

November 1, 2023

Hi All,

As we usher in November it means that Nielsen is releasing the October Survey in our three PPM markets and you will find the results for October Week 4 and October Full Month below. Taking it all in it is clear that Radio is a Reach Machine!

But before you get to that, there is plenty of learning to do. And sometimes we have to unlearn old notions and relearn in a new environment to stay relevant...

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."

— Alvin Toffler

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Survey: Consumers 'shopping small' this holiday season

Chain Store Age (Marianne Wilson), November 1, 2023

<https://chainstoreage.com/survey-consumers-shopping-small-holiday-season>

Radio Advertising vs. SEO: Good To The Last Click

Radio Ink (Rick Fink), October 30, 2023

<https://radioink.com/2023/10/30/rick-fink-radio-advertising-vs-seo-good-to-the-last-click/>

Why You Should Share Your Sales Closing Strategy at the First Meeting

SalesFuel (Jessica Helinski), October 28, 2023

<https://salesfuel.com/why-you-should-share-your-sales-closing-strategy-at-the-first-meeting/>

Don't Just Give Up After One Sales Follow-Up. Do This Instead

SalesFuel (Jessica Helinski), October 28, 2023

<https://salesfuel.com/dont-just-give-up-after-one-sales-follow-up-do-this-instead/>

Radio is a Leading Media Destination for Affluent Americans

Katz Radio Group, October 27, 2023

<https://insights.katzradiogroup.com/sound-answers-90-radio-leading-media-destination-for-affluent-americans>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Winning in 2024 with Multicultural Americans - New Updates to The Katz Local Vote**

Katz Media, November 1, 2023

https://view.genial.ly/64de4acebcd477001abe7afa?utm_campaign=Local+Vote+2024&utm_medium=email&_hsenc=p2ANqtz-9IT64nWMI-Jrs-5wklssOIPotQcaPS2ciWwnmIZFSLVXILOWaYgefNeiDNOiuFYZXT8b-p1zU4wdPugUV6iv-a0vtsg&utm_content=280691477&utm_source=hs_email

***What Brands Must Understand About Multicultural Audiences**

MediaPost (Anabela Bonuccelli), November 1, 2023

https://www.mediapost.com/publications/article/390667/what-brands-must-understand-about-multicultural-au.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132177&hashid=nPO6kNh8ToCb2_NBH4Mycg

“I’d Just Be Throwing Good Money After Bad”

Radio Ink (Chris Stonick), November 1, 2023

https://radioink.com/2023/11/01/chris-stonick-id-just-be-throwing-good-money-after-bad/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_156

***Radio Shines for Jewelry Retailers**

RAB Radio Matters Blog (Annette Malave), SVP/Insights, October 31, 2023

https://radiomatters.org/index.php/2023/10/31/radio-shines-for-jewelry-retailers/?utm_source=Radio%20Matters%20Blog&utm_campaign=bcb8f2bbcc-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-bcb8f2bbcc-582899012

SMBs Are Feeling Better About Their Marketing

Marketing Charts, October 31, 2023

https://www.marketingcharts.com/business-of-marketing-231117?mc_cid=41f3f3f27f&mc_eid=c106971821

Consumers pessimistic about economy — but continue to spend

Chain Store Age (Marianne Wilson), October 31, 2023

<https://chainstoreage.com/consumers-pessimistic-about-economy-continue-spend>

***It Finally Happened: Brand Advertisers Now Represent The Majority Of Podcast Ad Spend; Four Major Implications For Targeting, Creative, Brand Safety, And Measurement**

Westwood One/Cumulus Media (Pierre Bouvard), October 30, 2023

<https://www.westwoodone.com/blog/2023/10/30/it-finally-happened-brand-advertisers-now-represent-the-majority-of-podcast-ad-spend-four-major-implications-for-targeting-creative-brand-safety-and-measurement/>

***Ad Agency Mindshare Finds Audio Ads Elicit Higher Levels Of Emotional Intensity.**

Inside Audio Marketing, October 30, 2023

<https://www.insideaudiomarketing.com/post/ad-agency-mindshare-finds-audio-ads-elicite-higher-levels-of-emotional-intensity-1>

Local Auto Dealers Spent Most On Ads In First Half Since Before Pandemic.

Inside Radio (NADA), October 30, 2023

[https://www.insideradio.com/free/local-auto-dealers-spent-most-on-ads-in-first-half-since-before-pandemic/article_5ec7f85a-76fc-11ee-baa2-1f5e23cd5c09.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 154](https://www.insideradio.com/free/local-auto-dealers-spent-most-on-ads-in-first-half-since-before-pandemic/article_5ec7f85a-76fc-11ee-baa2-1f5e23cd5c09.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20154)

***Audio Ads Tied To High Audience Engagement, Purchase Intent**

Radio Ink (Integral Ad Science), October 30, 2023

<https://radioink.com/2023/10/30/audio-ads-tied-to-high-audience-engagement-purchase-intent/>

Turn Customer Service Into A Customer Experience

Radio Ink (Pat Bryson), October 30, 2023

<https://radioink.com/2023/10/30/pat-bryson-turn-customer-service-into-a-customer-experience/>

Top 5 Strategies Real Estate Agents Use to Close Sales

SalesFuel (Tom Londergan), October 28, 2023

<https://salesfuel.com/top-5-strategies-real-estate-agents-use-to-close-sales/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Economic Pulse: BIA's Monthly Quick Take for October 2023

BIA Advisory Services (Nicole Ovardia), October 30, 2023

[http://blog.biakelsey.com/index.php/2023/10/30/economic-pulse-bias-monthly-quick-take-for-october-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 155](http://blog.biakelsey.com/index.php/2023/10/30/economic-pulse-bias-monthly-quick-take-for-october-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20155)

Recruit An Inexperienced Seller To Your Team Today

Radio Ink (Loyd Ford), October 30, 2023

<https://radioink.com/2023/10/30/hiring-inexperienced-sellers-in-small-markets/>

Political Ad Spending Is Likely To Set Records, But The Numbers May Not Be Quite As Big.

Inside Radio (BIA Advisory Services), October 27, 2023

https://www.insideradio.com/free/political-ad-spending-is-likely-to-set-records-but-the-numbers-may-not-be-quite/article_cce64044-7495-11ee-aef5-27b987f1d5b4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+153

Get On Board With AI Or Be Left Behind, Panel Tells NAB Show New York.

Inside Radio, October 27, 2023

https://www.insideradio.com/free/get-on-board-with-ai-or-be-left-behind-panel-tells-nab-show-new-york/article_52aae34c-7496-11ee-a2dc-db9b1774134e.html

How to Find the Best People for Sales Jobs

SalesFuel (Kathy Crosett), October 28, 2023

<https://salesfuel.com/how-to-find-the-best-people-for-sales-jobs/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

5 Important Lessons Every Hiring Manager Needs to Learn

The Center For Sales Strategy (Kate Rehling), November 1, 2023

https://blog.thecenterforsalesstrategy.com/5-important-lessons-every-hiring-manager-needs-to-learn?utm_campaign=subscriber&utm_medium=email&hsmi=280762897&hsenc=p2ANqtz--b4VcWX4i2_loWaGZBhiF4rWX6V6IHP-f-r1uzokBE3a9r1KwAuCWO2o_edAPW1KlI2RN-mI2r33f7agg4CZF1Xf5w&utm_content=280762897&utm_source=hs_email

BetterHelp And Amazon Lead Monthly Ranking Of Top Podcast Advertisers.

Inside Radio (Magellan AI), November 1, 2023

https://www.insideradio.com/free/betterhelp-and-amazon-lead-monthly-ranking-of-top-podcast-advertisers/article_ba4fc646-7880-11ee-8c9b-23a9514bc2e9.html

Senator Suggests Tying Federal EV Tax Credits To AM Radio Inclusion.

Inside Radio, November 1, 2023

https://www.insideradio.com/free/senator-suggests-tying-federal-ev-tax-credits-to-am-radio-inclusion/article_6b5cdc98-7882-11ee-a04c-2f52b0ed7c1d.html

Nielsen, GWI Unveil Fused Data Product Representing 250M Americans

MediaPost (Joe Mandese), October 31, 2023

https://www.mediapost.com/publications/article/390653/nielsen-gwi-unveil-fused-data-product-representin.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132183&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

As Biden Grabs Reins On AI, Here's How It Affects Radio

Radio Ink, October 31, 2023

[https://radioink.com/2023/10/31/as-biden-grabs-reins-on-ai-heres-how-it-affects-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 155](https://radioink.com/2023/10/31/as-biden-grabs-reins-on-ai-heres-how-it-affects-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20155)

"Radio's Honestly The Last Thing We Talk About"

Jacobs Media Strategies (Fred Jacobs), October 31, 2023

[https://jacobsmedia.com/radios-honestly-the-last-thing-we-talk-about/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 155](https://jacobsmedia.com/radios-honestly-the-last-thing-we-talk-about/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20155)

How Connected Car Data Is Producing New Insights About Radio Listening.

Inside Radio, October 27, 2023

[https://www.insideradio.com/free/how-connected-car-data-is-producing-new-insights-about-radio-listening/article_2f386d8a-7496-11ee-8dba-ef166dfe12b2.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 153](https://www.insideradio.com/free/how-connected-car-data-is-producing-new-insights-about-radio-listening/article_2f386d8a-7496-11ee-8dba-ef166dfe12b2.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20153)

Sales Email Watchdog: Tool Helps Teams Assess What They Write, Firm Says

MediaPost (Ray Schultz), October 27, 2023

https://www.mediapost.com/publications/article/390585/sales-email-watchdog-tool-helps-teams-assess-what.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132137&hashid=Oo_vrjRtQN66NUEi-d4V6g

Momentum Continues To Build For AM for Every Vehicle Act.

Inside Radio, October 27, 2023

[https://www.insideradio.com/free/momentum-continues-to-build-for-am-for-every-vehicle-act/article_9eb18c10-7495-11ee-bfd8-43b303126eb3.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 153](https://www.insideradio.com/free/momentum-continues-to-build-for-am-for-every-vehicle-act/article_9eb18c10-7495-11ee-bfd8-43b303126eb3.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20153)

TV Stations Rejoice As Cable TV Channels Hit Hard Times - More Retrans Money?

MediaPost (Wayne Friedman), October 23, 2023

https://www.mediapost.com/publications/article/390366/tv-stations-rejoice-as-cable-tv-channels-hit-hard.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132131&hashid=GkaoK9PSSKGhs-uNohSxFw

NIELSEN PPM AUDIENCE WEEKLY TRENDS

Here are the audience trends for our PPM markets for October Week 4 (October 5 - October 11, 2023) and October Full Month.

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 Monthly - 535,100

Oct Week 1 - 524,400

Oct Week 2 - 535,600

Oct Week 3 - 546,000

Oct Week 4 - 534,600

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 Monthly - 9,779,100

Oct Week 1 - 9,583,800
Oct Week 2 - 9,746,700
Oct Week 3 - 9,857,500
Oct Week 4 - 9,928,300

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 Monthly - 100,400

Oct Week 1 - 100,100
Oct Week 2 - 98,900
Oct Week 3 - 99,700
Oct Week 4 - 102,900

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 Monthly - 1,815,500

Oct Week 1 - 1,805,200
Oct Week 2 - 1,805,700
Oct Week 3 - 1,837,100
Oct Week 4 - 1,813,900

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 Monthly - 102,000

Oct Week 1 - 105,700

Oct Week 2 - 102,300

Oct Week 3 - 100,400

Oct Week 4 - 99,500

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 Monthly - 2,334,000

Oct Week 1 - 2,383,900

Oct Week 2 - 2,357,900

Oct Week 3 - 2,297,000

Oct Week 4 - 2,297,300

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