

October 25, 2023

Hi All,

Here is your weekly installment of curated articles, research and information that essential to keep up with the pace of change

It takes time, lots of hard work and constant learning to achieve success. Our quest for excellence can never pause...

It takes time to create excellence. If it could be done quickly, more people would do it."

--John Wooden

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Secret To Higher Revenue: Ask for More... Again

Radio Ink (Pat Bryson), October 23, 2023

https://radioink.com/2023/10/23/pat-bryson-asking-for-more-again-the-secret-to-higher-revenue/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_149

Plan These Improvements Now to Reach Your Quota Next Year

SalesFuel (Jessica Helinski), October 21, 2023

<https://salesfuel.com/plan-these-improvements-now-to-reach-your-quota-next-year/>

How To Use Emotional Intelligence to Conquer the Most Stressful Sales Jobs

SalesFuel (Tim Londergan), October 21, 2023

<https://salesfuel.com/how-to-use-emotional-intelligence-to-conquer-the-most-stressful-sales-jobs/>

Why and How to Effectively Prospect In Q4

SalesFuel (Jessica Helinski), October 21, 2023

<https://salesfuel.com/why-and-how-to-effectively-prospect-in-q4/>

People with CarPlay are mostly just listening to AM/FM radio

9 to 5 MAC (Chance Miller), October 20 2023

<https://9to5mac.com/2023/10/20/carplay-am-fm-radio-data/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Ads: Hard to Write – Easy to Fix

Radio Ink (Rick Fink), October 25, 2023

<https://radioink.com/2023/10/25/hard-to-write-easy-to-fix/>

***Advertising to Hispanic Audiences: Radio + Digital Is a Powerful Approach**

RAB Radio Matters Blog (Bo Bandy, GM Digital Technology/SVP Marketing, Marketron), October 24, 2023

https://radiomatters.org/index.php/2023/10/24/advertising-to-hispanic-audiences-radio-digital-is-a-powerful-approach/?utm_source=Radio+Matters+Blog&utm_campaign=a2d811171c-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-a2d811171c-582899012

***Audacy Study Reveals How Audio Levels Up Brand Campaigns**

Radio Ink, October 24, 2023

<https://radioink.com/2023/10/24/audacy-study-reveals-how-audio-levels-up-brand-campaigns/>

***As TV's 18-34 Decline Continues, Radio Hangs Tough**

Radio Ink, October 24, 2023

https://radioink.com/2023/10/24/as-tvs-18-34-decline-continues-radio-hangs-tough/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%2B150

***Nielsen: AM/FM Radio Ratings Continue To Beat TV Among Persons 18-49**

Westwood One/Cumulus Media (Pierre Bouvard), October 23, 2023

<https://www.westwoodone.com/blog/2023/10/23/nielsen-total-audience-am-fm-radio-ratings-continue-to-beat-tv-among-persons-18-49/>

Wireless, Pharma Among Top Categories In Latest Weekly Spot Tally.

Inside Audio Marketing (Media Monitors), October 23, 2023

<https://www.insideaudiomarketing.com/post/wireless-pharma-among-top-categories-in-latest-weekly-spot-tally>

***Katz: AM/FM Radio Ready To Deliver For Holiday Season Advertisers.**

Inside Audio Marketing, October 23, 2023

<https://www.insideaudiomarketing.com/post/katz-am-fm-radio-ready-to-deliver-for-holiday-season-advertisers>

***Agencies Play Growing Role In Efforts To Increase Audio Ad Spend.**

Inside Audio Advertising, October 23, 2023

<https://www.insideaudiomarketing.com/post/agencies-play-growing-role-in-efforts-to-increase-audio-ad-spend-1>

***A Radio Conversation with ChatGPT: Part 1 – Sales**

Jacobs Media Strategies (Seth Resler), October 23, 2023

https://jacobsmedia.com/a-radio-conversation-with-chatgpt-part-1-sales/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=13e5cb3702-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-13e5cb3702-179898762

***Do You Have Enough Frequency in Your Campaign?**

Radio Ink (Marc Greenspan), October 23, 2023

<https://radioink.com/2023/10/23/do-you-have-enough-frequency-in-your-campaign/>

Wrong Ads Serve To The Wrong Consumer 1 In 3 Times

MediaPost (Laurie Sullivan), October 23, 2023

https://www.mediapost.com/publications/article/390318/wrong-ads-serve-to-the-wrong-consumer-1-in-3-times.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132073&hshid=grmAnk9ZRAeFF01byG1w0g

Time Spent With Ads on TV Sets to Drop Sharply by 2027, New Forecast Suggests

Hollywood Reporter (Georg Szalai) October 23, 2023

<https://www.hollywoodreporter.com/business/business-news/time-spent-with-tv-advertising-drop-quarter-streaming-connected-tvs-1235623539/>

***As Holiday Shopping Nears, Radio's Reach Fights Inflation Fatigue**

Radio Ink, October 20, 2023

<https://radioink.com/2023/10/20/as-holiday-shopping-nears-radios-reach-fights-inflation-fatigue/>

***Survey: Younger adults plan to start holiday shopping early**

Chain Store Age (Zachary Russell), October 23, 2023

<https://chainstoreage.com/survey-younger-adults-plan-start-holiday-shopping-early>

***P&G's Raises Its Confidence In Radio Ads To The Tune Of Millions**

Radio Ink, October 20, 2023

<https://radioink.com/2023/10/20/pgs-raised-its-confidence-in-radio-ads-to-the-tune-of-millions/>

***Survey: Brand loyalty decreases as consumers look for ways to save**

Chain Store age (Zachary Russell), October 20, 2023

<https://chainstoreage.com/survey-brand-loyalty-decreases-consumers-look-ways-save>

***How in-store shoppers use their smartphones**

Chain Store Age (Dan Berthiaume), October 20, 2023

<https://chainstoreage.com/how-store-shoppers-use-their-smartphones>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Ad Age: World's Top 100 Advertisers Spent \$347 Billion In 2022, With U.S. Spend Up 8.7%.

Inside Audio Marketing, October 23, 2023

<https://www.insideaudiomarketing.com/post/ad-age-world-s-top-100-advertisers-spent-347-billion-in-2022-with-u-s-spend-up-8-7>

The Economy Was Supposed to Slow by Now. Instead It's Revving Up.

Analysts are raising their year-end forecasts as the Fed ponders whether to increase interest rates again

WSJ (David Harrison), October 23, 2023

<https://www.wsj.com/economy/the-economy-was-supposed-to-slow-by-now-instead-its-revving-up-3c0f7a2e>

Strengthened by Political Season, BIA Projects \$175.6 Billion in 2024 Local Advertising Marketplace Spending

BIA Advisory Services, October 23, 2023

https://www.bia.com/strengthened-by-political-season-bia-projects-175-6-billion-in-2024-local-advertising-marketplace-spending/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_149

Unauthorized Use of WORLD SERIES in Advertising or Promotions? Strike One, Strike Two ... !!

Broadcast Law Blog (Mitchell Stabbe on October 17, 2023)

https://www.broadcastlawblog.com/2023/10/articles/unauthorized-use-of-world-series-in-advertising-or-promotions-strike-one-strike-two/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=2713d23ab0-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-2713d23ab0-70422897

Scale, Save, and Succeed in 2024: Interview with SEBPO's Todd Handy on Digital Revenue Strategies

BIA Podcast, Digital Ad Spend, Local Radio, Traditional Media (Rick Ducey), October 19, 2023

(Note: this article includes a link to a 21 minute podcast)

http://blog.biakelsey.com/index.php/2023/10/19/scale-save-and-succeed-in-2024-interview-with-sebpos-todd-handy-on-digital-revenue-strategies/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_147

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

TV Industry Sides With Radio, Telling Court ASCAP And BMI Rate-Settings Should Be Paired.

Inside Radio, October 25, 2023

[https://www.insideradio.com/free/tv-industry-sides-with-radio-telling-court-ascap-and-bmi-rate-settings-should-be-paired/article_a5fff15c-72f4-11ee-8162-73f886b3e53a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 151](https://www.insideradio.com/free/tv-industry-sides-with-radio-telling-court-ascap-and-bmi-rate-settings-should-be-paired/article_a5fff15c-72f4-11ee-8162-73f886b3e53a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20151)

***Coleman Study Shows Podcast Radio Could Swing OTA Audience**

Radio Ink, October 24, 2023

https://radioink.com/2023/10/24/coleman-study-shows-podcast-radio-could-swing-ota-audience/?vgo_ee=gm4GlnaI7UUmsXWaFM3t8zJTruWuXNI%2F9hJRpJ8heDxq1iBP4bA%3D%3A3oy0DZSsfZYj3o7tk5AR5Wfs3%2FIS%2FgTY

***The Trade Desk, Comscore Team On AI-Powered Political Audience Targeting**

MediaPost (Karlene Lukovitz), October 24, 2023

[https://www.mediapost.com/publications/article/390458/the-trade-desk-comscore-team-on-ai-powered-politi.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 151](https://www.mediapost.com/publications/article/390458/the-trade-desk-comscore-team-on-ai-powered-politi.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20151)

***8 Ways To Positively Impact Your Sellers Now**

Radio Ink (Loyd Ford), October 23, 2023

<https://radioink.com/2023/10/23/loyd-ford-8-ways-to-positively-impact-your-sellers-now/>

How (Music) Radio Can Redefine “Local”

Jacobs Media Strategies (Fred Jacobs), October 23, 2023

[https://jacobsmedia.com/how-music-radio-can-redefine-local/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 149](https://jacobsmedia.com/how-music-radio-can-redefine-local/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20149)

***Radio’s Key To Court Gen Z: A Talk With MAB CEO Sam Klemet**

Radio Ink, October 20, 2023

[https://radioink.com/2023/10/20/radios-key-to-court-gen-z-a-talk-with-mab-ceo-sam-klemet/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 148](https://radioink.com/2023/10/20/radios-key-to-court-gen-z-a-talk-with-mab-ceo-sam-klemet/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20148)

***HOW TO CREATE LEAD GENERATION CAMPAIGNS THAT CONVERT**

LEAD2G (Amanda Meade) October 20, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-create-lead-generation-campaigns-that-convert?utm_medium=email&hsmi=279177150&hsenc=p2ANqtz-9iP5xlbUwnwEIRcsMpApvVStkdCcFp1AbzwGGfj2teDmcXQhft01l0xwqCyJLc_MY_WN97-nlWgNDs2DhOfIRp4vubYg&utm_content=279177150&utm_source=hs_email

***P&G, L'Oreal and Nestle Earnings: Read-Throughs For Advertising**

Madison and Wall (Brian Wieser), October 20, 2023

<https://madisonandwall.substack.com/p/p-and-g-loreal-and-nestle-earnings>

California's Solution To Online Privacy Has Holes

MediaPost (Laurie Sullivan), October 16, 2023

https://www.mediapost.com/publications/article/390181/californias-solution-to-online-privacy-has-holes.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132073&hasid=grmAnk9ZRAeFF01byG1w0g

NIelsen PPM AUDIENCE WEEKLY TRENDS

Here are the audience trends for our PPM markets for October Week 3 (September 28 - October 4, 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

Oct Week 2 - 535,600

Oct Week 3 - 546,000

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

Aug Monthly - 9,674,400

Sept Monthly - 9,526,900

Oct Week 1 - 9,583,800

Oct Week 2 - 9,746,700

Oct Week 3 - 9,857,500

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
Oct Week 2 - 98,900
Oct Week 3 - 99,700

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
Oct Week 2 - 1,805,700
Oct Week 3 - 1,837,100

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
Oct Week 2 - 102,300
Oct Week 3 - 100,400

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
Oct Week 2 - 2,357,900
Oct Week 3 - 2,297,000

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