

September 27, 2023

Hi All,

This week's installment of your Midweek Resource Roundup is jam-packed with great, actionable information, research and forward looking economic forecasts to help you thrive in a world of change...

"Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable."

-- William Pollard

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

7 Signs You Might Be Doing Your Needs Analysis Wrong

The Center For Sales Strategy (Greg Giersch), September 27, 2023

https://blog.thecenterforsalesstrategy.com/7-signs-you-might-be-doing-your-needs-analysis-wrong?utm_campaign=subscriber&utm_medium=email&hsmi=275989112&hsenc=p2ANqztz-9k6FJ7fu-5zHywWHU8DZqRpgdWJGrclNM9OoaxFG39egbwQB3EHHOs4bC1cRZUmUJFqj_q4H6Rnnzk9m9WQDcbJWVE_g&utm_content=275989112&utm_source=hs_email

Buyers Want Sellers Who Have Opinions. Here's How to Best Share Yours.

LinkedIn (Paul Petrone), September 26, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/sales-how-to-best-share-your-opinion-with-a-buyer>

Driving Revenue Growth: The Role of Business Development in Sales Departments

The Center For Sales Strategy (Elissa Nauful), September 25, 2023

https://blog.thecenterforsalesstrategy.com/driving-revenue-growth-the-role-of-business-development-in-sales-departments?utm_campaign=subscriber&utm_medium=email&hsmi=275636916&hsenc=p2ANqztz-1PQe7o3eCEYpfyKqTOoOIU-hOWuwUHLuLg1qd6ZqcAbkb4DEMFaMLnGN7zkq2EuSPf-h-6SCux9tyCVw&cHSOMRgYEW&utm_content=275636916&utm_source=hs_email

3 Times a Sales Email Isn't the Best Choice

SalesFuel (Jessica Helinski), September 23, 2023

<https://salesfuel.com/3-times-a-sales-email-isnt-the-best-choice/>

Create an Effective Sales Schedule With These Simple Steps

SalesFuel (Jessica Helinski), September 23, 2023

<https://salesfuel.com/create-an-effective-sales-schedule-with-these-simple-steps/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***Radio Listeners and Their Fashion Sense**

RAB Radio Matters Blog, September 26, 2023

https://radiomatters.org/index.php/2023/09/26/radio-listeners-and-their-fashion-sense/?utm_source=Radio%20Matters%20Blog&utm_campaign=85ac0de168-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-85ac0de168-582899012

Boost Infinite Scales Chart To Become Radio's Top Advertiser.

Inside Audio Marketing (Media Monitors), September 26, 2023

<https://www.insideaudiomarketing.com/post/boost-infinite-scales-chart-to-become-radio-s-top-advertiser>

***Attention Metrics Gain Steam With New Research From OMD.**

Inside Audio Marketing, September 26, 2023

<https://www.insideaudiomarketing.com/post/attention-metrics-gain-steam-with-new-research-from-omd>

U.S. new vehicles sales to rise in September - report

Reuters, September 26, 2023

https://www.reuters.com/business/autos-transportation/us-new-vehicles-sales-rise-september-report-2023-09-26/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_131

22% Of All Digital Ad Spend, 30% Of Mobile Lost To Ad Fraud In 2023

MediaPost (Karlene Lukovitz), September 26, 2023

https://www.mediapost.com/publications/article/389594/22-of-all-digital-ad-spend-30-of-mobile-lost-to.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131782&hashid=0GmwUb-VQzGI9svJRwTNRa

***Borrell Sees Less Pessimism Among Local Advertisers As Retail Sales 'Rediscover Their Rhythm.'**

Inside Radio, September 25, 2023

https://www.insideradio.com/free/borrell-sees-less-pessimism-among-local-advertisers-as-retail-sales-rediscover-their-rhythm/article_6b311406-5b67-11ee-a7fb-9b60559c0c1b.html

***Digital Audio Is On The Rise, As Ad Buyers Face Shifting Audience Habits.**

Inside Radio (eMarketer Insider Intelligence), September 25, 2023

https://www.insideradio.com/free/digital-audio-is-on-the-rise-as-ad-buyers-face-shifting-audience-habits/article_23afa30e-5b67-11ee-8107-eb37f877bb3c.html

Emails On The Menu: Restaurants That Send Them Get More Business

MediaPost (Ray Schultz), September 25, 2023

https://www.mediapost.com/publications/article/389578/emails-on-the-menu-restaurants-that-send-them-get.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131773&hashid=Oo_vrjRtQN66NUEi-d4V6g

Shopping Off To An Early Start.

Inside Radio (Jungle Scout's Q3 2023 Consumer Trends Report), September 25, 2023

https://www.insideradio.com/free/survey-holiday-shopping-off-to-an-early-start/article_c116ed06-5b66-11ee-bd0f-23694f0ead0b.html

Consumers are most concerned about these social networks

Chain Store Age (Dan Berthiaume), September 25, 2023

<https://chainstoreage.com/consumers-are-most-concerned-about-these-social-networks>

5 outdated marketing KPIs to toss and what to reference instead

Are your KPIs holding you back? It's time to rethink traditional marketing metrics and level up your campaign measurement strategy.

Search Engine Land (Ben Vigneron), September 25, 2023

<https://searchengineland.com/outdated-marketing-kpis-432359>

***Why Setting Sales Goals by Semester is a Great Idea**

SalesFuel (Jessica Helinski), September 23, 2023

<https://salesfuel.com/why-setting-sales-goals-by-semester-is-a-great-idea/>

Holiday shoppers will go online, seek value

Chain Store Age (Dan Berthiaume), September 22, 2023

<https://chainstoreage.com/holiday-shoppers-will-go-online-seek-value>

The Surprising Emotion At The Heart Of Great Ads

(Note: although this article focuses on visual ads it can be equally and creatively applied to audio ads)

MediaPost (Kaila Colbin), September 22, 2023

https://www.mediapost.com/publications/article/389521/the-surprising-emotion-at-the-heart-of-great-ads.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131764&has_hid=13ziehw8S-6SGyiO6JORFg

New Wave DM: Direct Mail Now Seen As Part Of Omnichannel Strategy

MediaPost (Ray Schultz), September 22, 2023

https://www.mediapost.com/publications/article/389513/new-wave-dm-direct-mail-now-seen-as-part-of-omnic.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131787&hashid=Oo_vrjRtQN66NUEi-d4V6g

Here's where Halloween shoppers are heading

Chain Store Age (Dan Berthiaume), September 21, 2023

<https://chainstoreage.com/heres-where-halloween-shoppers-are-heading>

***Hispanic Listeners' Relationship with AM/FM Radio**

Katz Radio Group, September 21, 2023

<https://insights.katzradiogroup.com/sound-answers-88-hispanic-listeners-favorite-radio-stations>

***Hispanic Audiences 'In Focus': Nielsen's Media Consumption Story**

Radio + TV Business Report (Adam Jacobson), September 20, 2023

https://rbr.com/hispanic-audiences-in-focus-nielsens-viewing-outlook/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%2B127

Tactics to Skyrocket Your Appointments

The Center For Sales Strategy (Trey Morris), September 19, 2023

https://blog.thecenterforsalesstrategy.com/3-tips-to-supercharge-appointment-setting?utm_medium=email&_hsmt=275304139&_hsenc=p2ANqtz-VgMUHiJmJrM2i5Myv5ealYxeqhjn7qKDAe22UR_7s3nBHZXEIHMVcu7CUNZw4sdc0LvfN5X1ruECc13nE70PKdoA1kg&utm_content=275304139&utm_source=hs_email

***What to Know to Drive Auto Sales**

RAB Radio Matters Blog, September 18, 2023

https://radiomatters.org/index.php/2023/09/18/what-to-know-to-drive-auto-sales/?utm_source=Radio%20Matters%20Blog&utm_campaign=3b96f23911-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-3b96f23911-582899012

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio's Digital, Off-Air Revenue Make Gains In New Kagan Forecast.

Inside Audio Marketing, September 27, 2023

<https://www.insideaudiomarketing.com/post/radio-s-digital-off-air-revenue-make-gains-in-new-kagan-forecast>

U.S. Ad Market Posts First Consecutive Monthly Gain Since June 2022

MediaPost (Joe Mandese), September 26, 2023

https://www.mediapost.com/publications/article/389602/us-ad-market-posts-first-consecutive-monthly-gain.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131782&hashid=0GmwUb-VQzGI9svJRwTnRA

\$360 Billion US Ad Industry To Grow 5.0% In 2023, 4.3% In 2024*

Madison and Wall (Brian Wieser), September 6, 2023

<https://madisonandwall.substack.com/p/360-billion-us-ad-industry-to-grow>

Q4 Audio Ad Forecast: Gains For Traditional, Large Digital Drop

Radio Ink, September 21, 2023

https://radioink.com/2023/09/21/q4-audio-ad-forecast-gains-for-traditional-large-digital-drop/?vgo_ee=ZwbBbyEEJOPuYe46v3KM7GweN7oIgv9wmNO1bPDD6p06%2B5BuG8%3D%3AxoXDVBw%2BuKhQQwXHN7PuwD0rKi%2Bvt3xe

Broadcaster's Legal Considerations for Early Season Political Ads

Broadcast Law Blog (David Oxenford), September 22, 2023

<https://www.broadcastlawblog.com/2023/09/articles/broadcasters-legal-considerations-for-early-season-political->

[ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_128](https://www.scbabroadcasters.com/ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_128)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(Reminder that * denotes a highly recommended article)

***Want to Jumpstart Radio? Turn On Your TV**

Jacobs Media Strategies (Fred Jacobs), September 26, 2023

https://jacobsmedia.com/want-to-jumpstart-radio-turn-on-your-tv/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_130

The 'P' In Performance Is Pronounced 'Mobile'

MediaPost (Laurie Sullivan), September 26, 2023

https://www.mediapost.com/publications/article/389589/the-p-in-performance-is-pronounced-mobile.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131782&hashid=0GmwUb-VQzGI9svJRwTNRa

***PUBLIC SAFETY AND HOMELAND SECURITY BUREAU ANNOUNCES NATIONWIDE TESTS OF THE EMERGENCY ALERT SYSTEM (EAS) AND WIRELESS EMERGENCY ALERTS (WEA) ON OCTOBER 4, 2023**

 [National EAS Test Planned on October 4, 2023.pdf](#)

The Undeniable Marketing Lessons from Taylor Swift's Focus on Fans

Coleman Insights (Jay Nachlis), September 26, 2023

<https://colemaninsights.com/coleman-insights-blog/the-undeniable-marketing-lessons-from-taylor-swifts-focus-on-fans#:~:text=The%20Undeniable%20Marketing,Jay%20Nachlis>
<https://colemaninsights.com/coleman-insights-blog/the-undeniable-marketing-lessons-from-taylor-swifts-focus-on-fans>

SiriusXM Receives Merger Proposal From Controlling Shareholder Liberty Media.

Inside Radio, September 26, 2023

https://www.insideradio.com/free/siriusxm-receives-merger-proposal-from-controlling-shareholder-liberty-media/article_8d0e36b2-5c66-11ee-b96a-f73bf29ba590.html

Why AM/FM Radio Is A Great Place To Promote Podcasts

Westwood One/Cumulus Media, September 25, 2023

<https://www.westwoodone.com/blog/2023/09/25/why-am-fm-radio-is-a-great-place-to-promote-podcasts/>

How to Use ChatGPT to Create Personas for Your Radio Station

Jacobs Media Strategies (Seth Resler), September 25, 2023

https://jacobsmedia.com/how-to-use-chatgpt-to-create-personas-for-your-radio-station/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 130

***Leadership-Level Listening: The Quiet Superpower**

Chief Executive (Damon Lembi), September 25, 2023

<https://chiefexecutive.net/leadership-level-listening-the-quiet-superpower/>

***Local TV: Perils & Promise in the Age of Streaming A TVREV REPORT**

TVREV, September 24, 2023

ATTACHMENT: [Local TV: Perils & Promise In The Age Of Streaming](#)

***Borrell: Radio's Digital Revenues Up 11% This Year.**

Inside Radio, September 22, 2023

https://www.insideradio.com/free/borrell-radio-s-digital-revenues-up-11-this-year/article_128ee938-5917-11ee-9153-0f2a248aebc6.html

Dashboard Tactitonal

Jacobs Media Strategies (Fred Jacobs), September 22, 2023

https://jacobsmedia.com/dashboard-tactitonal/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 128

FTC Urges Clear Separation Of Ads Amid Rise Of Digital Audio

Radio Ink, September 22, 2023

https://radioink.com/2023/09/22/ftc-urges-clear-separation-of-ads-amid-rise-of-digital-audio/?vgo_ee=osWib9tCkYoY0L8X5aVI%2FIStb%2BBeS0yX1qGxUJ4d7RobssUqugOJ%3A3DhKt65MIIfTIWC7uPzVWiTbMrEj3QB4

***Radio Could Reap Big Benefits From Amazon Alexa's A.I. Upgrade**

Radio Ink, September 22, 2023

<https://radioink.com/2023/09/22/radio-could-reap-big-benefits-from-amazon-alexa-s-a-i-upgrade/>

***Ad Forecast Estimates for Television in 2024 Bolstered by Political, Auto and Legal: BIA's CEO Discusses Business Outlook at TVB Forward 2023**

BIA Advisory Services (MacKenzie Lovings), September 21, 2023

http://blog.biakelsey.com/index.php/2023/09/21/ad-forecast-estimates-for-television-in-2024-bolstered-by-political-auto-and-legal-bias-ceo-discusses-business-outlook-at-tvb-forward-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 127

In A Blow To Big Tech, Many Americans Think Regulation Is A Good Idea

MediaPost (Laurie Sullivan), September 20, 2023

https://www.mediapost.com/publications/article/389339/in-a-blow-to-big-tech-many-americans-think-regula.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131786&hashid=WQXi43NhR1CWyuU6Uk3IQQ

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for September Week 3 (August 31 - September 6, 2023). This survey week includes the Labor Day Holiday weekend and hence some instability in the estimates.

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
Sept Week 3 - 505,000

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
Sept Week 3 - 9,622,600

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
Sept Week 3 - 95,800

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
Sept Week 3 - 1,829,600

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
Sept Week 3 - 103,700

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
Sept Week 3 - 2,343,700

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