

JANUARY 18, 2023

Hi All,

Once again this week we have curated a trove of essential information on all fronts to help you learn, grow and succeed. I want to start off the learning this week by sharing a podcast that is posted in the January 9, 2023, ANA blog. It is a great way to get into the new year with a positive mindset to handle whatever challenges come your way. The podcast features an interview with world class champion surfer Shaun Tomson, but you don't have to be a surfer to get stoked by Shaun's message so I hope you can find some time in the next week to listen to this 30-minute podcast:

Surfing Legend on Riding the Purpose Wave

ANA January 9, 2023

<https://www.ana.net/miccontent/show/id/pod-2023-01-bp-riding-purpose-wave-tomson>

Now let's put the power of knowledge to work for us...

Knowledge comes by eyes always open and working hands; and there is no knowledge that is not power.

— Ralph Waldo Emerson

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Habits of Successful Salespeople — The Best Sales Hacks for 2023

The Center For Sales Strategy (Matt Sunshine) January 18, 2023

https://blog.thecenterforsalesstrategy.com/the-best-sales-hacks-for-2023?utm_campaign=subscriber&utm_medium=email&_hsmi=242181767&_hsenc=p2ANqtz--DcgvH0grzPsB3cVL50c39wIAkqZaAqsw0FlwZjsRtw6wYsEw7yUGnGEhCSYWocNuDKaLqQ40xPqgxOs8aQZe4PEHN aQ&utm_content=242181767&utm_source=hs_email

8 Ways To Really Get The Ear of Local Business Owners

Radio Ink (Loyd Ford) January 16, 2023

https://radioink.com/2023/01/16/8-ways-to-really-get-the-ear-of-local-business-owners/?vgo_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

The Truth About Perceptions in Sales

Radio Ink (Alec Drake) January 16, 2023

https://radioink.com/2023/01/16/the-truth-about-perceptions-in-sales/?vgo_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Hit Your Revenue Goals With These Sales Resolutions

SalesFuel (LinkedIn) January 14, 2022

<https://salesfuel.com/hit-your-revenue-goals-with-these-sales-resolutions/>

6 PROVEN ELEMENTS OF EFFECTIVE PROSPECTING SALES PLAYS

LEADG2 (Dean Moothart) January 12, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/6-proven-elements-of-effective-prospecting-sales-plays?utm_medium=email&hsmi=241574502&hsenc=p2ANqtz--B1gadmn0KRCqoFKhXHOTjMgBNh69safVEZ1GMexEeO9_Ew4edNkyTJAKbIV7H084itNIEVsKNjiS09CtJw93yJv1Shw&utm_content=241574502&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Increased Commuter Time In Traffic Since COVID Is Good News For Radio.

Inside Radio (Katz Radio Group>INRIX) January 17, 2022

https://www.insideradio.com/free/increased-commuter-time-in-traffic-since-covid-is-good-news-for-radio/article_55a68940-9637-11ed-a209-b7bcf254b4f3.html

Don't You Forget About Me: Boomers Are Still Top Consumers!

Radio Ink (Marc Greenspan) January 16, 2023

https://radioink.com/2023/01/16/dont-you-forget-about-me-boomers-are-still-top-consumers/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Clarify, Don't Assume

Radio Ink (James Bahm) January 16, 2023

https://radioink.com/2023/01/16/clarify-dont-assume/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

There's More Than One Way to Schedule Ads

Radio Ink (Rick Fink) January 16, 2023

https://radioink.com/2023/01/16/theres-more-than-one-way-to-schedule-ads/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

EMAIL MARKETING: FROM BASICS TO BEST PRACTICES

LEADG2 (Sandra Sepaniak) January 16, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/email-marketing-from-basics-to-best-practices?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=241857792&hsenc=p2ANqtz-8G1ujqakHRerLr-gnNoID4ASg1X3cXcG5WzllkKHuanOmwx87IPLff-PC5sE7ATgQ88ykK2QKlxhftJ3C8_1Wj-00y6w&utm_content=241857792&utm_source=hs_email

Don't Let Good Sales Conversations Gas Out

SalesFuel January 14, 2022

<https://salesfuel.com/dont-let-good-sales-conversations-gas-out/>

Set the Anchor to Build Sales Confidence

SalesFuel January 14, 2022

<https://salesfuel.com/set-the-anchor-to-build-sales-confidence/>

New Research: In Most Cases, CPG Ad Spend Pays Back – In The Long Run.

Inside Radio (GAIN THEORY) January 13, 2023

https://www.insideradio.com/free/new-research-in-most-cases-cpg-ad-spend-pays-back-in-the-long-run/article_b8dee74a-9313-11ed-9c6a-63c3862064df.html

KPMG: Retail executives' top challenges, priorities for 2023 are ...

Chain Store Age January 13, 2023

https://chainstoreage.com/kpmg-retail-executives-top-challenges-priorities-2023-are?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Majority Of Podcast Listeners Willing To Pay For Live Events Survey Finds.

Podcasting News Daily (Morning Consult) January 13, 2023

https://www.podcastnewsdaily.com/news/majority-of-podcast-listeners-willing-to-pay-for-live-events-survey-finds/article_810e3b72-9368-11ed-9214-1b703ffa6bea.html

As Chip Shortage Abates, Auto Dealer Inventory Expected To Improve.

Inside Radio January 12, 2023

https://www.insideradio.com/free/as-chip-shortage-abates-auto-dealer-inventory-expected-to-improve/article_c468bc36-924f-11ed-812b-4b66d43820a3.html

How to Build Trust Virtually

The Center For Sales Strategy (Deborah Fulghum) January 11, 2023

https://blog.thecenterforsalesstrategy.com/how-to-build-trust-virtually?utm_medium=email&_hsmi=241575295&_hsenc=p2ANqtz--fkIM1VvmeUr1mkgk1J9VPhZ_0LdGraXPsf-4zL07Z0PqED0xAnheNU7_g64LGSKEFi9AQIH5RTGVmMhzTkpwYJv8Ilg&utm_content=241575295&utm_source=hs_email

Leading Local Insights

New Year Local Insights: Auto & Retail

BIA Advisory Services January 10, 2023 (20 minute podcast)

<https://www.buzzsprout.com/1663015/12016200>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

9 marketing trends to watch as 2023 tests transformation bets

MARKETINGDIVE January 18, 2023

https://www.marketingdive.com/news/2023-marketing-trends-predictions/640489/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-01-18%20Marketing%20Dive%20Newsletter%20%5Bissue:47353%5D&utm_term=Marketing%20Dive

The Best Recession-Ready Talent Strategy

The Center For Sales Strategy (Emily Estey) January 16, 2023

https://blog.thecenterforsalesstrategy.com/the-best-recession-ready-talent-strategy?utm_campaign=subscriber&utm_medium=email&_hsmt=241849512&_hsenc=p2ANqtz-8xUKTV-LmgLJvb5XtJyMOY6lXvNVxD5nDmDSjPGCYp44nckW88x7dF8DdFUbQjhquj5Eo7sDd9Vi9tAn-izGZHJ0GFuw&utm_content=241849512&utm_source=hs_email

Navigating Economic Uncertainty: Follow the Ad Spend Trends and Stay Flexible

STREETFIGHT (Darrick Li) January 13, 2023

<https://streetfightmag.com/2023/01/13/navigating-economic-uncertainty-follow-the-ad-spend-trends-and-stay-flexible/>

How Snooki May Wind Up Changing Political Ad Rules For Everyone.

Inside Radio (FEC) January 13, 2023

https://www.insideradio.com/free/how-snooki-may-wind-up-changing-political-ad-rules-for-everyone/article_93286eea-9313-11ed-93e4-17af01a0aecb.html

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

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Why Hybrid Work Will Reign in 2023

Wharton School January 17, 2023

https://knowledge.wharton.upenn.edu/article/why-hybrid-work-will-reign-in-2023/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=1-18-2023&utm_content=Why_Hybrid_Work_Will_Reign_in_2023

Ad spending on TikTok defies advertising slowdown

DIGIDAY January 17, 2023

<https://digiday.com/marketing/ad-spending-on-tiktok-defies-advertising-slowdown/>

A Simple Intervention That Can Reduce Turnover

Wharton School January 17, 2023

https://knowledge.wharton.upenn.edu/article/a-simple-intervention-that-can-reduce-turnover/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=1-18-2023&utm_content=A_Simple_Intervention_That_Can_Reduce_Turnover

Broadcasters Say FCC Is Going Too Far With Latest Foreign Sponsorship Rule Proposal.

Inside Radio January 17, 2023

https://www.insideradio.com/free/broadcasters-say-fcc-is-going-too-far-with-latest-foreign-sponsorship-rule-proposal/article_153222ac-9637-11ed-b238-0797dcb139d7.html

If All Else Fails, Spectrum Remain

TVNewsCheck January 17, 2023

<https://tvnewscheck.com/business/article/if-all-else-fails-spectrum-remains/>

Broadcasters Onboard With Proposal To Hike HD Radio Power Levels.

Inside Radio January 17, 2023

https://www.insideradio.com/free/broadcasters-onboard-with-proposal-to-hike-hd-radio-power-levels/article_a082723a-9637-11ed-bcae-1b3e7f0c140c.html

CTV's Advertising Growing Pains On Display, As Giant Netflix Stumblesby MediaPost (Karlene Lukovitz) December 16, 2022

https://www.mediapost.com/publications/article/380742/ctvs-advertising-growing-pains-on-display-as-gia.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=128939&hashid=dbTeyk_KQPCPkUhfRIu1tg

What behaviors to stop and start as a remote manager

How to manage performance and build trust as a remote manager

QUARTZ January 13, 2023

<https://qz.com/what-behaviors-to-stop-and-start-as-a-remote-manager-1849976338>

Netflix's Upfront Week Presentation Looks To Boost Ad Business, Takes CBS's Place

MediaPost (Wayne Friedman) January 13, 2023

https://www.mediapost.com/publications/article/381539/netflixs-upfront-week-presentation-looks-to-boost.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=128932&hashid=0GmwUb-VQzGI9svJRwTnrA

Senior Audio Execs Sidelined In Sweeping Nielsen Layoffs.

Inside Radio January 12, 2023

https://www.insideradio.com/free/senior-audio-execs-sidelined-in-sweeping-nielsen-layoffs/article_a7de8b9e-9250-11ed-a307-af325b0010ac.html

Broadcasters' Calendar – A Look Ahead to the Regulatory Dates for 2023

Broadcast Law Blog (David Oxenford) January 11, 2023

<https://www.broadcastlawblog.com/2023/01/articles/broadcasters-calendar-a-look-ahead-to-the-regulatory-dates-for-2023/>

ATTACHMENT: [2023 FINAL Calendar of Important Dates for Broadcasters](#)

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for Holiday Week 4 (December 29 - January 4, 2023). This week includes the New Year's 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 Monthly - 563,000

Hol Week 1 - 601,800
Hol Week 2 - 611,400
Hol Week 3 - 543,700
Hol Week 4 - 495,200

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 Monthly - 9,827,100

Hol Week 1 - 9,981,500
Hol Week 2 - 9,985,000
Hol Week 3 - 9,990,800
Hol Week 4 - 9,351,200

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 Monthly - 102,100

Hol Week 1 - 113,000
Hol Week 2 - 110,900
Hol Week 3 - 94,000
Hol Week 4 - 90,500

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 Monthly - 1,791,600

Hol Week 1 - 1,811,400
Hol Week 2 - 1,851,700
Hol Week 3 - 1,752,100
Hol Week 4 - 1,751,100

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 Monthly - 106,200

Hol Week 1 - 118,700
Hol Week 2 - 114,700
Hol Week 3 - 100,900
Hol Week 4 - 90,400

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 Monthly - 2,255,600

Hol Week 1 - 2,302,200
Hol Week 2 - 2,333,500
Hol Week 3 - 2,186,400
Hol Week 4 - 2,200,500

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