

November 22, 2023

Hi All,

Happy Thanksgiving! and since it is a short week we will dive right into the content that is most important for you.

Just a reminder that we are still working with our Nielsen contacts to convince them to continue to provide the weekly trends for our PPM measured markets and hope to have a decision by next week.

Now it is on to the news, information and marketing intelligence that can help you confront and solve the problems that confront you everyday...

*“Every problem is a gift — without problems we would not grow.”*

– Anthony Robbins

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **System1: New Study Reveals How Audio Personalities Drive Advertising Effectiveness**

Westwood One/Cumulus Media ( Pierre Bouvard), November 20, 2023

<https://www.westwoodone.com/blog/2023/11/20/system1-new-study-reveals-how-audio-personalities-drive-advertising-effectiveness/>

#### **Navigating the Sales Landscape: Striking the Balance Between Professionalism and Applying Pressure**

The Center For Sales Strategy (Elissa Nauful), November 20, 2023

[https://blog.thecenterforsalesstrategy.com/striking-the-balance-between-professionalism-and-applying-pressure?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=283263693&\\_hsenc=p2ANqtz--xayl\\_OnPKxF\\_FNDn3LpEBvb2XTDo7pO6RVoGJj3I93ICAK3PfXKNsYfhE5DK62L8eMPJ-QLY5FINKBVvgTO8ygSimg&utm\\_content=283263693&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/striking-the-balance-between-professionalism-and-applying-pressure?utm_campaign=subscriber&utm_medium=email&_hsmi=283263693&_hsenc=p2ANqtz--xayl_OnPKxF_FNDn3LpEBvb2XTDo7pO6RVoGJj3I93ICAK3PfXKNsYfhE5DK62L8eMPJ-QLY5FINKBVvgTO8ygSimg&utm_content=283263693&utm_source=hs_email)

#### **Turning Around A Sales Slump – Part II**

Radio Ink (Loyd Ford), November 20, 2023

<https://radioink.com/2023/11/20/loyd-ford-turning-around-a-sales-slump-part-ii/>

#### **Why Sales Reps Can't Reach Prospects and What They Can Do About It**

SalesFuel (Kathy Crosett), November 18, 2023

<https://salesfuel.com/why-sales-reps-cant-reach-prospects-and-what-they-can-do-about-it/>

### **Two of the Best Sales Qualities, According to B2B Buyers**

SalesFuel, (Jessica Helinski), November 18, 2023

<https://salesfuel.com/two-of-the-best-sales-qualities-according-to-b2b-buyers/>

### **Two Ways to Take Your Virtual Sales Calls to the Next Level**

SalesFuel (Jessica Helinski), November 18, 2023

<https://salesfuel.com/two-ways-to-take-your-virtual-sales-calls-to-the-next-level/>

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **\*IAB Explores Audience Attentiveness To Audio.**

Inside Radio, November 22, 2023

[https://www.insideradio.com/free/iab-explores-audience-attentiveness-to-audio/article\\_bf55e7f6-890b-11ee-9f7b-c7cedb3eaa55.html](https://www.insideradio.com/free/iab-explores-audience-attentiveness-to-audio/article_bf55e7f6-890b-11ee-9f7b-c7cedb3eaa55.html)

### **\*Consumer Spending Report Touts AM/FM and Digital Benefits**

Radio Ink, November 22, 2023

[https://radioink.com/2023/11/22/consumer-spending-report-touts-am-fm-and-digital-benefits/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 171](https://radioink.com/2023/11/22/consumer-spending-report-touts-am-fm-and-digital-benefits/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20171)

### **\*Consumers On Guard: They Don't Trust AI - And Are Not Fond Of Email**

MediaPost (Ray Schultz), November 21, 2023

[https://www.mediapost.com/publications/article/391293/consumers-on-guard-they-dont-trust-ai-and-are.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=132399&hashid=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/391293/consumers-on-guard-they-dont-trust-ai-and-are.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132399&hashid=Oo_vrjRtQN66NUEi-d4V6g)

### **Why Buy-One, Get-One-Free Offers Are More Complicated Than You Remember**

**Marketers' race for data is leading to buy-one-get-one deals that make customers work a little bit harder**

WSJ (Katie Deighton), November 21, 2023

<https://www.wsj.com/articles/why-buy-one-get-one-free-offers-are-more-complicated-than-you-remember-b25fc8a3>

### **\*Are Sales Demographics Really Important?**

Radio Ink (Marc Greenspan), November 20, 2023

[https://radioink.com/2023/11/20/are-sales-demographics-really-important-2/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 170](https://radioink.com/2023/11/20/are-sales-demographics-really-important-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20170)

### **Who's Driving Spoken Word's Growth? Only One Of Advertisers' Most Coveted Audiences.**

Inside Radio, November 16, 2023

[https://www.insideradio.com/free/whos-driving-spoken-words-growth-only-one-of-advertisers-most-coveted-audiences/article\\_f391560a-844b-11ee-a4cc-6fc62e7336a2.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+167](https://www.insideradio.com/free/whos-driving-spoken-words-growth-only-one-of-advertisers-most-coveted-audiences/article_f391560a-844b-11ee-a4cc-6fc62e7336a2.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+167)

### **Did You Give Your Client Three Months' Notice?**

Radio Ink (Pat Bryson), November 20, 2023

<https://radioink.com/2023/11/20/pat-bryson-did-you-give-your-client-three-months-notice/>

### **Oversaturation Poses Danger For 2024 Political Advertisers**

MediaPost (Karlene Lukovitz), November 16, 2023

[https://www.mediapost.com/publications/article/391154/oversaturation-poses-danger-for-2024-political-adv.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=132366&has\\_hid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/391154/oversaturation-poses-danger-for-2024-political-adv.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132366&has_hid=IZA7uSulTnimoAz9RMXvmQ)

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

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **AdImpact: \$43M Already Booked In Political Ads For Radio. News/Talk Leading Format.**

Inside Radio, November 20, 2023

[https://www.insideradio.com/free/adimpact-43m-already-booked-in-political-ads-for-radio-news-talk-leading-format/article\\_ebd9b3ca-877b-11ee-9704-73fd343c5d26.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+169](https://www.insideradio.com/free/adimpact-43m-already-booked-in-political-ads-for-radio-news-talk-leading-format/article_ebd9b3ca-877b-11ee-9704-73fd343c5d26.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+169)

#### **Your 2023 Forecast Was Probably Wrong. How Could It Not Be?**

MediaPost (Corinne Casagrande), November 20, 2023

[https://www.mediapost.com/publications/article/391163/your-2023-forecast-was-probably-wrong-how-could-i.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=132390&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/391163/your-2023-forecast-was-probably-wrong-how-could-i.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132390&hashid=nPO6kNh8ToCb2_NBH4Mycg)

#### **New Survey Of Local Media Execs Gauges Profitability Of Digital Revenue.**

Inside Audio Marketing (Borrell), November 17, 2023

<https://www.insideaudiomarketing.com/post/new-survey-of-local-media-execs-gauges-profitability-of-digital-revenue>

#### **The Vast Majority of CMOs Expect Their MarTech Spend to Grow**

MarketingCharts, November 17, 2023

[https://www.marketingcharts.com/customer-centric/analytics-automated-and-martech-231240?mc\\_cid=84791ef1b3&mc\\_eid=c106971821](https://www.marketingcharts.com/customer-centric/analytics-automated-and-martech-231240?mc_cid=84791ef1b3&mc_eid=c106971821)

### **Headwinds Could Turn To Fill Radio's Sails (And Sales) In 2024**

Radio Ink, November 16, 2023

[https://radioink.com/2023/11/16/headwinds-could-again-fill-radios-sails-and-sales-in-2024/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 167](https://radioink.com/2023/11/16/headwinds-could-again-fill-radios-sails-and-sales-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20167)

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **\*Top 15 Brands Spent \$68 Million On Podcast Ads Last Month, Says MediaRadar.**

Inside Radio, November 22, 2023

[https://www.insideradio.com/free/top-15-brands-spent-68-million-on-podcast-ads-last-month-says-mediadar/article\\_b0ae3646-890a-11ee-9af4-77960e73fd00.html](https://www.insideradio.com/free/top-15-brands-spent-68-million-on-podcast-ads-last-month-says-mediadar/article_b0ae3646-890a-11ee-9af4-77960e73fd00.html)

### **\*Edison Research: The Smart Speaker Is An Audio Megatrend.**

Inside Audio Marketing, November 22, 2023

<https://www.insideaudiomarketing.com/post/edison-research-the-smart-speaker-is-an-audio-megatrend>

### **\*Employee Negativity Is Like Wildfire. Manage It Before It Spreads.**

Harvard Business School (Kristen Senz), November 21, 2023

[https://hbswk.hbs.edu/item/employee-negativity-is-like-wildfire-manage-it-before-it-spreads?utm\\_source=ActiveCampaign&utm\\_medium=email&utm\\_content=Stop+employee+negativity+before+it+spreads+%7C+Beauty+s+ugly+truth+%7C+DEI+at+Delta&utm\\_campaign=WK+Newsletter+11-22-2023](https://hbswk.hbs.edu/item/employee-negativity-is-like-wildfire-manage-it-before-it-spreads?utm_source=ActiveCampaign&utm_medium=email&utm_content=Stop+employee+negativity+before+it+spreads+%7C+Beauty+s+ugly+truth+%7C+DEI+at+Delta&utm_campaign=WK+Newsletter+11-22-2023)

### **Broadcast Music Inc. Sold to Shareholder Group**

RADIO ONLINE, November 21, 2023

[https://news.radio-online.com/cgi-bin/rol.exe/headline\\_id=b17655?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 171](https://news.radio-online.com/cgi-bin/rol.exe/headline_id=b17655?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20171)

### **\*Forecast: Double-Digit Online Ad Growth For Both 2023 And 2024.**

Inside Audio Marketing (Baird Equity Research), November 17, 2023

<https://www.insideaudiomarketing.com/post/forecast-double-digit-online-ad-growth-for-both-2023-and-2024-1>

### **Everybody's Talking At Me**

Jacobs Media Strategies (Fred Jacobs), November 17, 2023

[https://jacobsmedia.com/everybodys-talking-at-me/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 168](https://jacobsmedia.com/everybodys-talking-at-me/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20168)

### **Urgency Among Farm Broadcasters For AM Preservation Cause.**

Inside Radio, November 17, 2023

[https://www.insideradio.com/free/urgency-among-farm-broadcasters-for-am-preservation-cause/article\\_87464b8a-851e-11ee-a4a9-5bb02c8171fc.html](https://www.insideradio.com/free/urgency-among-farm-broadcasters-for-am-preservation-cause/article_87464b8a-851e-11ee-a4a9-5bb02c8171fc.html)

### **LeGeyt Is 'Optimistic' About Both AM And Anna Gomez For 2024**

Radio Ink, November 16, 2023

[https://radioink.com/2023/11/16/legeyt-is-optimistic-about-both-am-and-anna-gomez-for-2024/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_167](https://radioink.com/2023/11/16/legeyt-is-optimistic-about-both-am-and-anna-gomez-for-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_167)

### **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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