

**DECEMBER 28, 2022**

I hope you are all enjoying the Holiday Season as we wrap up the final week of 2022. This week's curated selections of resources and articles is a bit sparse since many publications are on vacation schedules and many are rehashing the best articles and stories of the year. But, there are still great things to learn this week that can help you. All it takes is the right mindset....

**“With the right mindset, we can’t lose, we either practice what we’ve learned or we learn what we need to practice.”**

-- Noura, Philosopher and Mindfulness Author

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Borrell: SMBs Reveal Marketing Priorities for 2023**

Radio Ink (Matthew Keys/Borrell) December 27, 2022

<https://radioink.com/2022/12/27/borrell-marketers-reveal-priorities-for-2023/>

**The Best Seller in Radio**

Radio Ink (Loyd Ford) December 27, 2022

<https://radioink.com/2022/12/27/the-best-seller-in-radio/>

**Why Your Clients Should Take Advantage of Local Advertising in 2022**

SalesFuel (BIA Advisory Services) December 20, 2022

<https://salesfuel.com/why-your-clients-should-take-advantage-of-local-advertising-in-2022/>

**HOW TO BUILD A SALES FUNNEL WITH MARKETING AUTOMATION**

LeadG2 December 27, 2022

[https://leadg2.thecenterforsalesstrategy.com/blog/how-to-build-a-sales-funnel-with-marketing-automation?utm\\_medium=email&hsmi=239181108&hsenc=p2ANqtz-9ogAc-5-spFpUsP3uIUtTeGPnjfOGrZCXuWZbuobGhPUs2iK2SG\\_7Q8nj6WuMNOvGZMjH1m\\_DbiGWq64cfkEIYEIfOJA&utm\\_content=239181108&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/how-to-build-a-sales-funnel-with-marketing-automation?utm_medium=email&hsmi=239181108&hsenc=p2ANqtz-9ogAc-5-spFpUsP3uIUtTeGPnjfOGrZCXuWZbuobGhPUs2iK2SG_7Q8nj6WuMNOvGZMjH1m_DbiGWq64cfkEIYEIfOJA&utm_content=239181108&utm_source=hs_email)

**For Budget Sake: Focus On Existing Customers Before Acquiring New Ones In 2023**

MediaPost (Laurie Sullivan) December 19, 2022

[https://www.mediapost.com/publications/article/380779/for-budget-sake-focus-on-existing-customers-befor.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128723&hshid=grmAnk9ZRAeFF01byG1w0g](https://www.mediapost.com/publications/article/380779/for-budget-sake-focus-on-existing-customers-befor.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128723&hshid=grmAnk9ZRAeFF01byG1w0g)

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

### **Wireless Carriers Dial Up Radio To Reach Last-Minute Christmas Shoppers.**

Inside Radio (Media Monitors) December 28, 2022

[https://www.insideradio.com/free/wireless-carriers-dial-up-radio-to-reach-last-minute-christmas-shoppers/article\\_c3178a64-8670-11ed-b930-93ddc6f6adea.html](https://www.insideradio.com/free/wireless-carriers-dial-up-radio-to-reach-last-minute-christmas-shoppers/article_c3178a64-8670-11ed-b930-93ddc6f6adea.html)

### **Mastercard Spending Pulse: Holiday sales grew 7.6%**

Chain Store Age December 27, 2022

<https://chainstoreage.com/mastercard-spending-pulse-holiday-sales-grew-76>

### **Nielsen Predicts Ready-To-Drink Cocktail Shakeout In 2023**

MediaPost December 23, 2022

[https://www.mediapost.com/publications/article/380988/nielsen-predicts-ready-to-drink-cocktail-shakeout.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128722&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/380988/nielsen-predicts-ready-to-drink-cocktail-shakeout.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128722&hashid=akE-7z-LS1W9CYmV5M9xXA)

### **When Prospects Don't Get Back to You**

SalesFuel December 22, 2022

<https://salesfuel.com/when-prospects-dont-get-back-to-you/>

### **Holiday shoppers go online**

Chain Store Age December 22, 2022

<https://chainstoreage.com/holiday-shoppers-go-online>

### **Study Finds Radio Listeners More Likely To Be Furniture Buyers, And To Try New Brands.**

Inside Radio (RAB/Provoke Insights) December 22, 2022

[https://www.insideradio.com/free/study-finds-radio-listeners-more-likely-to-be-furniture-buyers-and-to-try-new-brands/article\\_cab48428-81c2-11ed-925c-5f5ce14fd23c.html](https://www.insideradio.com/free/study-finds-radio-listeners-more-likely-to-be-furniture-buyers-and-to-try-new-brands/article_cab48428-81c2-11ed-925c-5f5ce14fd23c.html)

### **Survey: Most restaurants plan to expand in 2023**

Chain Store Age December 21, 2022

<https://chainstoreage.com/survey-most-restaurants-plan-expand-2023>

### **Sales Behaviors That Can Break Your Deal**

SalesFuel December 21, 2022

<https://salesfuel.com/sale-behaviors-that-can-break-your-deal/>

### **The Top 10 Findings of 2022 from Edison Research**

Edison Research December 16, 2022

<https://www.edisonresearch.com/the-top-10-findings-of-2022-from-edison-research/>

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**UCLA Anderson Forecast says resilient U.S. economy is approaching crossroads**

UCLA Anderson December 7, 2022

<https://newsroom.ucla.edu/releases/ucla-anderson-forecast-economy-approaching-crossroads>

**Inside Radio Readers Poll: Next Year's Biggest Growth Coming In Q2 and Q3.**

Inside Radio December 28, 2022

[https://www.insideradio.com/free/inside-radio-readers-poll-next-year-s-biggest-growth-coming-in-q2-and-q3/article\\_fc27389a-8670-11ed-a6bb-df1b369c53e8.html](https://www.insideradio.com/free/inside-radio-readers-poll-next-year-s-biggest-growth-coming-in-q2-and-q3/article_fc27389a-8670-11ed-a6bb-df1b369c53e8.html)

**Is Big Tech In Big Trouble?**

MediaPost (Fredrik Kinge) December 28, 2022

[https://www.mediapost.com/publications/article/380852/is-big-tech-in-big-trouble.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128743&hashid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/380852/is-big-tech-in-big-trouble.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128743&hashid=CKfKjD-IQuCPkoXp87oXHg)

**Do You Still Need a Sales Department?**

Radio Ink (Alec Drake) December 27, 2022

[https://radioink.com/2022/12/27/do-you-still-need-a-sales-department/?vgo\\_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2022/12/27/do-you-still-need-a-sales-department/?vgo_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

**Digital Audio One Of The Bright Spots In SMI's November Read Of Digital Ad Market.**

Inside Radio (Standard Media Index) December 22, 2022

[https://www.insideradio.com/free/digital-audio-one-of-the-bright-spots-in-smi-s-november-read-of-digital-ad/article\\_10cb99b0-81c3-11ed-b9d8-2fd9502c3de2.html](https://www.insideradio.com/free/digital-audio-one-of-the-bright-spots-in-smi-s-november-read-of-digital-ad/article_10cb99b0-81c3-11ed-b9d8-2fd9502c3de2.html)

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

**The Case for Termite Marketing**

Radio Ink (Deborah Parent) December 28, 2022

[https://radioink.com/2022/12/28/the-case-for-termite-marketing/?vgo\\_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2022/12/28/the-case-for-termite-marketing/?vgo_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

**Upfront TV Presentations Facing Weak Engagement And ROI - Should They Be Cancelled?**

MediaPost (Wayne Friedman) December 23, 2022

[https://www.mediapost.com/publications/article/380945/upfront-tv-presentations-facing-weak-engagement-an.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128720&hashid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/380945/upfront-tv-presentations-facing-weak-engagement-an.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128720&hashid=GkaoK9PSSKGhs-uNohSxFw)

#### **4 Things We'll See In 2023**

MediaPost (Dave Morgan) December 22, 2022

[https://www.mediapost.com/publications/article/380941/4-things-well-see-in-2023.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=128732&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/380941/4-things-well-see-in-2023.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128732&hashid=13ziehw8S-6SGyiO6J0RFg)

#### **Drive Time Metrics Expands In-Car Media Data Collection With Content Monitoring.**

InsideRadio December 22, 2022

[https://www.insideradio.com/free/drive-time-metrics-expands-in-car-media-data-collection-with-content-monitoring/article\\_502eb57e-81c3-11ed-8756-a36bfee06a6a.html](https://www.insideradio.com/free/drive-time-metrics-expands-in-car-media-data-collection-with-content-monitoring/article_502eb57e-81c3-11ed-8756-a36bfee06a6a.html)

#### **FCC Launches Review Of Media Ownership Rules.**

Broadcast Law Blog (David Oxenford) December 22, 2022

[https://www.broadcastlawblog.com/2022/12/articles/fcc-starts-2022-quadrennial-review-before-the-2018-review-is-complete-time-for-another-look-at-radio-and-tv-local-ownership-rules/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=655675db72-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-655675db72-70422897](https://www.broadcastlawblog.com/2022/12/articles/fcc-starts-2022-quadrennial-review-before-the-2018-review-is-complete-time-for-another-look-at-radio-and-tv-local-ownership-rules/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=655675db72-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-655675db72-70422897)

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

Here are the audience trends for our PPM markets for Holiday Week 1 (December 8 - December 14, 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

Hol Week 1 - 601,800

**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

Hol Week 1 - 9,981,500

**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

Hol Week 1 - 113,000

**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

Hol Week 1 - 1,811,400

**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

Hol Week 1 - 118,700

**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

Hol Week 1 - 2,302,200

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