

DECEMBER 14, 2022

Our constant quest to learn and grow is what prepares us to complete and achieve our goals. And with each new week there is always a lot to learn so let's get to it because...

"A little learning is a dangerous thing."

— Alexander Pope

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

6 STEPS TO BECOMING A TRUSTED AND VALUED ADVISOR IN B2B SALES

LEADG2 (Maryanne McWhirter) December 9, 2022

https://leadg2.thecenterforsalesstrategy.com/blog/6-steps-to-becoming-a-trusted-and-valued-advisor-in-b2b-sales?utm_medium=email&hsmi=237312683&hsenc=p2ANqtz-8RlxeO0OskibJre8uc_bWiljx83YwtBC35xKlsahLlw0SnWzuTYQ1Q8s_q-X-pdatAb88RSfAN1WNplyIXjz2B1R78wA&utm_content=237312683&utm_source=hs_email

Radio Still Safe Bet For Advertisers, Says eMarketer Report.

Inside Radio (eMarketer) December 12, 2022

https://www.insideradio.com/free/radio-still-safe-bet-for-advertisers-says-emarketer-report/article_65628c7a-79f5-11ed-80f9-7fb4983ad51c.html

The Truth About Economy And Sellers In 2023

Radio Ink (Loyd Ford) December 12, 2022

<https://radioink.com/2022/12/12/the-truth-about-economy-and-sellers-in-2023/>

Ask and You Just Might Receive

Radio Ink (Rick Fink) December 12, 2022

<https://radioink.com/2022/12/12/ask-and-you-just-might-receive/>

Start With 'Who,' Rather Than 'Why'

MediaPost (Michael Baer) December 8, 2022

https://www.mediapost.com/publications/article/380479/start-with-who-rather-than-why.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128573&hshid=nPO6kNh8ToCb2_NBH4Mycg

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

5 Ways Salespeople Can Improve Their Business Acumen

The Center For Sales Strategy (Trey Morris) December 14, 2022

https://blog.thecenterforsalesstrategy.com/5-ways-salespeople-can-improve-their-business-acumen?utm_campaign=subscriber&utm_medium=email&_hsmi=237896880&_hsenc=p2ANqtz-8Zz7Hig153DYHVNVAV74TLVUg4ljLgfYhJAt5ISIOUj4XYUP0mTYUPsB32AcOfsU1-ShcSq4PCC9FiG8xI2Rj4A0rFVA&utm_content=237896880&utm_source=hs_email

Holiday Spending Is Likely To Be Strong Despite Financial Worries

MediaPost (Robert Williams) December 13, 2022

https://www.mediapost.com/publications/article/380634/holiday-spending-is-likely-to-be-strong-despite-fi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128591&hashid=o5sexdpQRQeeqa1Ux78qbw

As Inflation Eases, Retailers Expect Record 'Super Saturday'

MediaPost (Sarah Mahoney) December 13, 2022

https://www.mediapost.com/publications/article/380629/as-inflation-eases-retailers-expect-record-super.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128595&hashid=akE-7z-LS1W9CYmV5M9xXA

In A First, Kohl's is Radio's Top Advertiser With 40K+ Spots.

Inside Radio (Media Monitors) December 13, 2022

https://www.insideradio.com/free/in-a-first-kohl-s-is-radio-s-top-advertiser-with-40k-spots/article_17698fa0-7abd-11ed-88ab-e382a36aac91.html

Are Search Engines Your Sales Downfall?

Radio Ink (Alec Drake) December 12, 2022

<https://radioink.com/2022/12/12/are-search-engines-your-sales-downfall/>

Our Credibility Matters in Sales

Radio Ink (Pat Bryson) December 12, 2022

<https://radioink.com/2022/12/12/our-credibility-matters-in-sales/>

Sales Tips and Tricks: Dealing with Difficult People

SalesFuel December 10, 2022

<https://salesfuel.com/sales-tips-and-tricks-dealing-with-difficult-people/>

How to Add Social Selling to Your B2B Sales Strategy

SalesFuel December 10, 2022

<https://salesfuel.com/how-to-add-social-selling-to-your-b2b-sales-strategy/>

Survey: Auto Dealers' Market Views Sour.

Inside Radio (Cox Automotive) December 9, 2022

https://www.insideradio.com/free/survey-auto-dealers-market-views-sour/article_47071066-7798-11ed-a758-571416dd96ef.html

Consumer sentiment improves in early December

Chain Store Age December 9, 2022

https://chainstoreage.com/consumer-sentiment-improves-early-december?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS A+Day+Breaker

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

TOP FIVE SELECTED ARTICLES/RESOURCES

CEOs Predict Better Business Conditions By End Of 2023

Chief Executive December 13, 2022

<https://chiefexecutive.net/ceos-predict-better-business-conditions-by-end-of-2023/>

Agencies show signs of confidence in 2023 ad spend, survey finds

Marketing Dive December 12, 2022

https://www.marketingdive.com/news/agencies-project-ad-budgets-2023-grow-CTV-YouTube/638543/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202022-12-13%20Marketing%20Dive%20Newsletter%20%5Bissue:46658%5D&utm_term=Marketing%20Dive

Advertising Agency Executives Weigh In On What To Expect In 2023

Forbes (Brad Adgate) December 12, 2022

<https://www.forbes.com/sites/bradadgate/2022/12/12/advertising-agency-executives-weigh-in-on-what-to-expect-in-2023/?sh=c25e9ae5c199>

Forecast 2023: Ad Spending Will Slow Down Next Year But Will Continue To Grow

Forbes (Brad Adgate) December 8, 2022

<https://www.forbes.com/sites/bradadgate/2022/12/08/forecast-2023-ad-spending-will-slow-down-next-year-but-will-continue-to-grow/?sh=4b60f2072469>

Digital Media Revenues Fell In Q3: Study

Media Post (Ray Schultz) December 12, 2022

https://www.mediapost.com/publications/article/380601/digital-media-revenues-fell-in-q3-study.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128588&hshid=XOWE7PwdT4-lekA7MLbhQg

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Agency Ad Consensus Falls Again On Dentsu Year-End Update

MediaPost (Joe Mandese) December 14, 2022

https://www.mediapost.com/publications/article/380621/agency-ad-consensus-falls-again-on-dentsu-year-end.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128600&hashid=Xbl3-p0DS1exdHSa15Xu_g

Why Jeremy Siegel Is Cautiously Optimistic About 2023

Knowledge at Wharton December 13, 2022

[https://knowledge.wharton.upenn.edu/article/why-jeremy-siegel-is-cautiously-optimistic-about-2023/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=12-14-2022&utm_content=Why Jeremy Siegel Is Cautiously Optimistic About 2023](https://knowledge.wharton.upenn.edu/article/why-jeremy-siegel-is-cautiously-optimistic-about-2023/?utm_campaign=KatW2022&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=12-14-2022&utm_content=Why%20Jeremy%20Siegel%20Is%20Cautiously%20Optimistic%20About%202023)

Where Marketers Plan To Spend Budgets Across Advertising, Marketing In 2023

MediaPost (Laurie Sullivan) December 13, 2022

https://www.mediapost.com/publications/article/380612/where-marketers-plan-to-spend-budgets-across-adver.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128590&hashid=MvrWDWYNRcOEFJu_y2GihQ

Broadcasters, Listeners Push Back On Removing AM Radio From Some Cars, Trucks.

Inside Radio December 13, 2022

https://www.insideradio.com/free/broadcasters-listeners-push-back-on-removing-am-radio-from-some-cars-trucks/article_74eafa2-7abd-11ed-9815-43f199ef10d3.html

A new bipartisan bill looks to ban TikTok in the U.S.

Axios December 13, 2022

<https://www.axios.com/2022/12/13/tiktok-ban-bill-rubio-china>

FCC Pushes Back Comment Deadline on Foreign Sponsorship Proposal

NAB gets wish to extend comment period

RadioWorld (Randy J. Stine) December 13, 2022

https://www.radioworld.com/news-and-business/business-and-law/fcc-pushes-back-comment-deadline-on-foreign-sponsorship-proposal?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=F5DC40AA-9AE8-4DCC-B74C-A51E1B990178&utm_source=SmartBrief

Lame Duck Effort To Pass Bill To Help Local Media Negotiate With Big Tech Hits Roadblock.

Inside Radio December 9, 2022

https://www.insideradio.com/free/lame-duck-effort-to-pass-bill-to-help-local-media-negotiate-with-big-tech-hits/article_5dd5f388-7799-11ed-99c2-87099d0ceb89.html

Radio Royalty Bill Moves Forward, But Congress Hopes To Find Compromise In 2023.

Inside Radio December 8, 2022

https://www.insideradio.com/free/radio-royalty-bill-moves-forward-but-congress-hopes-to-find-compromise-in-2023/article_f650eaa0-76db-11ed-8fd3-87f9290cdb9e.html

Tens Of Thousands Of Ads For Pot Dispensaries Aired In 2022.

Inside Radio (Media Monitors) December 12, 2022

https://www.insideradio.com/free/tens-of-thousands-of-ads-for-pot-dispensaries-aired-in-2022/article_85d88392-79f5-11ed-90e8-a75d570946ce.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for November Week 4 (November 24 - November 30, 2022). This survey week starts on Thanksgiving Day.

Los Angeles (Metro 12+ Population 11,369,600)

AQH:

Jan Monthly - 580,600
Feb Monthly - 620,100
Mar Monthly - 608,100

Apr Monthly - 619,500
May Monthly - 641,100
Jun Monthly - 615,300

Jul Monthly - 595,300
Aug Monthly - 598,700
Sep Monthly - 599,600

Oct Monthly - 602,100
Nov Monthly - 583,000

Dec Week 1 - 570,800
Dec Week 2 - 582,900
Dec Week 3 - 497,400

Cume:

Jan Monthly - 9,902,300
Feb Monthly - 10,026,000
Mar Monthly - 10,149,100

Apr Monthly - 10,166,500
May Monthly - 10,139,200
Jun Monthly - 10,124,100

Jul Monthly - 10,103,700
Aug Monthly - 9,994,500
Sep Monthly - 10,182,300

Oct Monthly - 10,061,900
Nov Monthly - 10,078,500

Dec Week 1 - 9,975,800
Dec Week 2 - 9,997,400
Dec Week 3 - 9,840,600

Riverside/San Bernardino (Metro 12+ Population 2,172,100)

AQH:

Jan Monthly - 99,400
Feb Monthly - 113,800
Mar Monthly - 124,500

Apr Monthly - 123,400
May Monthly - 124,200
Jun Monthly - 116,600

Jul Monthly - 108,500
Aug Monthly - 115,100
Sep Monthly - 115,800

Oct Monthly - 117,100
Nov Monthly - 116,300

Dec Week 1 - 110,500
Dec Week 2 - 112,700
Dec Week 3 - 97,100

Cume:

Jan Monthly - 1,810,400
Feb Monthly - 1,894,000
Mar Monthly - 1,921,700

Apr Monthly - 1,873,700
May Monthly - 1,917,700
Jun Monthly - 1,923,000

Jul Monthly - 1,872,400
Aug Monthly - 1,882,900
Sep Monthly - 1,901,400

Oct Monthly - 1,893,700
Nov Monthly - 1,868,200

Dec Week 1 - 1,824,500
Dec Week 2 - 1,923,500
Dec Week 3 - 1,816,500

San Diego (Metro 12+ Population 2,881,200)

AQH:

Jan Monthly - 119,000
Feb Monthly - 124,000
Mar Monthly - 124,800

Apr Monthly - 128,300
May Monthly - 126,800
Jun Monthly - 119,100

Jul Monthly - 120,600
Aug Monthly - 116,400
Sep Monthly - 118,900

Oct Monthly - 122,100
Nov Monthly - 122,200

Dec Week 1 - 117,800
Dec Week 2 - 127,300
Dec Week 3 - 105,300

Cume:

Jan Monthly - 2,351,900
Feb Monthly - 2,393,800
Mar Monthly - 2,389,100

Apr Monthly - 2,389,100
May Monthly - 2,462,400
Jun Monthly - 2,435,200

Jul Monthly - 2,407,400
Aug Monthly - 2,394,500
Sep Monthly - 2,398,500

Oct Monthly - 2,429,200
Nov Monthly - 2,437,200

Dec Week 1 - 2,347,600

Dec Week 2 - 2,459,800

Dec Week 3 - 2,375,200

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