

**DECEMBER 21, 2022**

Here is your weekly installment of information, resources and articles for you in your tireless pursuit of learning and expanding your knowledge...

**Learning never exhausts the mind.**

-- Leonardo da Vinci

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**BIA's Top Recession-Proof Opportunities for 2023.**

Inside Radio December 19, 2022

[https://www.insideradio.com/free/bia-s-top-recession-proof-opportunities-for-2023/article\\_f3f06f50-7f7e-11ed-8d3d-1be0e0f8a1ff.html](https://www.insideradio.com/free/bia-s-top-recession-proof-opportunities-for-2023/article_f3f06f50-7f7e-11ed-8d3d-1be0e0f8a1ff.html)

**When a Tough Question Puts You on the Spot**

Harvard Business Review (Allison Shapira) December 19, 2022

<https://hbr.org/2022/12/when-a-tough-question-puts-you-on-the-spot>

**Set Sales Goals AND the Actions to Reach Them**

SalesFuel December 17, 2022

<https://salesfuel.com/set-sales-goals-and-the-actions-to-reach-them/>

**Tips to Transform Your Closing Questions and Improve Negotiations**

SalesFuel December 17, 2022

<https://salesfuel.com/tips-to-transform-your-closing-questions-and-improve-negotiations/>

**HOW TO WRITE A SALES EMAIL THAT WILL GET A RESPONSE**

LeadG2 (Dean Moothart) December 16, 2022

[https://leadg2.thecenterforsalesstrategy.com/blog/how-to-write-a-sales-email-that-will-get-a-response?utm\\_medium=email&hsmi=238237843&hsenc=p2ANqtz--4NkhJpo8mKifqCzzOWdWDnDeQxysvldA3boAcnflqjIJNy8cx9EO7xMtEic8G8kyfhP-c-F5vf13fSG4LxFAga007xg&utm\\_content=238237843&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/how-to-write-a-sales-email-that-will-get-a-response?utm_medium=email&hsmi=238237843&hsenc=p2ANqtz--4NkhJpo8mKifqCzzOWdWDnDeQxysvldA3boAcnflqjIJNy8cx9EO7xMtEic8G8kyfhP-c-F5vf13fSG4LxFAga007xg&utm_content=238237843&utm_source=hs_email)

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

Nielsen Says Post-Pandemic Media Habits Reveal Podcasting Has More Heavy Listeners.

Inside Radio December 21, 2022

[https://www.insideradio.com/free/nielsen-says-post-pandemic-media-habits-reveal-podcasting-has-more-heavy-listeners/article\\_7deee630-8102-11ed-b6b4-931cf8d8293b.html](https://www.insideradio.com/free/nielsen-says-post-pandemic-media-habits-reveal-podcasting-has-more-heavy-listeners/article_7deee630-8102-11ed-b6b4-931cf8d8293b.html)

### **Magna: Audio Ads Targeting Distinct Audiences Outscore Those Aimed At General Market.**

Inside Radio December 20, 2022

[https://www.insideradio.com/free/magna-audio-ads-targeting-distinct-audiences-outscore-those-aimed-at-general-market/article\\_38dd0062-8040-11ed-9e23-1ffb16706306.html](https://www.insideradio.com/free/magna-audio-ads-targeting-distinct-audiences-outscore-those-aimed-at-general-market/article_38dd0062-8040-11ed-9e23-1ffb16706306.html)

### **Healthcare, Retail Categories Dominate Radio's Top Weekly Advertisers.**

Inside Radio (Media Monitors) December 20, 2022

[https://www.insideradio.com/free/healthcare-retail-categories-dominate-radio-s-top-weekly-advertisers/article\\_b3997048-803f-11ed-ad1b-f752d6d9f97d.html](https://www.insideradio.com/free/healthcare-retail-categories-dominate-radio-s-top-weekly-advertisers/article_b3997048-803f-11ed-ad1b-f752d6d9f97d.html)

### **The Big 6 of Building Stronger 2023 Sales**

Radio Ink (Loyd Ford) December 19, 2022

<https://radioink.com/2022/12/19/the-big-6-of-building-stronger-2023-sales/>

### **What Are the Four P's of Radio?**

Radio Ink (Alec Drake) December 19, 2022

<https://radioink.com/2022/12/19/what-are-the-four-ps-of-radio/>

### **Selling with New Scarborough Categories**

Radio Ink (Marc Greenspan) December 19, 2022

<https://radioink.com/2022/12/19/selling-with-new-scarborough-categories/>

### **Putting Some Ho-Ho In Radio Ads Could Help Boost Effectiveness, Study Finds.**

Inside Radio (Katz Media Group) December 19, 2022

[https://www.insideradio.com/free/putting-some-ho-ho-in-radio-ads-could-help-boost-effectiveness-study-finds/article\\_abd605b8-7f7e-11ed-b5f5-973c607854a2.html](https://www.insideradio.com/free/putting-some-ho-ho-in-radio-ads-could-help-boost-effectiveness-study-finds/article_abd605b8-7f7e-11ed-b5f5-973c607854a2.html)

### **Audacy Report: Kids Love Smart Speakers**

Radio Ink (Matthew Keys) December 19, 2022

<https://radioink.com/2022/12/19/audacy-report-kids-love-smart-speakers/>

### **Furniture Shoppers: Younger, Into Podcasts, Streaming And Contemporary Formats.**

Inside Radio (Nielsen) December 19, 2022

[https://www.insideradio.com/free/furniture-shoppers-younger-into-podcasts-streaming-and-contemporary-formats/article\\_d1b34264-7f7e-11ed-ae70-d79e1ba87aed.html](https://www.insideradio.com/free/furniture-shoppers-younger-into-podcasts-streaming-and-contemporary-formats/article_d1b34264-7f7e-11ed-ae70-d79e1ba87aed.html)

### **How To Be An Effective Seller In A Slow Economy**

SalesFuel December 17, 2022

<https://salesfuel.com/how-to-be-an-effective-seller-in-a-slow-economy/>

### **Recession-Proof Industries in 2023**

SalesFuel December 16, 2022

<https://salesfuel.com/recession-proof-industries-in-2023/>

### **More women are becoming regular podcast listeners, research says**

Edison Research and SXM Media found that they're more likely to be receptive to ads on podcasts hosted or produced by women.

Marketing Brew December 15, 2022

[https://www.marketingbrew.com/stories/2022/12/15/more-women-are-becoming-regular-podcast-listeners-research-says?utm\\_campaign=mkb&utm\\_medium=newsletter&utm\\_source=morning\\_brew&mid=%7B%7Bmd5\(profile.email\)%7D%7D](https://www.marketingbrew.com/stories/2022/12/15/more-women-are-becoming-regular-podcast-listeners-research-says?utm_campaign=mkb&utm_medium=newsletter&utm_source=morning_brew&mid=%7B%7Bmd5(profile.email)%7D%7D)

### **Hispanics' Rising Wealth Fuels Growth Of New Luxury Market**

MediaPost (Cynthia Correa) December 15, 2022

[https://www.mediapost.com/publications/article/380731/hispanics-rising-wealth-fuels-growth-of-new-luxur.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128667&has\\_hid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/380731/hispanics-rising-wealth-fuels-growth-of-new-luxur.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128667&has_hid=nPO6kNh8ToCb2_NBH4Mycg)

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

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

#### **Some Of Radio's Biggest Ad Categories Are Where Ad Forecasters See Growth In 2023.**

Inside Radio (Dentsu) December 21, 2022

[https://www.insideradio.com/free/some-of-radio-s-biggest-ad-categories-are-where-ad-forecasters-see-growth-in-2023/article\\_31dbd2d0-8102-11ed-8c73-373d232fb011.html](https://www.insideradio.com/free/some-of-radio-s-biggest-ad-categories-are-where-ad-forecasters-see-growth-in-2023/article_31dbd2d0-8102-11ed-8c73-373d232fb011.html)

#### **Bold Business Predictions for 2023**

The Center For Sales Strategy (Amanda Meade) December 20, 2022

[https://blog.thecenterforsalesstrategy.com/bold-business-predictions-for-2023?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=238709422&hsenc=p2ANqtz-9LFE8IBYUT03zTSh9\\_QfelT52St9Xuu-bsQDafBQnTnxZXgz4uT-Ci5NAU8CLFebIRZBS3a5bTIWAQspK2gOl2P9Ew&utm\\_content=238709422&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/bold-business-predictions-for-2023?utm_campaign=subscriber&utm_medium=email&hsmi=238709422&hsenc=p2ANqtz-9LFE8IBYUT03zTSh9_QfelT52St9Xuu-bsQDafBQnTnxZXgz4uT-Ci5NAU8CLFebIRZBS3a5bTIWAQspK2gOl2P9Ew&utm_content=238709422&utm_source=hs_email)

#### **Ad Market Falls For 6th Consecutive Month In November, Signaling Potential Recession**

MediaPost (Joe Mandese) December 20, 2022

[https://www.mediapost.com/publications/article/380842/ad-market-falls-for-6th-consecutive-month-in-novem.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128666&hashid=0GmwUb-VQzGl9svJRwTNRa](https://www.mediapost.com/publications/article/380842/ad-market-falls-for-6th-consecutive-month-in-novem.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128666&hashid=0GmwUb-VQzGl9svJRwTNRa)

#### **Brad Kelly Exits Nielsen In Extensive Management Shakeup.**

Inside Radio December 19, 2022

[https://www.insideradio.com/free/nielsen-audio-managing-partner-brad-kelly-exits-in-extensive-management-shakeup/article\\_61aa0f8c-7fc6-11ed-b191-a771249d4a91.html](https://www.insideradio.com/free/nielsen-audio-managing-partner-brad-kelly-exits-in-extensive-management-shakeup/article_61aa0f8c-7fc6-11ed-b191-a771249d4a91.html)

## **NIELSEN REORGANIZES INTO THREE UNITS, FIVE TOP EXECUTIVES DEPART**

Xandr Head of Research Pete Doe joins Nielsen, research chief Mainak Mazumdar exits  
Ad Age (Jack Neff) December 20, 2022.

[https://adage.com/article/data-driven-marketing/nielsen-reorganizes-three-units-five-top-executives-depart/2460621?utm\\_source=ad-age-wake-up-call-tuesday&utm\\_medium=email&utm\\_campaign=20221219&utm\\_content=hero-headline&adobe\\_mc=MC MID%3D52651663548865865300961361350847875303%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1671541790&CSAuthResp=1671541798122%3A0%3A5580653%3A150997699%3A24%3Asuccess%3A32A98426EA66266DF98ED4E5BB820566](https://adage.com/article/data-driven-marketing/nielsen-reorganizes-three-units-five-top-executives-depart/2460621?utm_source=ad-age-wake-up-call-tuesday&utm_medium=email&utm_campaign=20221219&utm_content=hero-headline&adobe_mc=MC MID%3D52651663548865865300961361350847875303%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1671541790&CSAuthResp=1671541798122%3A0%3A5580653%3A150997699%3A24%3Asuccess%3A32A98426EA66266DF98ED4E5BB820566)

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

## **Digital Ad Spending Declined In November, Linear TV Falls To 35% Share**

MediaPost (Joe Mandese) December 20, 2022

[https://www.mediapost.com/publications/article/380860/digital-ad-spending-declined-in-november-linear-tv.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128680&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/380860/digital-ad-spending-declined-in-november-linear-tv.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128680&hashid=0GmwUb-VQzGI9svJRwTNRa)

## **Ad 'Duopoly' Falter, Will Bring In Less Than Half Of Digital Advertising**

MediaPost (Ray Schultz) December 20, 2022

<https://www.mediapost.com/publications/article/380885/ad-duopoly-falters-will-bring-in-less-than-half.html>

## **News Antitrust Bill Fails to Make Omnibus Spending Package**

Broadcasting & Cable (John Eggerton) December 20, 2022

Would have given broadcasters more leverage over online reuse of their content

<https://www.nexttv.com/news/news-antitrust-bill-fails-to-make-omnibus-spending-package>

## **Radio And SoundExchange Sing Similar Tune In Court: CRB Rates Should Be Tossed Out.**

Inside Radio (NAB) December 19, 2022

[https://www.insideradio.com/free/radio-and-soundexchange-sing-similar-tune-in-court-crb-rates-should-be-tossed-out/article\\_46ca59f8-7f7e-11ed-84bf-db5f4d91c315.html](https://www.insideradio.com/free/radio-and-soundexchange-sing-similar-tune-in-court-crb-rates-should-be-tossed-out/article_46ca59f8-7f7e-11ed-84bf-db5f4d91c315.html)

## **FCC Hikes Radio Application Fees**

### **Radio stations to pay hundreds of dollars more for some FCC applications**

RadioWorld December 18, 2022

[https://www.radioworld.com/news-and-business/headlines/fcc-hikes-radio-application-fees?utm\\_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=74BA266C-6F9B-4DD1-A065-67B5D6281828&utm\\_source=SmartBrief](https://www.radioworld.com/news-and-business/headlines/fcc-hikes-radio-application-fees?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=74BA266C-6F9B-4DD1-A065-67B5D6281828&utm_source=SmartBrief)

## **Reality Check: These Social Trends Will Actually Shape Local Marketing in 2023**

StreetFight (Donny Dye) December 16, 2022

<https://streetfightmag.com/2022/12/16/reality-check-these-social-trends-will-actually-shape-local-marketing-in-2023/>

### **Dentsu's forecast for 2023 shows a year of slowing growth reaching \$740B, led by digital**

DIGIDAY (Antoinette Siu) December 15, 2022

<https://digiday.com/media-buying/dentsus-forecast-for-2023-shows-a-year-of-slowing-growth-reaching-740b-led-by-digital/>

### **How to make innovation a way of life, not just an event**

Author Talks: The simple way to get more great ideas

McKinsey & Company December 15, 2022

<https://www.mckinsey.com/featured-insights/mckinsey-on-books/author-talks-the-simple-way-to-get-more-great-ideas>

### **There Was No National EAS Test In 2022, But An FCC Paperwork Requirement Remains.**

Inside Radio December 15, 2022

[https://www.insideradio.com/free/there-was-no-national-eas-test-in-2022-but-an-fcc-paperwork-requirement-remains/article\\_889d500c-7cc6-11ed-aa5e-1b35b8b85f21.html](https://www.insideradio.com/free/there-was-no-national-eas-test-in-2022-but-an-fcc-paperwork-requirement-remains/article_889d500c-7cc6-11ed-aa5e-1b35b8b85f21.html)

### **Washington Worries About AM Radio – Senator Markey and Commissioner Simington Weigh in on the Future of the Service While Overseas There are Thoughts of Ending Broadcasting Altogether**

Broadcast Law Blog (David Oxenford) December 14, 2022

<https://www.broadcastlawblog.com/2022/12/articles/washington-worries-about-am-radio-senator-markey-and-commissioner-simington-weigh-in-on-the-future-of-the-service-while-overseas-there-are-thoughts-of-ending-broadcasting-altogether/>

### **Nielsen PPM Audience Weekly Trends**

**Here are the audience trends for our PPM markets for November Week 4 (December 1 - December 7, 2022), and the Full Survey Month of December. The Holiday Survey began on December 8, 2022.**

### **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 Monthly - 559,700

Dec Week 1 - 570,800

Dec Week 2 - 582,900

Dec Week 3 - 497,400

Dec Week 4 - 587,500

**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 Monthly - 9,951,100

Dec Week 1 - 9,975,800

Dec Week 2 - 9,997,400

Dec Week 3 - 9,840,600

Dec Week 4 - 9,990,500

**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 Monthly - 107,700

Dec Week 1 - 110,500  
Dec Week 2 - 112,700  
Dec Week 3 - 97,100  
Dec Week 4 - 110,600

**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 Monthly - 1,852,300

Dec Week 1 - 1,824,500  
Dec Week 2 - 1,923,500  
Dec Week 3 - 1,816,500  
Dec Week 4 - 1,844,800

**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 Monthly - 117,300

Dec Week 1 - 117,800  
Dec Week 2 - 127,300  
Dec Week 3 - 105,300  
Dec Week 4 - 118,900

**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 Monthly - 2,373,200

Dec Week 1 - 2,347,600  
Dec Week 2 - 2,459,800  
Dec Week 3 - 2,375,200  
Dec Week 4 - 2,310,000

Wishing you all a wonderful Holiday Season!

Miles