-radio-streaming-up-16-to-657-million/article_f2756f22-56ba-11ee-baf2-ff5387e9f45e.html

***New Bill ‘Attacks’ Big Tech Over Targeted Advertising**

Broadcasting & Cable (John Eggerton), September 19, 2023

[https://www.nexttv.com/news/new-bill-attacks-big-tech-over-targeted-advertising?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 125](https://www.nexttv.com/news/new-bill-attacks-big-tech-over-targeted-advertising?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20125)

When Does an Audience Become a Community?

Jacobs Media Strategies (Seth Resler), September 19, 2023

<https://jacobsmedia.com/when-does-an-audience-become-a-community/>

Legacy Rate Card Service SRDS Expands Into Media Planning/Buying Tech

MediaPost (Joe Mandese), September 19, 2023

https://www.mediapost.com/publications/article/389265/legacy-rate-card-service-srds-expands-into-media-p.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131698&hashid=XOWE7PwdT4-lekA7MLbhQg

***Can Radio Time Be Bought With Real-Time Bidding? iHeartMedia is Working On It**

MediaPost (Ray Schultz), Columnist, September 17, 2023

https://www.mediapost.com/publications/article/388956/can-radio-time-be-bought-with-real-time-bidding-i.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131697&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

***Top Behavioral Interview Questions You Need to Ask A Candidate**

SalesFuel (Austin Richards) September 16, 2023

<https://salesfuel.com/top-behavioral-interview-questions-you-need-to-ask-a-candidate/>

AM For Every Vehicle Moves Closer To Senate Floor Vote

Radio Ink, September 15, 2023

<https://radioink.com/2023/09/15/am-for-every-vehicle-moves-closer-to-senate-floor-vote/>

***3 areas where digital ad spending doesn't match up with consumer habits**

eMarketer Insider Intelligence (Meaghan Yuen), September 15, 2023

<https://www.insiderintelligence.com/content/3-areas-where-digital-ad-spending-doesn-t-match-up-with-consumer-habits>

Day 1 Recap: Radio Masters Sales Summit Roars Out Of The Gate

Radio Ink, September 14, 2023

<https://radioink.com/2023/09/14/day-1-recap-radio-masters-sales-summit-roars-out-of-the-gate/>

Nielsen PPM Audience Weekly Trends

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 - 543,900

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
Aug Monthly - 9,674,400

Sept Week 1 - 9,351,300
Sept Week 2 - 9,682,600

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 - 101,100

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 - 1,851,600

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
Sept Week 2 - 109,800

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 - 2,412,200

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