

November 15, 2023

Hi All,

We are late getting this week's Midweek Resource Roundup out to you, but to paraphrase Steve Martin (for those who remember), it was a wild and crazy week!

First a note about the weekly Nielsen PPM audience estimate updates. Nielsen has decided that they do not have enough subscribers to these weekly updates and they will not longer be providing them. I have made a case as to why they should continue to provide this top line trending information for Radio, but not response as of now. So we will leave the latest data in this report until we know more from Nielsen.

Next, there are a couple of articles in this week's MRR that I struggled to decide what category to put them in because they are relevant to both our content and sales marketing. So when you review the lists watch for these two articles in particular.

The first is in the Sales section entitled **Invest In Value** and the second is in the Management section entitled **New Scripted TV Shows Starting Up February 2024: Good Viewing News?**

The first article is an essential lesson in the importance of creating and sustaining value in both out products/services and our sales activities. The author quotes some sage advice of Peter Drucker, who is also famous for noting that "the purpose of every business is to create and retain customers and there are only two ways to do that: marketing and innovation." Read on to learn why value creation is the cornerstone to winning.

The second article on scripted TV shows starting up in February is also very important to Radio since it creates a real and rare sales opportunity for at least the next four months for radio to fill a void and reach important consumers who are disengaged in television viewing currently.

There is no question that we are working in uncertain and changing times and it is essential that we read, learn and adapt our behavior to compete effectively and achieve our goals...

"The greatest danger in times of turbulence is not the turbulence—it is to act with yesterday's logic."

-- Peter Drucker, Management Guru & Author

**RESOURCES AND ARTICLES OF INTEREST TO
SALES AND ADVERTISERS**

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION
12351 Riverside Dr. #669, Sherman Oaks, CA 91422

TOP FIVE SELECTED ARTICLES/RESOURCES

Selling in a Recession: Challenges and Training Opportunities

Marketing Profs (Parth Mukherjee), November 15, 2023

https://www.marketingprofs.com/articles/2023/50453/recession-selling-challenges-sales-training-enablement-tips?adref=nl111523&remoteid=5090F52B-4285-46CD-9554-A31001608F6A&utm_source=mpt&utm_medium=email&utm_campaign=nl111523&spMailingID=49075039&spUserID=MTUyMTMwMjA1MTYzNQs2&spJobID=2581328595&spReportId=MjU4MTMyODU5NQs2

“It Gets Late Early Out There”

Radio Ink (Rick Fink), November 13, 2023

<https://radioink.com/2023/11/13/rick-fink-it-gets-late-early-out-there/>

Keep 4th Quarter Sales Strong By Avoiding These Distractions

SalesFuel (Jessica Helinski), November 11, 2023

<https://salesfuel.com/keep-4th-quarter-sales-strong-by-avoiding-these-distractions/>

Your Monthly Quota Stress Can Be Channeled into Top Productivity

SalesFuel (Tim Londergan), November 11, 2023

<https://salesfuel.com/your-monthly-quota-stress-can-be-channeled-into-top-productivity/>

Invest In Value

MediaPost (Walker Smith), November 1, 2023

https://www.mediapost.com/publications/article/390654/invest-in-value.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132333&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Is Social Media Dying? What That Could Mean for Marketers**

HubSpot (Lestraundra Alfred), November 15, 2023

https://blog.hubspot.com/marketing/social-media-dying?utm_campaign=Marketing%20Blog%20Weekly%20Email%20Sends&utm_medium=email&utm_content=282581885&utm_source=hs_email

***Why Advertisers Should Care About Hitting The Right Note With Hispanic Audiences**

AdExchanger (Alyssa Boyle and Hana Yoo, November 14, 2023)

https://www.adexchanger.com/online-advertising/why-advertisers-should-care-about-hitting-the-right-note-with-hispanic-audiences/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+166

Nielsen: NFL On Radio Reaches Highly Desirable Consumers.

Inside Radio, November 14, 2023

https://www.insideradio.com/free/nielsen-nfl-on-radio-reaches-highly-desirable-consumers/article_b57ce826-82c9-11ee-a9a2-ebc35e4a445a.html

Radio Works for Personal Injury Attorneys

RAB Radio Insights (Annette Malave, SVP/Insights), November 14, 2023

https://radiomatters.org/index.php/2023/11/14/radio-works-for-personal-injury-attorneys/?utm_source=Radio%20Matters%20Blog&utm_campaign=66f1b4ebf2-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-66f1b4ebf2-582899012

***Less Is More: Reduce Audio Ad Copy Word Count And Improve Effectiveness, According To Colourtext's Jason Brownlee**

Westwood One/Cumulus Media (Pierre Bouvard), November 13, 2023

<https://www.westwoodone.com/blog/2023/11/13/less-is-more-reduce-audio-ad-copy-word-count-and-improve-effectiveness-according-to-colourtexts-jason-brownlee/>

ATTACHMENT: [Less Is More: Reduce Audio Ad Copy Word Count and Improve Effectiveness](https://www.westwoodone.com/blog/2023/11/13/less-is-more-reduce-audio-ad-copy-word-count-and-improve-effectiveness-according-to-colourtexts-jason-brownlee/)

***Every Salesperson Should Have These Six Friends**

Radio Ink (Pat Bryson), November 13, 2023

<https://radioink.com/2023/11/13/pat-bryson-every-salesperson-should-have-these-six-friends/>

Strike Over, Dealers Have Cars For Sale.

Inside Radio, November 13, 2023

https://www.insideradio.com/free/strike-over-dealers-have-cars-for-sale/article_3398a0d2-81fe-11ee-a62c-27017f9423fc.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+164

***How to be Effective and Credible in Selling Business Consulting Services**

SalesFuel (Jessica Helinski), November 11, 2023

<https://salesfuel.com/how-to-be-effective-and-credible-in-selling-business-consulting-services/>

***Grasping The Holiday Spirit: How Brands Can Win Consumers In 2023**

MediaPost (Scott Harkey), November 10, 2023

https://www.mediapost.com/publications/article/390986/grasping-the-holiday-spirit-how-brands-can-win-co.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132341&hashid=nPO6kNh8ToCb2_NBH4Mycg

***Nielsen: How Network Radio Delivers A Bigger Bang For Advertisers.**

Inside Radio, November 9, 2023

https://www.insideradio.com/free/nielsen-how-network-radio-delivers-a-bigger-bang-for-advertisers/article_53e8c0e2-7ee3-11ee-b500-2fc4474107ab.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_162

Sales Navigator Alerts: What They Are and How to Best Use Them

LinkedIn (Amari Gonzalez), November 7, 2023

<https://www.linkedin.com/business/sales/blog/sales-navigator/sales-navigator-alerts-what-they-are-how-to-best-use-them>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

U.S. Retail Sales Fall for First Time Since March as Holiday Season Approaches Declining spending adds to signs the economy is cooling after hot summer

WSJ (Austen Hufford), November 15, 2023

<https://www.wsj.com/economy/consumers/what-to-watch-in-the-retail-report-is-spending-cooling-as-holidays-arrive-2b84b403?st=nkkw854icyrr5p3&mod=djemwhatsnews>

CMOs' Budget Outlook Appears to Have Rebounded from Earlier This Year

Marketing Charts, November 14, 2023

https://www.marketingcharts.com/business-of-marketing/marketing-budgets-231233?mc_cid=547ae30ea7&mc_eid=c106971821

BIA Delivers a Local Perspective on Retail Media Networks: Paper & Podcast

BIA Advisory Services (Leyla Chatti), November 14, 2023

http://blog.biakelsey.com/index.php/2023/11/14/bia-delivers-a-local-perspective-on-retail-media-networks-paper-podcast/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_165

How To Straighten Your Way Out Of A Sales Slump

Radio Ink (Loyd Ford), November 13, 2023

<https://radioink.com/2023/11/13/loyd-ford/>

90% Of Retailers Say 'Just For You' Offers Will Replace Traditional Sales In 3 Years

MediaPost (Laurie Sullivan), November 8, 2023

[https://www.mediapost.com/publications/article/390913/90-of-retailers-say-just-for-you-offers-will-re.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 162](https://www.mediapost.com/publications/article/390913/90-of-retailers-say-just-for-you-offers-will-re.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20162)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***5 Do's and 5 Don'ts for Your Next Candidate Interview**

The Center For Sales Strategies (Deborah Fulghum), November 15, 2023

https://blog.thecenterforsalesstrategy.com/best-and-worst-interview-practices?utm_campaign=subscriber&utm_medium=email&hsmi=282665756&hsenc=p2ANqtz-97Z1BwpZqPSzRDURKCO72kFj1JSivS-ZQigYLVztqa87fveJAL7yGbKPtC5jpNq8gaPbXT8EmDN-Cc3krBS_8QFVs9eA&utm_content=282665756&utm_source=hs_email

***Is TV Advertising Stagnating?**

MediaPost (Cory Treffeletti), November 15, 2023

https://www.mediapost.com/publications/article/391115/is-tv-advertising-stagnating.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132338&hashid=13ziehw8S-6SGyiO6J0RFg

***Rich Tunkel Takes Reins of Nielsen's Audio Division.**

Inside Radio, November 15, 2023

https://www.insideradio.com/free/rich-tunkel-takes-reins-of-nielsen-s-audio-division/article_6a474ff2-83d9-11ee-b06a-4f069575507d.html

***New Scripted TV Shows Starting Up February 2024: Good Viewing News?**

MediaPost (Wayne Friedman), November 15, 2023

https://www.mediapost.com/publications/article/391073/is-new-scripted-tv-shows-starting-up-mid-february.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132337&hashid=GkaoK9PSSKGhs-uNohSxFw

"Gen Z's Have No Interest In Working In Radio" And Other Myths

Jacobs Media Strategies (Fred Jacobs), November 15, 2023

[https://jacobsmedia.com/gen-zs-have-no-interest-in-working-in-radio-and-other-myths/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 166](https://jacobsmedia.com/gen-zs-have-no-interest-in-working-in-radio-and-other-myths/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20166)

***Coleman Review Highlights Importance of Recreating AM/FM Essence in Online Radio Streams.**

Inside Audio Marketing, November 15, 2023

<https://www.insideaudiomarketing.com/post/coleman-review-highlights-importance-of-recreating-am-fm-essence-in-online-radio-streams>

***Meta to Require Labeling of Digitally Altered Political Ads (Including Those Generated By AI) – Looking at the Rules that Apply to Various Media Platforms Limiting Such Policies on Broadcast and Cable**

Broadcast Law Blog (David Oxenford), November 9, 2023

https://www.broadcastlawblog.com/2023/11/articles/meta-to-require-labeling-of-digitally-altered-political-ads-including-those-generated-by-ai-looking-at-the-rules-that-apply-to-various-media-platforms-limiting-such-policies-on-broadcast-a/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20163

Alarming Emergency Alert Findings For Broadcast Media

Radio+Television Business Report (Adam Jacobson), November 8, 2023

https://rbr.com/alarming-emergency-alert-findings-for-broadcast-media/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20162

The Debate Over AM Radio In EVs

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

https://jacobsmedia.com/the-debate-over-am-radio-in-evs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20163

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for October Week 2 (October 19 - October 25, 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 Monthly - 535,100

Nov Week 1 - 536,000
Nov Week 2 -

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

Nov Week 1 - 9,867,600
Nov Week 2 -

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

Nov Week 1 - 94,800
Nov Week 2 -

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

Nov Week 1 - 1,824,000
Nov Week 2 -

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

Nov Week 1 - 99,100
Nov Week 2 -

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

Nov Week 1 - 2,273,600
Nov Week 2 -

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031