

JANUARY 25, 2023

Hi All,

Your curated lists of resources and articles this week contain exceptional content to help achieve your stations' sales goals in this new year. As we ramp up into this new year it is especially true that we need renewed enthusiasm for learning, innovation and pursuit of our goals...

"Nothing great was ever achieved without enthusiasm."

-- Ralph Waldo Emerson

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Ready To Crush Your Sales Goals In 2023? Here Are 5 Ways To Get There.

Inside Radio (FUTURI) January 25, 2023

https://www.insideradio.com/free/ready-to-crush-your-sales-goals-in-2023-here-are-5-ways-to-get-there/article_1eab04d4-9c9a-11ed-9103-6f73e777996f.html

The Truth About What Local Business People Need

Radio Ink (Loyd Ford) January 23, 2023

https://radioink.com/2023/01/23/the-truth-about-what-local-businesspeople-need/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Selling What's Left Behind

Radio Ink (Alec Drake) January 23, 2023

https://radioink.com/2023/01/23/selling-whats-left-behind/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Demystifying the B2B digital sales funnel

Digital Commerce 360 (Johan Liljeros) January 16, 2023

https://www.digitalcommerce360.com/2023/01/16/demystifying-the-b2b-digital-sales-funnel/?utm_medium=email&_hsmi=242542042&_hsenc=p2ANqtz-7TwnE1Mb9ZRRoduWTGYn_XowsWIoHeTLp0u2077hVRqmqm75H4S_Un1GTrNwamjXowJ7CduC3FvE-0d6T-YERIFuzbOQ&utm_content=242542042&utm_source=hs_email

3 Tips For Handling Tough Sales Questions

SalesFuel January 18, 2023

<https://salesfuel.com/3-tips-for-handling-tough-sales-questions/>

Why Sellers Must Embrace These Three Sales Tasks

SalesFuel January 16, 2023

<https://salesfuel.com/why-sellers-must-embrace-these-three-sales-tasks/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Strong End To 2022 As Magellan AI Says Top 15 Advertisers Spent 37% More Last Month.

Inside Radio January 25, 2023

https://www.insideradio.com/free/strong-end-to-2022-as-magellan-ai-says-top-15-advertisers-spent-37-more-last/article_ade84644-9c99-11ed-84c9-9771cdb5a899.html

Study: For Bar Soap Advertisers, AM/FM Radio Cleans Up.

Inside Radio (MARU/Matchbox) January 24, 2023

https://www.insideradio.com/free/study-for-bar-soap-advertisers-am-fm-radio-cleans-up/article_15788196-9bbb-11ed-9a36-bbe8eb7a0d51.html

Analysis: Retail Outlook 2023

Chain Store Age (Phillip M. Perry) January 24, 2023

<https://chainstoreage.com/analysis-retail-outlook-2023>

Strong Showings For Financial Services, Medical/Pharma In Latest Spot Count.

Inside Radio (Media Monitors) January 24, 2023

https://www.insideradio.com/free/strong-showings-for-financial-services-medical-pharma-in-latest-spot-count/article_621c8296-9bba-11ed-b7eb-6b87bc0cfec3.html

Hub: Streaming Video Among Top Mass Transit Content Choices

MediaPlayNews January 23, 2023

<https://www.mediaplaynews.com/hub-streaming-video-among-top-mass-transit-content-choices/>

P&G Upped Ad Spend By \$140 Million In Most Recent Quarter.

Inside Radio January 23, 2023

https://www.insideradio.com/free/p-g-upped-ad-spend-by-140-million-in-most-recent-quarter/article_be3fe69e-9af7-11ed-b0f8-f746a907c732.html

TV Networks Boost Program Promo Spend In January, But Impressions Fall MediaPost (Wayne Friedman) January 23, 2023

https://www.mediapost.com/publications/article/381802/tv-networks-boost-program-promo-spend-in-january.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129032&hashid=0GmwUb-VQzGI9svJRwTNRa

HOW TO DEVELOP AN INBOUND MARKETING STRATEGY

LEADG2 (Sandra Sepaniak) January 23, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-develop-an-inbound-marketing-strategy-1?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=242800451&hsenc=p2ANqtz-8hS76lY46NqzXgiKDLv8NX6xQl8fah9PkrfNJ8m_fYmzmGEdw94ONXJIJzV0dScrWqBBlusqjVvMGSx5n10LV53DVIg&utm_content=242800451&utm_source=hs_email

Why the Ad Industry's KPIs Are Broken

ANA (Aaron Andalman) January 20, 2023

<https://www.ana.net/miccontent/show/id/ii-2023-01-KPIs-need-to-change>

Up Ad Spend During Economic Downtown? 7 In 10 Marketers Say Yes.

Inside Radio (R.R. Donnelley & Sons Company) January 19, 2023

https://www.insideradio.com/free/up-ad-spend-during-economic-downtown-7-in-10-marketers-say-yes/article_e5416fd2-97c9-11ed-974b-1b40a47c15a4.html

Automotive TV Spending Drops In December

MediaPostTanya Gazdik) January 17, 2023

<https://www.mediapost.com/publications/article/381655/automotive-tv-spending-drops-in-december.html>

NFL Postseason On AM/FM Radio: Why Sports Play-By-Play Listeners Are More Engaged Than The TV Audience and More Likely to Make Major Purchases

Westwood One (Scott Anekstein) January 17, 2023

<https://www.westwoodone.com/blog/2023/01/17/nfl-postseason-on-am-fm-radio-why-sports-play-by-play-listeners-are-more-engaged-than-the-tv-audience-and-more-likely-to-make-major-purchases/#download>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

A Leader's Guide to Recruiting Sales Superstars

The Center For Sales Strategy (Kate Rehling) January 23, 2023

https://blog.thecenterforsalesstrategy.com/a-leaders-guide-to-recruiting-sales-superstars?utm_campaign=subscriber&utm_medium=email&_hsmi=242799913&_hsenc=p2ANqtz-9F2MHKg9fplNy-ud8zk2d86NnQ_sJh7qlZkPQBIMTZKSPiI10UWnGj2pA39tjPz3OYPMZCngHiJY_nbzAwBtK-kJoLkA&utm_content=242799913&utm_source=hs_email

A Fresh Review of the U.S. Media Sales Landscape Arrives

Radio-Television Business Report (The Center For Sales Strategy) January 17, 2023

<https://rbr.com/a-fresh-review-of-the-u-s-media-sales-landscape-arrives/>

ATTACHMENT: [2022 CSS Media Sales Report UPDATED](#)

The Common Thread Among Radio's Best Performing Companies? Diversified Revenue Streams.

Inside Radio (Noble Capital Markets) January 19, 2023

https://www.insideradio.com/free/the-common-thread-among-radio-s-best-performing-companies-diversified-revenue-streams/article_77422e80-97ca-11ed-be3f-eb998aa4de99.html

How Your Teams Can Save A Rough '23

Prognostications for media businesses in 2023 look rough, but that doesn't mean managers can't control their teams' performance. Here are some proactive tips to do so.

TVNewsCheck (Mary M. Collins) January 18, 2023

<https://tvnewscheck.com/business/article/how-your-teams-can-save-a-rough-23/>

How to Achieve Top Team Effectiveness

SalesFuel January 17, 2023

<https://salesfuel.com/how-to-achieve-top-team-effectiveness/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Media Sales Report – Sales Department with Stephanie Downs and Susan McCullin

The Center For Sales Strategy (Brent Tripp) January 25, 2023

https://blog.thecenterforsalesstrategy.com/media-sales-report-sales-department-with-stephanie-downs-and-susan-mccullin?utm_campaign=subscriber&utm_medium=email&hsmi=243149473&hsenc=p2ANqtz--d7N3kjStThktuu0ykrDFDMrTgVZjWkgZfb5M6ew08YN3Sird8bVyk2DolbqL7My6VT05YDtbv4MZDXBOu5Q_e7foA&utm_content=243149473&utm_source=hs_email

Ad-Buy Data (For 2022) Lags Agency Consensus By Wide Margin

MediaPost (Joe Mandese) January 25, 2023

https://www.mediapost.com/publications/article/381890/invoiced-ad-buy-data-lags-agency-forecast-consensu.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129058&hashid=XOWE7PwDT4-lekA7MLbhQg

DOJ Poised to Sue Google Over Digital Ad Market Dominance

BNN Bloomberg January 24, 2023

<https://www.bnnbloomberg.ca/doj-poised-to-sue-google-over-digital-ad-market-dominance-1.1873948>

Justice Department's Google Suit Could Aid Broadcasters in Big Tech Battle

NAB has called for government to target anti-competitive ad dominance

Broadcasting & Cable (John Eggerton) January 24, 2023 <https://www.nexttv.com/news/justice-departments-google-suit-could-aid-broadcasters-in-big-tech-battle>

Add Livestream Capabilities to Your Radio Show

Improve audience engagement and retention as listening preferences evolve

RadioWorld (Brad Price) January 24, 2023

https://www.radioworld.com/news-and-business/programming-and-sales/add-livestream-capabilities-to-your-radio-show?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=9FE27653-AE57-4D57-9D70-A723F4F4C286&utm_source=SmartBrief

Third Of Americans Spending More Time With Digital Audio Post-Pandemic, Survey Finds.

Inside Radio (HighSpeedInternet.com) January 23, 2023

https://www.insideradio.com/free/third-of-americans-spending-more-time-with-digital-audio-post-pandemic-survey-finds/article_989334b4-9af7-11ed-a0fa-5b18f9aa884c.html

NAB Offers Outline Of Its Washington Priorities This Year.

Inside Radio January 23, 2023

https://www.insideradio.com/free/nab-offers-outline-of-its-washington-priorities-this-year/article_15cb5506-9af8-11ed-841b-1305e889beaf.html

In Case of Emergency Break Glass – Keeping AM/FM Radio on Every Vehicle’s Dashboard

The National Association of Broadcasters (NAB) will lead lobbying efforts to keep AM/FM radio as a standard feature in all vehicles.

Barrett Sports Media January 23, 2023

<https://barrettsportsmedia.com/2023/01/23/in-case-of-emergency-break-glass-keeping-am-fm-radio-on-every-vehicles-dashboard/>

Podcasting’s Growth Is A Having Spillover Effect On Radio, Industry Execs Say.

Inside Radio (PricewaterhouseCoopers) January 23, 2023

https://www.insideradio.com/free/podcasting-s-growth-is-a-having-spillover-effect-on-radio-industry-exec-say/article_3441aac6-9af8-11ed-9d8e-ff459341835e.html

Ad spending forecast to grow 6% in 2023 as digital priorities shift

MarketingDive January 23, 2023

https://www.marketingdive.com/news/ad-spending-2023-winterberry-group-ctv/640907/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-01-23%20Marketing%20Dive%20Newsletter%20%5Bissue:47475%5D&utm_term=Marketing%20Dive

Business Begins Angling To Scale Back FTC’s Proposed Limits On Non Compete Agreements.

Inside Radio January 18, 2023

https://www.insideradio.com/free/business-begins-angling-to-scale-back-ftc-s-proposed-limits-on-noncompete-agreements/article_00f9021c-970c-11ed-9737-d7fcdeba4112.html

Why Is Radio Missing Out On The Silver Tsunami?

Jacobs Media Strategies (Fred Jacobs) January 18, 2023

<https://jacobsmedia.com/why-is-radio-missing-out-on-the-silver-tsunami/>

Audio Is Finding An Audience Among Gen Zs. But They’re Unlike Previous Generations.

Inside Radio (Edison Research) January 19, 2023

https://www.insideradio.com/free/audio-is-finding-an-audience-among-gen-zs-but-they-re-unlike-previous-generations/article_4b17bd3e-97ca-11ed-a75e-df363dd981a4.html

Networks Invite Media Agencies To Join Measurement Joint Industry Committee

Broadcasting+Cable January 19, 2023

<https://www.nexttv.com/news/networks-invite-media-agencies-to-join-measurement-joint-industry-committee>

WideOrbit aims to make broadcast advertising more like digital

Fierce Video (Masha Abarinova) January 19, 2023

<https://www.fiercevideo.com/advertising/wideorbit-aims-make-broadcast-advertising-more-digital>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for January Week 1 (January 5 - January 11, 2023).

Los Angeles (Metro 12+ Population 11,369,600)

AQH:

Oct Monthly - 602,100
Nov Monthly - 583,000
Dec Monthly - 559,700
Hol Monthly - 563,000

Jan Week 1 - 565,200

Cume:

Oct Monthly - 10,061,900
Nov Monthly - 10,078,500
Dec Monthly - 9,951,100
Hol Monthly - 9,827,100

Jan Week 1 - 10,033,000

Riverside/San Bernardino (Metro 12+ Population 2,172,100)

AQH:

Oct Monthly - 117,100
Nov Monthly - 116,300
Dec Monthly - 107,700
Hol Monthly - 102,100

Jan Week 1 - 100,100

Cume:

Oct Monthly - 1,893,700
Nov Monthly - 1,868,200
Dec Monthly - 1,852,300
Hol Monthly - 1,791,600

Jan Week 1 - 1,712,700

San Diego (Metro 12+ Population 2,881,200)

AQH:

Oct Monthly - 122,100

Nov Monthly - 122,200

Dec Monthly - 117,300

Hol Monthly - 106,200

Jan Week 1 - 106,100

Cume:

Oct Monthly - 2,429,200

Nov Monthly - 2,437,200

Dec Monthly - 2,373,200

Hol Monthly - 2,255,600

Jan Week 1 - 2,292,300

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