

**JANUARY 11, 2023**

Hi All,

Things are picking up post Holidays and getting back into normal work mode. Hope you are having a good first full working week of the new year. Lots of important and useful information in your curated collections this week so let's get into the learning game and fight for a win!...

**“The game of life is the game of everlasting learning. At least it is if you want to win.”**

— Charlie Munger

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**As Auto Slowly Rebounds, Here's What You Need To Know About Those Shopping For A Vehicle.**

Inside Radio (Nielsen) January 10, 2023

[https://www.insideradio.com/free/as-auto-slowly-rebounds-here-s-what-you-need-to-know-about-those-shopping-for/article\\_767399d4-90b4-11ed-9a5e-df923090fce3.html](https://www.insideradio.com/free/as-auto-slowly-rebounds-here-s-what-you-need-to-know-about-those-shopping-for/article_767399d4-90b4-11ed-9a5e-df923090fce3.html)

**Successful Selling in Uncertain Times**

BIA Advisory Services January 3, 2022

(Note: This is a 16 minute podcast)

<https://www.buzzsprout.com/1663015/11971593>

**How To Deal With Objections in 2023**

Radio Ink (Loyd Ford) January 9, 2023

<https://radioink.com/2023/01/09/how-to-deal-with-objections-in-2023/>

**Your Selling Tactics Should Include an Executive Presence**

SalesForce January 7, 2023

<https://salesfuel.com/your-selling-tactics-should-include-an-executive-presence/>

**Position Yourself For Success In the New Year With These Tips**

SalesForce January 23, 2023

<https://salesfuel.com/position-yourself-for-success-in-the-new-year-with-these-tips/>

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

### **Will Automakers Nickel And Dime Radio To Death?**

Jacobs Media Strategies (Fred Jacobs) January 11, 2023

<https://jacobsmedia.com/will-automakers-nickel-and-dime-radio-to-death/>

### **Retailers Navigate Post-Holidays Spending Slump**

STREETFIGHT (Stephanie Miles) January 10, 2023

<https://streetfightmag.com/2023/01/10/retailers-navigate-post-holidays-spending-slump/>

### **Restaurant Ads May Be A Tougher Sell As Owners Face Big Jumps In Operating Expenses.**

Inside Radio (National Restaurant Association) January 10, 2023

[https://www.insideradio.com/free/restaurant-ads-may-be-a-tougher-sell-as-owners-face-big-jumps-in-operating-expenses/article\\_1d2af408-90b4-11ed-a08d-439be8b23dad.html](https://www.insideradio.com/free/restaurant-ads-may-be-a-tougher-sell-as-owners-face-big-jumps-in-operating-expenses/article_1d2af408-90b4-11ed-a08d-439be8b23dad.html)

### **Podcast advertising in 5 charts**

eMarketer (Sara Lebow) January 10, 2023

[https://www.insiderintelligence.com/content/podcast-advertising-5-charts?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Edaily%201.10.2023&utm\\_id=eDaily%201.10.2022&utm\\_term=eMarketer%20Daily%20CORE/EMEA%20%28Mon-Fri%29](https://www.insiderintelligence.com/content/podcast-advertising-5-charts?utm_source=newsletter&utm_medium=email&utm_campaign=Edaily%201.10.2023&utm_id=eDaily%201.10.2022&utm_term=eMarketer%20Daily%20CORE/EMEA%20%28Mon-Fri%29)

### **Easing inflation pressures lift consumer sentiment**

Chain Store Age January 6, 2023

<https://chainstoreage.com/easing-inflation-pressure-lift-consumer-sentiment>

### **Inflation To Dramatically Influence Purchase Decisions In 2023, Survey Finds**

MediaPost (Laurie Sullivan) January 6, 2023

[https://www.mediapost.com/publications/article/381269/inflation-to-dramatically-influence-purchase-decis.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128833&has\\_hid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/381269/inflation-to-dramatically-influence-purchase-decis.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128833&has_hid=Xbl3-p0DS1exdHSa15Xu_g)

### **Digital Advertising Trends to Expect in 2023**

StreetFight ( Dan Slivjanovski) January 5, 2023

<https://streetfightmag.com/2023/01/05/digital-advertising-trends-to-expect-in-2023/>

### **What Powers EV Buys: Status Grab Rather Than Altruism?**

MediaPost ( Phyllis Fine) January 5, 2023

[https://www.mediapost.com/publications/article/381218/what-powers-ev-buys-status-grab-rather-than-altru.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=128862&has\\_hid=au6ZkoL8RxyZjDFsyTiFwg](https://www.mediapost.com/publications/article/381218/what-powers-ev-buys-status-grab-rather-than-altru.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128862&has_hid=au6ZkoL8RxyZjDFsyTiFwg)

### **Focus On These B2B Sales Skills In 2023**

SalesFuel January 4, 2022

<https://salesfuel.com/focus-on-these-b2b-sales-skills-in-2023/>

### **Forecast: Watch for Vehicle Demand to Dip in 2023**

Rising interest rates are expected to dampen shoppers' enthusiasm.

Wards Automotive (Steve Finlay) January 03, 2023

<https://www.wardsauto.com/dealers/forecast-watch-vehicle-demand-dip-2023>

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

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

### **5 Recruiting Challenges and How to Overcome Them**

The Center For Sales Strategy (Emily Estey) January 9, 2023

[https://blog.thecenterforsalesstrategy.com/5-recruiting-challenges-and-how-to-overcome-them?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=240915633&\\_hsenc=p2ANqtz-sfRfEqthaBIfSjZKsnDgpQluWRqU97Ag9lp44Q9EQubnE--ZJzPpFXqvTPOJcPgvZUkKU0uuy2pTSS6zb\\_9fW2Pa6Rw&utm\\_content=240915633&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/5-recruiting-challenges-and-how-to-overcome-them?utm_campaign=subscriber&utm_medium=email&_hsmi=240915633&_hsenc=p2ANqtz-sfRfEqthaBIfSjZKsnDgpQluWRqU97Ag9lp44Q9EQubnE--ZJzPpFXqvTPOJcPgvZUkKU0uuy2pTSS6zb_9fW2Pa6Rw&utm_content=240915633&utm_source=hs_email)

### **Four Trends That Will Rock Digital Audio In 2023.**

Inside Radio January 9, 2023

[https://www.insideradio.com/free/four-trends-that-will-rock-digital-audio-in-2023/article\\_3e858e4c-8fec-11ed-a73b-2b1f5f904855.html](https://www.insideradio.com/free/four-trends-that-will-rock-digital-audio-in-2023/article_3e858e4c-8fec-11ed-a73b-2b1f5f904855.html)

### **Are We Too Busy To Be Productive?**

Radio Ink (Alec Drake) January 9, 2023

<https://radioink.com/2023/01/09/are-we-too-busy-to-be-productive/>

### **Freewheel Panel at CES: Embracing the Inevitable Ad Trends in 2023**

MediaVillage January 11, 2023

<https://www.mediavillage.com/article/freewheel-panel-at-ces-embracing-the-inevitable-ad-trends-in-2023/>

### **What's in store for ad spend in 2023**

eMarketer (Arielle Feger) January 6, 2023

[https://www.insiderintelligence.com/content/ad-spend-2023?utm\\_source=Triggermail&utm\\_medium=email&utm\\_campaign=eDaily%201.6.2023&utm\\_id=eDaily%201.6.2022&utm\\_term=eMarketer%20Daily](https://www.insiderintelligence.com/content/ad-spend-2023?utm_source=Triggermail&utm_medium=email&utm_campaign=eDaily%201.6.2023&utm_id=eDaily%201.6.2022&utm_term=eMarketer%20Daily)

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

**Four Things For Broadcasters To Watch For In Washington This Year.**

Inside Radio January 11, 2023

[https://www.insideradio.com/free/four-things-for-broadcasters-to-watch-for-in-washington-this-year/article\\_152436ea-9184-11ed-863f-fb1fb088d9d9.html](https://www.insideradio.com/free/four-things-for-broadcasters-to-watch-for-in-washington-this-year/article_152436ea-9184-11ed-863f-fb1fb088d9d9.html)

**Among NABOB's Goals For 2023: \$75 Million In Advertising For Black-Owned Radio's 75th Anniversary.**

Inside Radio January 11, 2023

[https://www.insideradio.com/free/among-nabobs-goals-for-2023-75-million-in-advertising-for-black-owned-radios-75th-anniversary/article\\_f32a2aea-9183-11ed-b041-d34880e7b786.html](https://www.insideradio.com/free/among-nabobs-goals-for-2023-75-million-in-advertising-for-black-owned-radios-75th-anniversary/article_f32a2aea-9183-11ed-b041-d34880e7b786.html)

**Nielsen Puts Audio And Local TV Together Under Catherine Herkovic.**

Inside Radio January 10, 2023

[https://www.insideradio.com/free/nielsen-puts-audio-and-local-tv-together-under-catherine-herkovic/article\\_cd896582-90b4-11ed-a761-43f235d3fb07.html](https://www.insideradio.com/free/nielsen-puts-audio-and-local-tv-together-under-catherine-herkovic/article_cd896582-90b4-11ed-a761-43f235d3fb07.html)

**FCC Extends Deadline To Upload Documents**

Radio Ink January 10, 2023

<https://radioink.com/2023/01/10/fcc-extends-deadline-to-upload-documents/>

**S&P Sees 2023 Recession Boosting Risks to Challenged Media Business**

**TV ad revenue seen dropping 8.2%**

Broadcasting & Cable (Jon Lafayette) January 10, 2023

[https://www.nexttv.com/news/sandp-sees-2023-recession-boosting-risks-to-challenged-media-business?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm\\_medium=email&utm\\_content=7CC2B070-C315-4E60-B090-74723F6C1272&utm\\_source=SmartBrief](https://www.nexttv.com/news/sandp-sees-2023-recession-boosting-risks-to-challenged-media-business?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=7CC2B070-C315-4E60-B090-74723F6C1272&utm_source=SmartBrief)

**Local Media Buyers Who Buy Broadcast TV Want To Make The Most Media Cuts - On TV**

MediaPost (Wayne Friedman) January 9, 2023

[https://www.mediapost.com/publications/article/381387/local-media-buyers-who-buy-broadcast-tv-want-to-ma.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128881&hashid=mJekFDXrQpCzIaeSPZoRTw](https://www.mediapost.com/publications/article/381387/local-media-buyers-who-buy-broadcast-tv-want-to-ma.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128881&hashid=mJekFDXrQpCzIaeSPZoRTw)

**Key Takeaways For Radio From CES 2023**

Radio Ink (Buzz Knight) January 9, 2023

<https://radioink.com/2023/01/09/key-takeaways-from-ces-2023/>

**A Major Influencer Of Tech Trends At CES 2023 Is...**

Jacobs Media Strategies (Fred Jacobs) January 10, 2023

<https://jacobsmedia.com/a-major-influencer-of-tech-trends-at-ces-2023-is/>

## **Cumulus Media And Signal Hill Insights' Podcast Download – Fall 2022 Report: Podcast Listeners Are Engaged, Following Hosts On Social Media And Showing Interest In Podcast Events**

Westwood One/Cumulus (Lauren Vetrano) January 9, 2023

<https://www.westwoodone.com/blog/2023/01/09/cumulus-media-and-signal-hill-insights-podcast-download-fall-2022-report-podcast-listeners-are-engaged-following-hosts-on-social-media-and-showing-interest-in-podcast-events/>

## **5 SIGNS IT'S TIME TO SCALE UP YOUR SALES AND MARKETING TOOLS**

LEADG2 (Sandra Sepaniak) January 9, 2022

[https://leadg2.thecenterforsalesstrategy.com/blog/5-signs-its-time-to-scale-up-your-sales-and-marketing-tools?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&\\_hsmi=240925608&\\_hsenc=p2ANqtz-9eRLmS2Sh0-80zBIDoTjY2Nh8ecOV29j9daLToBSiGOUo\\_LJhsYkUyoF9qTNBhCpk8NU5OGIWMIRDxhZlSn2s-ntztuQ&utm\\_content=240925608&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/5-signs-its-time-to-scale-up-your-sales-and-marketing-tools?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=240925608&_hsenc=p2ANqtz-9eRLmS2Sh0-80zBIDoTjY2Nh8ecOV29j9daLToBSiGOUo_LJhsYkUyoF9qTNBhCpk8NU5OGIWMIRDxhZlSn2s-ntztuQ&utm_content=240925608&utm_source=hs_email)

## **Programmers Band Together in Joint Industry Committee To Battle Nielsen Dominance**

Broadcasting & Cable (Jon Lafayette) January 9, 2022

[https://www.nexttv.com/news/programmers-band-together-in-joint-industry-committee-to-battle-nielsen-dominance?utm\\_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=B934720D-0F23-46E1-ADF4-90ED2058574C&utm\\_source=SmartBrief](https://www.nexttv.com/news/programmers-band-together-in-joint-industry-committee-to-battle-nielsen-dominance?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=B934720D-0F23-46E1-ADF4-90ED2058574C&utm_source=SmartBrief)

## **Nielsen's Rivals React To Joint Industry Committee Plan**

Broadcasting & Cable (Jon Lafayette) January 10, 2023

<https://www.nexttv.com/news/niensens-rivals-react-to-joint-industry-committee-plan>

## **Paid-Search Ad Spend Falls 18% On Average In December**

MediaPost (Laurie Sullivan) January 9, 2022

[https://www.mediapost.com/publications/article/381335/paid-search-ad-spend-falls-18-on-average-in-decem.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128874&hashid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/381335/paid-search-ad-spend-falls-18-on-average-in-decem.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128874&hashid=CKfKjD-IQuCPkoXp87oXHg)

## **U.S. Ad Market Still Weak In Q4, 'Small Green Shoots' In Q1: WBD's Wiedenfels**

MediaPost/Television News Daily (Wayne Friedman) January 6, 2023

[https://www.mediapost.com/publications/article/381273/us-ad-market-still-weak-in-q4-small-green-shoo.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=128832&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/381273/us-ad-market-still-weak-in-q4-small-green-shoo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128832&hashid=0GmwUb-VQzGI9svJRwTNRa)

## **Digital Audio Listeners Expected To Top 225 Million This Year.**

Inside Radio (eMarketer) January 6, 2023

[https://www.insideradio.com/free/digital-audio-listeners-expected-to-top-225-million-this-year/article\\_f7d1d544-8d8b-11ed-afdc-fb9963819ee5.html](https://www.insideradio.com/free/digital-audio-listeners-expected-to-top-225-million-this-year/article_f7d1d544-8d8b-11ed-afdc-fb9963819ee5.html)

## **The overhaul of TV advertising's upfront model is underway**

DIGIDAY (Tim Peterson) January 6, 2023

<https://digiday.com/future-of-tv/the-overhaul-of-tv-advertisings-upfront-model-is-underway/>

## **FCC Announces that Broadcasters Must File EAS Test Reporting System Form One By February 28, 2023 – Almost All Broadcasters Must File**

Broadcast Law Blog (David Oxenford) January 6, 2023

[https://www.broadcastlawblog.com/2023/01/articles/fcc-announces-that-broadcasters-must-file-eas-test-reporting-system-form-one-by-february-28-2023-almost-all-broadcasters-must-file/?utm\\_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm\\_campaign=c864bc42df-RSS\\_EMAIL\\_CAMPAIGN&utm\\_medium=email&utm\\_term=0\\_550fd6c4c6-c864bc42df-70422897](https://www.broadcastlawblog.com/2023/01/articles/fcc-announces-that-broadcasters-must-file-eas-test-reporting-system-form-one-by-february-28-2023-almost-all-broadcasters-must-file/?utm_source=David+Oxenford%2C+Esq+-+Broadcast+Law+Blog&utm_campaign=c864bc42df-RSS_EMAIL_CAMPAIGN&utm_medium=email&utm_term=0_550fd6c4c6-c864bc42df-70422897)

## **OMD CES Panel: Prep For Explosion Of 'Walled Gardens,' Why It Will Be A Good Thing**

MediaPost (Joe Mandese) January 6, 2023

[https://www.mediapost.com/publications/article/381276/omd-ces-panel-prep-for-explosion-of-walled-garde.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=128836&hshid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/381276/omd-ces-panel-prep-for-explosion-of-walled-garde.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128836&hshid=IZA7uSulTnimoAz9RMXvmQ)

## **Radio by the (FCC) Numbers**

We sifted through the commission's 2022 marketplace report so you don't have to  
RadioWorld January 4, 2023

[https://www.radioworld.com/news-and-business/radio-by-the-fcc-numbers-2?utm\\_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=DA0AEE4E-A903-4012-AB73-9925C981C38C&utm\\_source=SmartBrief](https://www.radioworld.com/news-and-business/radio-by-the-fcc-numbers-2?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=DA0AEE4E-A903-4012-AB73-9925C981C38C&utm_source=SmartBrief)

## **Looking Into the Crystal Ball – What's Coming in Broadcast Regulation in 2023 From the FCC**

Broadcast Law Blog (David Oxenford) January 5, 2023

<https://www.broadcastlawblog.com/2023/01/articles/looking-into-the-crystal-ball-whats-coming-in-broadcast-regulation-in-2023-from-the-fcc/>

## **Nielsen PPM Audience Weekly Trends**

**Here are the audience trends for our PPM markets for Holiday Week 1 (December 22 - December 28, 2022). This week includes the Christmas Holiday.**

### **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

Hol Week 3 - 543,700

**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

Hol Week 3 - 9,990,800

**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  
Hol Week 3 - 94,000

**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  
Hol Week 2 - 1,851,700  
Hol Week 3 - 1,752,100

**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  
Hol Week 3 - 100,900

**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

Hol Week 1 - 2,302,200  
Hol Week 2 - 2,333,500  
Hol Week 3 - 2,186,400

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Miles W. Sexton  
President  
Southern California Broadcasters Association  
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