

**JANUARY 4, 2023**

Like last week, many publications and sources of material were on hiatus for the holidays and mostly offering "best of" selections. But never fear, we were able to still mine a few gems to help you stay up to date.

I can't help but note the passing of the legendary soccer great Pele last week. I included a Pele quote in a July, 2021, edition of the Midweek Resource Roundup update and I think it is very appropriate to use it again in the first edition of the new year to set the tone for us for a successful 2023...

**"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do."**

-- Pele

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Perception vs. Reality: Eight Things Brands Have Completely Wrong About AM/FM Radio**

Westwood One/Cumulus (Pierre Bouvard) January 3, 2023

<https://www.westwoodone.com/blog/2023/01/03/perception-vs-reality-eight-things-brands-have-completely-wrong-about-am-fm-radio-2/>

**WHY YOU NEED CONTENT TO BOOST YOUR SALES**

LeadG2 (Dean Moothart) January 3, 2023

[https://leadg2.thecenterforsalesstrategy.com/blog/why-you-need-content-to-boost-your-sales?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&\\_hsmt=240215954&\\_hsenc=p2ANqtz-9Wqc4sJWKmA2YVp1GtxlHuBUHRe4leDwjshtf1EgpxNBGYAR3rb5-Q5Nyl6ZsKDeCWfzWPjGPDVUSaEWMqGMxu3XvCVA&utm\\_content=240215954&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/why-you-need-content-to-boost-your-sales?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmt=240215954&_hsenc=p2ANqtz-9Wqc4sJWKmA2YVp1GtxlHuBUHRe4leDwjshtf1EgpxNBGYAR3rb5-Q5Nyl6ZsKDeCWfzWPjGPDVUSaEWMqGMxu3XvCVA&utm_content=240215954&utm_source=hs_email)

**Question Everything & Grow Your 2023 Revenue**

Radio Ink (Loyd Ford) January 3, 2023

[https://radioink.com/2023/01/03/question-everything-grow-your-2023-revenue/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/01/03/question-everything-grow-your-2023-revenue/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

**Prepping for 2023 Top Categories**

Radio Ink (Marc Greenspan) January 3, 2023

[https://radioink.com/2023/01/03/prepping-for-2023-top-categories/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/01/03/prepping-for-2023-top-categories/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

## **The One Rule of Negotiation**

Radio Ink (Alec Drake) January 3, 2023

[https://radioink.com/2023/01/03/the-one-rule-of-negotiation/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/01/03/the-one-rule-of-negotiation/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

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

### **More Women Are Listening to Podcasts**

**Women build communities around podcasts and are open to brand messaging, a recent study shows**

ANA (Melissa Paris) January 3, 2023

<https://www.ana.net/magazines/show/id/forward-2023-01-sxmmedia-women-audiences>

### **Podcast Listener Growth Levels Off While Ad Spend Increases By Double-Digits.**

Podcast News Daily (eMarketer) January 3, 2023

[https://www.podcastnewsdaily.com/news/podcast-listener-growth-levels-off-while-ad-spend-increases-by-double-digits/article\\_1bbc1398-8b8e-11ed-9467-f777ffd1eadc.html](https://www.podcastnewsdaily.com/news/podcast-listener-growth-levels-off-while-ad-spend-increases-by-double-digits/article_1bbc1398-8b8e-11ed-9467-f777ffd1eadc.html)

### **Average Podcast CPMs Rose Two Percent During 2022 Despite December's Pullback.**

Podcast News Daily (AdvertiseCast) January 3, 2023 [https://www.podcastnewsdaily.com/news/average-podcast-cpms-rose-two-percent-during-2022-despite-december-s-pullback/article\\_26317a44-8b8d-11ed-8f9d-ef226b19a05f.html](https://www.podcastnewsdaily.com/news/average-podcast-cpms-rose-two-percent-during-2022-despite-december-s-pullback/article_26317a44-8b8d-11ed-8f9d-ef226b19a05f.html)

### **Social Media Marketing Isn't Enough: Help Your Clients See That**

SalesFuel December 30, 2022

<https://salesfuel.com/social-media-marketing-isnt-enough-help-your-clients-see-that/>

### **Buying On Social Media Channels Is Frustrating, Report Finds**

MediaPost (Ray Schultz) December 30, 2022

[https://www.mediapost.com/publications/article/381100/buying-on-social-media-channels-is-frustrating-re.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128774&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/381100/buying-on-social-media-channels-is-frustrating-re.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128774&hashid=Xbl3-p0DS1exdHSa15Xu_g)

### **The Great Cutback: Most Consumers Are Reducing Their Spending**

MediaPost (Ray Schultz) December 30, 2022

[https://www.mediapost.com/publications/article/381081/the-great-cutback-most-consumers-are-reducing-the.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128774&hashid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/381081/the-great-cutback-most-consumers-are-reducing-the.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128774&hashid=Xbl3-p0DS1exdHSa15Xu_g)

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**9 Tips to Lead Your Sales Team in 2023**

The Center For Sales Strategy (Emily Estey) January 4, 2023

[https://blog.thecenterforsalesstrategy.com/9-tips-to-lead-your-sales-team-in-2023?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=240352403&hsenc=p2ANqtz-99HteeBLQ2s1PDJsnWB5di9L1nd2ouxmfCEikPMONFb6o-D7rXYGpF7nsujRT\\_yFOP05LgDnBrMdMjt2BTRcqKOuIVw&utm\\_content=240352403&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/9-tips-to-lead-your-sales-team-in-2023?utm_campaign=subscriber&utm_medium=email&hsmi=240352403&hsenc=p2ANqtz-99HteeBLQ2s1PDJsnWB5di9L1nd2ouxmfCEikPMONFb6o-D7rXYGpF7nsujRT_yFOP05LgDnBrMdMjt2BTRcqKOuIVw&utm_content=240352403&utm_source=hs_email)

**2023's Biggest Momentum Will Come In Second Half, Industry Leaders Predict.**

Inside Radio January 3, 2023

[https://www.insideradio.com/free/2023-s-biggest-momentum-will-come-in-second-half-industry-leaders-predict/article\\_d6f9bcf0-8b2a-11ed-86d8-af178cdf4a2d.html](https://www.insideradio.com/free/2023-s-biggest-momentum-will-come-in-second-half-industry-leaders-predict/article_d6f9bcf0-8b2a-11ed-86d8-af178cdf4a2d.html)

**33 AD EXECS PREDICT INDUSTRY TRENDS FOR 2023**

**Industry insiders polled by Ad Age forecast potentially bumpy, but ultimately fruitful, changes for the new year**

Ad Age January 3, 2022

<https://adage.com/article/year-review/33-ad-execs-predict-2023-trends-ai-inclusivity-back-office/2461446>

**SMI: Ad Spend Has Best Month Of 2022 In November.**

Inside Radio December 30, 2022

[https://www.insideradio.com/free/smi-ad-spend-has-best-month-of-2022-in-november/article\\_e70b84ee-8813-11ed-ac09-0f9b158cab36.html](https://www.insideradio.com/free/smi-ad-spend-has-best-month-of-2022-in-november/article_e70b84ee-8813-11ed-ac09-0f9b158cab36.html)

**BIA: Business Leaders Have Mixed Outlooks About Next Year.**

Inside Radio December 29, 2022

[https://www.insideradio.com/free/bia-business-leaders-have-mixed-outlooks-about-next-year/article\\_27676e6e-8741-11ed-b76d-2f72a8d97b2a.html](https://www.insideradio.com/free/bia-business-leaders-have-mixed-outlooks-about-next-year/article_27676e6e-8741-11ed-b76d-2f72a8d97b2a.html)

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

**CES 2023: New Voice Assistant And Auto Integrations Unveiled For iHeartRadio.**

Podcast News Daily January 4, 2022

[https://www.podcastnewsdaily.com/news/ces-2023-new-voice-assistant-and-auto-integrations-unveiled-for-iheartradio/article\\_388418f8-8c57-11ed-98dd-db623de55a47.html](https://www.podcastnewsdaily.com/news/ces-2023-new-voice-assistant-and-auto-integrations-unveiled-for-iheartradio/article_388418f8-8c57-11ed-98dd-db623de55a47.html)

### **As Alternative Currencies Grow, Nielsen Finally Launches 'One'**

MediaPost (Wayne Friedman) January 4, 2023

[https://www.mediapost.com/publications/article/381170/as-alternative-currencies-grow-nielsen-finally-la.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=128804&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/381170/as-alternative-currencies-grow-nielsen-finally-la.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128804&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **National TV Ad Spend Trims Losses, Down 2% For November**

MediaPost (Wayne Friedman) January 4, 2023

[https://www.mediapost.com/publications/article/381190/national-tv-ad-spend-trims-losses-down-2-for-nov.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128804&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/381190/national-tv-ad-spend-trims-losses-down-2-for-nov.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128804&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **How to Use Employee Training And Development To Improve Sales Motivation**

The Center for Sales Strategy January 3, 2023

[https://blog.thecenterforsalesstrategy.com/how-to-use-employee-training-and-development-to-improve-sales-motivation?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=240204292&hsenc=p2ANqtz--E0iXTb6Xv1tAKLhyRS3GZ6H0yIVpirTZn0-w4jGawCJcwfVUrUI-4GTE7MU83i0kholebBPbFe025AkM7r6VPScTNA&utm\\_content=240204292&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-use-employee-training-and-development-to-improve-sales-motivation?utm_campaign=subscriber&utm_medium=email&hsmi=240204292&hsenc=p2ANqtz--E0iXTb6Xv1tAKLhyRS3GZ6H0yIVpirTZn0-w4jGawCJcwfVUrUI-4GTE7MU83i0kholebBPbFe025AkM7r6VPScTNA&utm_content=240204292&utm_source=hs_email)

### **The 2023 podcast advertising landscape, as predicted by several industry execs**

Marketing Brew January 3, 2022

<https://www.marketingbrew.com/stories/2023/01/03/the-2023-podcast-advertising-landscape-as-predicted-by-several-industry-exec>

### **January Regulatory Dates for Broadcasters – Quarterly Issues Programs Lists, Children’s Programming Reports, Rulemaking Comments, Copyright Fees for Webcasters, and More**

Broadcast Law Blog (David Oxenford & Robert Primosch) December 29, 2022

[https://www.broadcastlawblog.com/2022/12/articles/january-regulatory-dates-for-broadcasters-quarterly-issues-programs-lists-childrens-programming-reports-rulemaking-comments-copyright-fees-for-webcasters-and-more/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=dabc1b0949-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-dabc1b0949-70422897](https://www.broadcastlawblog.com/2022/12/articles/january-regulatory-dates-for-broadcasters-quarterly-issues-programs-lists-childrens-programming-reports-rulemaking-comments-copyright-fees-for-webcasters-and-more/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=dabc1b0949-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-dabc1b0949-70422897)

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

Here are the audience trends for our PPM markets for Holiday Week 1 (December 15 - December 21, 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  
Hol Week 2 - 611,400

**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 Monthly - 9,951,100

Hol Week 1 - 9,981,500  
Hol Week 2 - 9,985,000

**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  
Hol Week 2 - 110,900

**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  
Hol Week 2 - 1,851,700

**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

Hol Week 2 - 114,700

**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

Hol Week 2 - 2,333,500

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