

November 29, 2023

Hi All,

I hope you all had a wonderful Thanksgiving celebration! Even with last week being a short week we have a great collection of articles, research, forecasts and relevant information for you in this installment of the MWRR.

First, a word about the weekly Nielsen audience estimates for our PPM measured markets. Nielsen has declined to provide us with those weekly trends and will now only provide the completed month. So going forward I will continue to post the completed monthlies and keep the monthly trends up to date so that we can track the audience trends. Next week we will have the November monthly to report.

Yesterday, billionaire Berkshire Hathaway executive Charlie Munger, a key partner and right-hand man to Warren Buffett, died at age 99. He has said he was driven to accumulate wealth not to live in luxury but to have independence. Despite his accumulated wealth he retained a down to earth outlook. In the spirit of our constant quest to learn and grow I offer a few sage gems from Charlie Munger:

“In my whole life, I have known no wise people who didn’t read all the time – none, zero.”

– Charlie Munger

“Those who keep learning will keep rising in life.”

– Charlie Munger

“I constantly see people rise in life who are not the smartest, sometimes not even the most diligent, but they are learning machines. They go to bed every night a little wiser than they were when they got up and boy does that help, particularly when you have a long run ahead of you.” – Charlie Munger

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

10 tips for telling better stories with data

‘Data without insights is chaos.’

PR Daily (Allison Carter), Nov. 28, 2023

[https://www.prdaily.com/10-tips-for-telling-better-stories-with-data/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+\(2023-11-29\)&utm_content=article+title&utm_term=4&oly_enc_id=3247H0847412E0H](https://www.prdaily.com/10-tips-for-telling-better-stories-with-data/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2023-11-29)&utm_content=article+title&utm_term=4&oly_enc_id=3247H0847412E0H)

Create Your Own Gold Mine; Create A Loyal Advertiser

Radio Ink (Loyd Ford), November 27, 2023

https://radioink.com/2023/11/27/loyd-ford-create-your-own-gold-mine-create-a-loyal-advertiser/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20172

Four Common Traits That Equal Sales Success

Radio Ink (Rick Fink), November 27, 2023

[https://radioink.com/2023/11/27/four-common-traits-that-equal-sales-success/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 172](https://radioink.com/2023/11/27/four-common-traits-that-equal-sales-success/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20172)

Drive More Sales Using Business Cases

SalesFuel (Jessica Helinski), November 25, 2023

<https://salesfuel.com/drive-more-sales-using-business-cases/>

How to Improve the Sales Process By Thinking Like Your Buyers

SalesFuel (Jessica Helinski), November 25, 2023

<https://salesfuel.com/how-to-improve-the-sales-process-by-thinking-like-your-buyers/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

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

Inside Audio Marketing, November 29, 2023

<https://www.insideaudiomarketing.com/post/iab-explores-audience-attentiveness-to-audio-1>

***Eastlan/FMR: Broadcast Radio Cume ‘Strong And Consistent’ Across Demos, Market Sizes.**

Inside Radio, November 29, 2023

https://www.insideradio.com/free/eastlan-fmr-broadcast-radio-cume-strong-and-consistent-across-demos-market-sizes/article_a852cdb0-8e8a-11ee-8d5a-1710146826d4.html

Fragile But Resilient

MediaPost (J. Walker Smith), November 29, 2023

https://www.mediapost.com/publications/article/391440/fragile-but-resilient.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132473&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

***AM/FM Radio Powers Tax Preparation Brand Effectiveness, According To Five Different Studies**

Westwood One/Cumulus Media (Pierre Bouvard), November 27, 2023

<https://www.westwoodone.com/blog/2023/11/27/am-fm-radio-powers-tax-preparation-brand-effectiveness-according-to-five-different-studies/>

***Study: Advertisers Need Schoolin’ On Attention Metrics.**

Inside Audio Marketing, November 27, 2023

<https://www.insideaudiomarketing.com/post/study-advertisers-need-schoolin-on-attention-metrics>

Holiday DIY Powers Massive Black Friday Revenue For Radio

Radio Ink, November 28, 2023

https://radioink.com/2023/11/28/holiday-diy-powers-massive-black-friday-revenue-for-radio/?vgo_ee=Q8u3pBzRzm%2F6M0BaADAlVxaJV7Cb8zuZuWUfTz8cMLkKuiFC3ON%3AyLuP2GII22%2BLsXxpe9LvdNZ%2FsnjoTWOQ

Do You Have Word Whiskers?

Radio Ink (Pat Bryson), November 27, 2023

<https://radioink.com/2023/11/27/pat-bryson-do-you-have-word-whiskers/>

***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%20Media%26%20Technology%20Daily%20171

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

TOP FIVE SELECTED ARTICLES/RESOURCES

NEW US AD FORECAST: Strong Advertising Trends In 3Q23 Indicate Better-Than Expected Full Year 2023 and 2024

New Quarterly Forecast Through 4Q28 With Historical Figures Updated Through 3Q23

Madison and Wall (Brian Wieser), November 29, 2023

https://madisonandwall.substack.com/p/new-us-ad-forecast-strong-advertising?utm_source=post-email-title&publication_id=1329274&post_id=139257615&utm_campaign=email-post-title&isFreemail=true&r=2g64lx&utm_medium=email

Radio's Digital Revenue Keeps Growing. But How Profitable Is It?

Inside Radio, November 29, 2023

https://www.insideradio.com/free/radio-s-digital-revenue-keeps-growing-but-how-profitable-is-it/article_1b79ea9e-8e8b-11ee-aecd-e3dfa00e9370.html

Local Media Sellers Under Pressure To Drive Digital Ad ROI

RBR-TVBR, November 28, 2023

https://rbr.com/local-media-sellers-under-pressure-to-drive-digital-ad-roi/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20173

Q3 National TV, Video Ads Sink 3.2%: Madison And Wall

MediaPost (Wayne Friedman), November 29, 2023

https://www.mediapost.com/publications/article/391473/q3-national-tv-video-ads-sink-32-madison-and-w.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132479&hashid=0GmwUb-VQzGI9svJRwTNRa

FTC Sends Out Warnings About Not Properly Identifying Sponsored Content.

Inside Radio, November 27, 2023

https://www.insideradio.com/free/ftc-sends-out-warnings-about-not-properly-identifying-sponsored-content/article_6a74e466-8cf9-11ee-922b-6f2b50947b8a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20172

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***5 Points About US Podcast Advertising in 2023**

Marketing Charts, November 29, 2023

https://www.marketingcharts.com/advertising-trends/creative-and-formats-231321?mc_cid=d5e5a12143&mc_eid=c106971821

***Secrets to Retaining Gen Z Employees**

The Center For Sales Strategy (Tirzah Thornburg), November 29, 2023

https://blog.thecenterforsalesstrategy.com/secrets-to-retaining-gen-z-employees?utm_campaign=subscriber&utm_medium=email&hsmi=284511944&hsenc=p2ANqtz-PozpOztw6qCQ0x5pGu75Wam0d36QLDZaw1wocfHY7BpRf1stG5pN7hz762zTNMda1GJ7flEKQKaRQMh3I4Wm5LWPCMA&utm_content=284511944&utm_source=hs_email

***Is the HiPPO Stifling Your Team's Creativity?**

The Center For Sales Strategy (Kate Rehling), November 28, 2023

https://blog.thecenterforsalesstrategy.com/is-the-hippo-stifling-your-teams-creativity?utm_campaign=subscriber&utm_medium=email&hsmi=284330002&hsenc=p2ANqtz-8jFTCduKOAFs0gJbNp-mUBr6WW7UTfeVUGoF9JyNVUypWtem_XuSKb4jTbRUOKOPbosCtnQUIHl_L1Dj2t8ikP_XjLrg&utm_content=284330002&utm_source=hs_email

***Podcasting's Multiplatform Imperative**

Amplifi Media (Steven Goldstein), November 28, 2023

https://www.amplifimedia.com/blogstein-1/podcastings-multiplatform-imperative?mc_cid=f32d44733e&mc_eid=30f6902dce

Sage EAS Users Get a Deadline Extension From the FCC But users of other equipment must still comply by Dec. 12

RadioWorld (Paul McLane), November 28, 2023

https://www.radioworld.com/news-and-business/headlines/sage-eas-users-get-a-deadline-extension-from-the-fcc?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=D8427215-92C3-4B8A-A7FE-972405347358&utm_source=SmartBrief

What A Drag It ISN'T Getting Old

Jacobs Media Strategies (Fred Jacobs), November 27, 2023

https://jacobsmedia.com/what-a-drag-it-isnt-getting-old/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_172

Humans vs. Machines: Untangling the Tasks AI Can (and Can't) Handle

Harvard Business School (Rachel Layne), November 22, 2023

https://hbswk.hbs.edu/item/humans-vs-machines-untangling-the-tasks-ai-can-and-cant-handle?utm_source=ActiveCampaign&utm_medium=email&utm_content=Putting+ChatGPT+to+work+%7C+What+really+influences+voters+%7C+Business+in+China&utm_campaign=WK+Newsletter+11-29-2023

Nielsen PPM Audience Monthly Trends

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

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

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

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

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

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

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