

October 11, 2023

Hi All,

It's another Wednesday and an all new edition of your Midweek Resource Roundup that continues to eliminate the fluff and provide you with just the pure information and tools you need to achieve excellence...

"Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice, not chance, determines your destiny."

--Aristotle

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Need to Drive Urgency In Sales? Ask Even More Questions

SalesFuel (Jessica Helinski), October 7, 2023

<https://salesfuel.com/need-to-drive-urgency-in-sales-ask-even-more-questions/>

How to Calculate Your Customer Churn Rate to Boost Retention

SalesFuel (Jessica Helinski), October 7, 2023

<https://salesfuel.com/how-to-calculate-your-customer-churn-rate-to-boost-retention/>

Sales Approach Productivity Tips That Lead to Insane Growth

SalesFuel (Jessica Helinski), October 7, 2023

<https://salesfuel.com/sales-approach-productivity-tips-that-lead-to-insane-growth/>

5 WAYS TO BUILD TRUST WITH YOUR PROSPECTS

LeadG2 (Dean Moothart), October 6, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/5-ways-to-build-trust-with-your-prospects?utm_medium=email&_hsmi=277289885&_hsenc=p2ANqtz--ALRchJDfcVITGEzBsSwQd4yZngDuYUfqJLQzM05ggngmYVkhQsd6KHIFZ9Xl6xeB8nexE7ojnwhz9-oqFSb56RipcMw&utm_content=277289885&utm_source=hs_email

Brick-and-Mortar Sees 20% Lift After Cutting All Ads But Audio

Radio Ink, October 6, 2023

<https://radioink.com/2023/10/06/brick-and-mortar-sees-20-lift-after-cutting-all-ads-but-audio/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

You Just Sold a Digital Ad Campaign — What Comes Next?

Aspire by Marketron, October 11, 2023

<https://aspire.marketron.com/you-just-sold-a-digital-ad-campaign-what-comes-next/>

How to Help Your Advertisers Become Better Storytellers in Local Ad Campaigns

Aspire by Marketron, October 11, 2023

<https://aspire.marketron.com/how-to-help-your-advertisers-become-better-storytellers-in-local-ad-campaigns/>

Garbage In, Garbage Out? Analysis Calls Into Doubt Foundation Of Online Media Targeting.

Inside Audio Marketing, October 11, 2023

<https://www.insideaudiomarketing.com/post/garbage-in-garbage-out-analysis-calls-into-doubt-foundation-of-online-media-targeting>

Industries Local Media Sellers Should Target Based on Seasonality and Current Events

Aspire by Marketron, October 11, 2023

<https://aspire.marketron.com/industries-local-media-sellers-should-target-based-on-seasonality-and-current-events/>

New Data Shows 20% Of Listening To NFL Games On Radio Occurs In-Home.

Inside Audio Marketing, October 11, 2023

<https://www.insideaudiomarketing.com/post/new-data-shows-20-of-listening-to-nfl-games-on-radio-occurs-in-home>

Fretting a Big Sales Call? Try This Hack (It's Used Before Diffusing Bombs)

LinkedIn Sales Blog (Paul Petrone), October 9, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/how-to-calm-yourself-before-a-big-sales-meeting>

If Radio Went Away Tomorrow, Would Gen Z Miss Us?

Radio Ink (Marc Greenspan), October 9, 2023

<https://radioink.com/2023/10/09/marc-greenspan-if-radio-went-away-tomorrow-would-gen-z-miss-us/>

Establishing Lucrative Radio Sales Habits

Radio Ink (Pat Bryson), October 9, 2023

<https://radioink.com/2023/10/09/pat-bryson-establishing-lucrative-radio-sales-habits/>

Upwave Brand Effect Study For E-Commerce Retailer Reveals Podcast And AM/FM Radio Streaming Campaign Increased Familiarity, Brand Perceptions, Consideration, And Purchase Intent

Westwood One/Cumulus Media (Pierre Bouvard), October 9, 2023

<https://www.westwoodone.com/blog/2023/10/09/upwave-brand-effect-study-for-e-commerce-retailer-reveals-podcast-and-am-fm-radio-streaming-campaign-increased-familiarity-brand-perceptions-consideration-and-purchase-intent/>

Why Radio Can't Afford To Ignore The Multicultural Majority

Radio Ink, October 6, 2023

<https://radioink.com/2023/10/06/why-radio-cant-afford-to-ignore-the-multicultural-majority/>

Marketers Searching For Diverse Audiences Need A Fresh Look At America, Study Suggests.

Inside Radio, October 6, 2023

[https://www.insideradio.com/free/marketers-searching-for-diverse-audiences-need-a-fresh-look-at-america-study-suggests/article_63eaf79e-6417-11ee-8644-1f7dc7509ace.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 138](https://www.insideradio.com/free/marketers-searching-for-diverse-audiences-need-a-fresh-look-at-america-study-suggests/article_63eaf79e-6417-11ee-8644-1f7dc7509ace.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20138)

Record Discounting, 'Pay Later' To Drive Holiday Gains

MediaPost (Sarah Mahoney), October 5, 2023

https://www.mediapost.com/publications/article/389896/record-discounting-pay-later-to-drive-holiday-g.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131911&hashid=1ZA7uSulTnimoAz9RMXvm

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Growth Mindset: Why Sales Managers Should Prioritize Business Development

The Center For Sales Strategies (Stephanie Stoll), October 11, 2023

https://blog.thecenterforsalesstrategy.com/why-sales-managers-should-prioritize-business-development?utm_campaign=subscriber&utm_medium=email&_hsmt=277893322&_hsenc=p2ANqtz-9aP2A3cmReWDoRarYQXQLNtpNCDJw54De1zoV4orIRxNEjtUvzUwvJkEvms8x-T7prX891HcDIs0_a0GR7Zy3xWO6t_g&utm_content=277893322&utm_source=hs_email

Congress Headed Radio's Way On Performance Fee-Free Future

Radio Ink, October 11, 2023

[https://radioink.com/2023/10/11/congress-headed-radios-way-on-performance-fee-free-future/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 141](https://radioink.com/2023/10/11/congress-headed-radios-way-on-performance-fee-free-future/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20141)

Study Shows Podcast And Radio Ads Boosted E-Commerce Retailer Brand Perceptions.

Inside Audio Marketing, October 11, 2023

<https://www.insideaudiomarketing.com/post/study-shows-podcast-and-radio-ads-boosted-e-commerce-retailer-brand-perceptions>

14 Ways To Create More Time Spent Selling

Radio Ink (Loyd Ford), October 9, 2023

<https://radioink.com/2023/10/09/loyd-ford-14-ways-to-create-more-time-spent-selling/>

Meaningful Work: The Top Tip for How to Improve Team Performance

SalesFuel (C. Lee Smith), October 7, 2023

<https://salesfuel.com/meaningful-work-the-top-tip-for-how-to-improve-team-performance/>

Proving Return On Ad Spend Seen As Crucial In Today's Environment.

Inside Radio, October 6, 2023

[https://www.insideradio.com/free/proving-return-on-ad-spend-seen-as-crucial-in-today-s-environment/article_46d23f78-6417-11ee-a97f-a3ffebaf2012.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 138](https://www.insideradio.com/free/proving-return-on-ad-spend-seen-as-crucial-in-today-s-environment/article_46d23f78-6417-11ee-a97f-a3ffebaf2012.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20138)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

FTC Begins Laying Groundwork For Regulating AI Use.

Inside Audio Marketing, October 11, 2023

<https://www.insideaudiomarketing.com/post/ftc-begins-laying-groundwork-for-regulating-ai-use>

***Revenue Percentage From Digital Emerges As Key Performance Indicator.**

Inside Radio, October 10, 2023

https://www.insideradio.com/free/revenue-percentage-from-digital-emerges-as-key-performance-indicator/article_d9ac613e-6737-11ee-ab90-ab70acbb3448.html

#WomenInSales Month with Giovanna Savorgnan

The Pillars of a Successful Sales Department

The Center For Sales Strategy (Brent Tripp), October 10, 2023

https://blog.thecenterforsalesstrategy.com/women-in-sales-month-with-giovanna-savorgnan?utm_campaign=subscriber&utm_medium=email&hsmi=277708190&hsenc=p2ANqtz--VugD8jzdyQ3vZkgcjaGOYhR3C8uM9Zlu7ErdGPzReiaK9u--CekFMd3zUS-IBXjzBpGSUaV9wbxWPYjRDLc3Sjh7-Yw&utm_content=277708190&utm_source=hs_email

Radio People Know Why The Podcast World Is Upside-Down

Jacobs Media Strategies (Fred Jacobs), October 10, 2023

https://jacobsmedia.com/radio-people-know-why-the-podcast-world-is-upside-down/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20140

Google Privacy Sandbox And The Radical Departure From Ad Targeting

MediaPost (Laurie Sullivan), October 10, 2023

https://www.mediapost.com/publications/article/390001/google-privacy-sandbox-and-the-radical-departure-f.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131954&hashid=WQXi43NhR1CWyuU6Uk3IQQ

With Cord-Cutting, Cable TV Industry Is Facing Financial Challenges

Forbes (Brad Adgate), October 10, 2023

https://www.forbes.com/sites/bradadgate/2023/10/10/with-cord-cutting-cable-tv-industry-is-facing-financial-challenges/?sh=5d8ebd8b756c&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20141

California Governor Signs Delete Act

MediaPost (Wendy Davis), October 10, 2023

https://www.mediapost.com/publications/article/390057/california-governor-signs-delete-act.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=131947&hashid=XOWE7PwDT4-lekA7MLbhQg

Scams Targeting Small Businesses

RAB Radio Matters Blog, October 10, 2023

https://radiomatters.org/index.php/2023/10/10/scams-targeting-small-businesses/?utm_source=Radio%20Matters%20Blog&utm_campaign=d95c256015-EMAIL%20CAMPAIGN%202018%2001%2005%20COPY%2001&utm_medium=email&utm_term=0_66c3360299-d95c256015-582899012

Goodbye, Amp: Hope You Enjoyed Your Cup Of Coffee

Jacobs Media Strategies (Fred Jacobs), October 9, 2023

https://jacobsmedia.com/goodbye-amp-hope-you-enjoyed-your-cup-of-coffee/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20139

Gottheimer Rallies 75% Of Votes Needed For AM Radio In House

Radio Ink, October 6, 2023

[https://radioink.com/2023/10/06/gottheimer-rallies-75-percent-of-votes-for-am-radio-needed-in-house/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 138](https://radioink.com/2023/10/06/gottheimer-rallies-75-percent-of-votes-for-am-radio-needed-in-house/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20138)

A Look at Nielsen’s Approach to Radio Streaming

Jon Miller talks about PPM, “earbud uplift” and Market-Wide TLR

RadioWorld (Paul McLane) October 6, 2023

https://www.radioworld.com/news-and-business/news-makers/a-look-at-nielsens-approach-to-radio-streaming?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=C1B4D58D-0D24-4200-9599-28BD8D6437EF&utm_source=SmartBrief

80% Of CMOs To Escalate A.I. Spend In 2024, Will Radio Follow?

Radio Ink, October 4, 2023

https://radioink.com/2023/10/04/80-of-cmos-to-escalate-a-i-spend-in-2024-will-radio-follow/?vgo_ee=qKJTKTJ7OTJN5u9Dj6J8W9%2Ffh6fEqqn%2FuVZ4GivOH67maWkXR1Qr%3Aow%2B3TTaWNBKX8xZNDZOJVwd8sdiinjTE

NIELSEN PPM AUDIENCE WEEKLY TRENDS

Here are the audience trends for our PPM markets for **October Week 1 (September 14 - September 20, 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 Monthly - 516,700

Oct Week 1 - 524,400

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
Aug Monthly - 9,674,400
Sept Monthly - 9,526,900

Oct Week 1 - 9,583,800

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 Monthly - 95,700

Oct Week 1 - 100,100

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 Monthly - 1,803,100

Oct Week 1 - 1,805,200

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 Monthly - 108,100

Oct Week 1 - 105,700

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 Monthly - 2,344,400

Oct Week 1 - 2,383,900

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031