

JANUARY 05, 2022

Welcome to your first Midweek Resource Roundup of 2022! I hope your Holidays were everything you hoped for and that the new year is off to a promising start.

There are a lot of great sales related topics, tips and training materials in this week's edition to help you get a jump start the year. It is also a great time to pick a book to read to help continue your professional sales/sales management development. Here are three titles that Sales Hacker recommends as must reads for sales managers:

- 1) Predictable Revenue By Aaron Ross & Marylou Tyler
- 2) Sell with a Story By Paul Smith
- 3) Sales Manager Survival Guide By David A. Brock

But wait, there's more! Our very own Chris Fleming, Executive Vice President of El Dorado Broadcasters, LLC., and SCBA executive board member, also recently wrote a book on selling and you can check it out here:

Yes.... I'm A Salesman: You Can Be, Too

<https://www.amazon.com/dp/B09MBBBB3W/ref=nodl>

The books recommended by Sales Hacker are also available on Amazon. I also encourage you to order through a locally owned independent bookseller in your community. Full disclosure, my daughter and son-in-law own and independent book store in Ventura and you can also order for delivery on their site: www.timbrebooks.com

Now let's move on to take a look at the Nielsen summary data for our PPM measured markets for both Week 1 and Week 2 of the Holiday Survey. The numbers hold up very well to the last several months. For you reference the dates for these weeks are 12/9-12/15 and 12/16-12/22.

Los Angeles (Metro 12+ Population 11,469,700)

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
Sept Monthly - 641,500
Oct Monthly - 660,800
Nov Monthly - 678,200
Dec Monthly - 662,200

Hol Week 1 - 706,700

Hol Week 2 - 718,800

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300
Oct Monthly - 10,156,100
Nov Monthly - 10,281,100
Dec Monthly - 10,414,000

Hol Week 1 - 10,394,300
Hol Week 2 - 10,489,600

Riverside/San Bernardino (Metro 12+ Population 2,145,300)

AQH:

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600
Oct Monthly - 116,900
Nov Monthly - 119,700
Dec Monthly - 114,800

Hol Week 1 - 107,400
Hol Week 2 - 111,400

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900
Oct Monthly - 1,928,200
Nov Monthly - 1,936,300
Dec Monthly - 1,904,700

Hol Week 1 - 1,869,100
Hol Week 2 - 1,857,600

San Diego (Metro 12+ Population 2,873,100)

AQH:

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300

- 136,000
Nov Monthly - 141,400
Dec Monthly - 131,500

Hol Week 1 - 133,500
Hol Week 2 - 130,000

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400
Oct Monthly - 2,516,600
Nov Monthly - 2,481,400
Dec Monthly - 2,518,600

Hol Week 1 - 2,422,200
Hol Week 2 - 2,517,400

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

—Malcolm X

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

How to Update Your Sales Process for 2022

The Center For Sales Strategy (Kurt Sima) January 5, 2022

https://blog.thecenterforsalesstrategy.com/how-to-update-your-sales-process-for-2022?utm_campaign=subscriber&utm_medium=email&_hsmt=200024811&_hsenc=p2ANqtz--PauwujqND18gZLCsxOZ0Qylb865FooveXSYbO10Uj_OtxZbkme6RRw-rAD2JIXt2fq34r0bgDWS93rKayfypN1t4w&utm_content=200024811&utm_source=hs_email

Difference-makers for setting and achieving your goals

SmartBrief January 4, 2022

https://www.smartbrief.com/original/2022/01/difference-makers-setting-and-achieving-your-goals?utm_source=brief

The Importance of Pitching the Perfect Sales Presentation

The Center For Sales Strategy (Amanda Meade) January 4, 2022

https://blog.thecenterforsalesstrategy.com/the-importance-of-pitching-the-perfect-sales-presentation?utm_campaign=subscriber&utm_medium=email&_hsmt=199912743&_hsenc=p2ANqtz-XPtDiD7UgkJowpccH2OWM37hAbeBqBsy8FqDAH_3AitH5Gs83mNNheqZThkvWmzOhz7ILEAXbrz6UpKWaUKvTL4nX_A&utm_content=199912743&utm_source=hs_email

Podcast Ad Rates Rose 7% In December Thanks To Year-End Flood Of Ad Spending.

Inside Radio (AdvertiseCast) January 4, 2022

http://www.insideradio.com/podcastnewsdaily/podcast-ad-rates-rose-7-in-december-thanks-to-year-end-flood-of-ad-spending/article_9c63423c-6d85-11ec-8845-379c2cc25e55.html

GM Loses U.S. Sales Crown to Toyota, Ends Run Dating to 1931

Bloomberg January 4, 2022

<https://www.bloomberg.com/news/articles/2022-01-04/carmakers-close-rough-year-as-issues-linger-auto-sales-update>

More Sales In 22 Look Like These 5 Things

Radio Ink (Loyd Ford) January 3, 2022

https://radioink.com/2022/01/03/more-sales-in-22-look-like-these-5-things/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D

Are Sales Demographics Really Important?

Radio Ink (Marc Greenspan) January 3, 2022

<https://radioink.com/2022/01/03/are-sales-demographics-really-important/>

To Remain Relevant, Advertisers Need to Reimagine Audiences

ad exchanger January 3, 2022

https://www.adexchanger.com/data-driven-thinking/how-advertisers-need-to-reimagine-audiences-in-order-to-remain-relevant/?oly_enc_id=0651H4943323A6U

Selling Remotely: It's Time to Polish Your Skills

SalesFuel January 1, 2021

<https://salesfuel.com/selling-remotely-its-time-to-polish-your-skills/>

How to Write Emails that Reach Your Prospects

SalesFuel January 1, 2021

<https://salesfuel.com/how-to-write-emails-that-reach-your-prospects/>

6 Good Habits of Successful Salespeople

SalesFuel January 1, 2021

<https://salesfuel.com/6-good-habits-of-successful-salespeople/>

Radio Reaches Working Women Planning Major Consumer Purchases.

Inside Radio (the Media Audit) December 30, 2021

http://www.insideradio.com/free/radio-reaches-working-women-planning-major-consumer-purchases/article_572b694a-6936-11ec-8c58-97d325d83761.html

Advertising Case For Podcasts Is Loud And Clear

MediaPost December 27, 2021

https://www.mediapost.com/publications/article/369747/advertising-case-for-podcasts-is-loud-and-clear.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124828&has_hid=nPO6kNh8ToCb2_NBH4Mycg

Surge And Splurge: Online Sales Rose By 11% During Holiday Period

MediaPost December 27, 2021

https://www.mediapost.com/publications/article/369735/surge-and-splurge-online-sales-rose-by-11-during.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=124811&hashid=QT49sL4xQ-GvJ7BwwJ5k_A

Increasingly Diverse Podcast Listeners Are Putting Their Stamp On What's Being Heard.

Inside Radio (Edison Research + Nielsen) December 30, 2021

http://www.insideradio.com/podcastnewsdaily/increasingly-diverse-podcast-listeners-are-putting-their-stamp-on-what-s-being-heard/article_205214e6-698b-11ec-b29b-8f9807cfbe7f.html

Mobile Use Helps Traditional Radio Strengthen Its Staying Power

MediaPost December 30, 2021

https://www.mediapost.com/publications/article/369803/mobile-use-helps-traditional-radio-strengthen-its.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124788&hashid=Xbl3-p0DS1exdHSa15Xu_g

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

'Single-Source Cross-Platform Measurement' Comes To Comscore

Radio + Television Business Report (Adam Jacobson) January 5, 2022

<https://www.rbr.com/single-source-cross-platform-measurement-comes-to-comscore/>

Programming Outlook 2022: Greater Commitments To Memorable - And Digital – Content.

Inside Radio January 5, 2022

http://www.insideradio.com/free/programming-outlook-2022-greater-commitments-to-memorable---and-digital-content/article_047a7062-6df8-11ec-a3bf-1f24d46e48cb.html

COVID Cost Traditional Media \$15.6 Billion In Ad Spend, According To New Study.

Inside Radio (Standard Media Index) January 5, 2022

http://www.insideradio.com/free/covid-cost-traditional-media-15-6-billion-in-ad-spend-according-to-new-study/article_4b425a88-6df7-11ec-be4f-774ace5fe478.html

Alexa, You Have A Problem!

Jacobs Media Strategies (Fred Jacobs) January 5, 2022

<https://jacobsmedia.com/alexa-you-have-a-problem/>

FCC Asks Appeals Court To Allow New Foreign Programming Sponsor ID Rules To Take Effect.

Inside Radio January 5, 2022

http://www.insideradio.com/free/fcc-asks-appeals-court-to-allow-new-foreign-programming-sponsor-id-rules-to-take-effect/article_67e16c42-6df7-11ec-bdf9-0be14f071802.html

PODCASTERS ARE LETTING SOFTWARE PICK THEIR ADS — IT'S ALREADY GOING AWRY

The Verge January 4, 2022

<https://www.theverge.com/2022/1/4/22865034/podcast-programmatic-spotify-ad-network>

As Ad Recovery Continues, Industry Focuses On Keeping Radio Relevant During Unprecedented Disruption.

Inside Radio January 4, 2021

http://www.insideradio.com/free/as-ad-recovery-continues-industry-focuses-on-keeping-radio-relevant-during-unprecedented-disruption/article_41d2bbf2-6d37-11ec-aaa3-b340b356dce6.html

Did Axios Just Lay Down The Gauntlet On Local Media?

Jacobs Media Strategies (Fred Jacobs) January 4, 2022

<https://jacobsmedia.com/did-axios-just-lay-down-the-gauntlet-on-local-media/>

Pace Of Launches Slowed In 2021, But Publishing Still Outpaces Pre-Pandemic Era.

Inside Radio (Listen Notes) January 4, 2021

http://www.insideradio.com/podcastnewsdaily/pace-of-launches-slowed-in-2021-but-publishing-still-outpaces-pre-pandemic-era/article_f0f1394e-6d85-11ec-8f86-676feb5e590f.html

The Connected Vehicle At CES

Radio Ink (Buzz Knight) January 3, 2022

https://radioink.com/2022/01/03/the-connected-vehicle-at-ces/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Sports Wagering TV Ad Dollars Soar Threefold In Last 4 Months Of 2021

MediaPost January 3, 2022

https://www.mediapost.com/publications/article/369912/sports-wagering-tv-ad-dollars-soar-threefold-in-la.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=124829&hashid=0GmwUb-VQzGI9svJRwTNRa

How to Identify the Needs of Your Sales Team

The Center For Sales Strategy (Jim Hopes) January 3, 2022

https://blog.thecenterforsalesstrategy.com/how-to-identify-the-needs-of-your-sales-team?utm_campaign=subscriber&utm_medium=email&_hsmt=199823686&_hsenc=p2ANqtz-8it2wQdGuquzL1P3ms6Trtbb7WoQ-yrtZ4BXuhe6AL14XFfNrLqnu9gpKJch3nYIEMm2_C9uApc_PDQKvU2PqDagMTDA&utm_content=199823686&utm_source=hs_email

Media Trends For 2022: Consolidation, Commerce And First-Party Data

ad exchanger January 3, 2022

<https://www.adexchanger.com/publishers/media-trends-for-2022-consolidation-commerce-and-first-party-data/>

LeGeyt Takes Charge, Names Leadership Team

RadioWorld January 3, 2022

https://www.radioworld.com/news-and-business/headlines/legeyt-takes-charge-names-leadership-team?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=DC5FFFC0-AEAC-4E40-80E1-86F323B341E1&utm_term=56635b9b-0180-46fb-92ea-d1c65bc244bb

How sports betting is changing the media industry in the US

Insider January 2, 2022

<https://www.businessinsider.com/how-us-sports-betting-is-changing-media-companies-partnerships-ma-2021-12>

Google Patent Describes How Its Technology Authorizes Transfer Of Data Without Cookies

MediaPost December 30, 2021

<https://www.mediapost.com/publications/article/369847/google-patent-describes-how-its-technology-authori.html>

Future of Work Forecast: Ten Remote-Work Experts Predict What's Next

The Async Review December 28, 2021

<https://almanac.io/async-review/future-of-work-forecast-ten-remote-work-experts-predict-whats-next>

CES 2022 Preview: What Radio Can Expect From World's Largest Consumer Tech Show.

Inside Radio December 30, 2021

http://www.insideradio.com/free/ces-2022-preview-what-radio-can-expect-from-world-s-largest-consumer-tech-show/article_778b6956-6936-11ec-b237-ff41ace7cab7.html

'De-correlated with economic fluctuations': Despite pandemic uncertainty ahead advertisers will spend more in all categories

DIGIDAY December 27, 2021

<https://digiday.com/marketing/de-correlated-with-economic-fluctuations-despite-pandemic-uncertainty-ahead-advertisers-will-spend-more-in-all-categories/>

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