

FEBRUARY 1, 2023

Hi All,

I want to point out to you that the first article in the sales resources section below draws on the content of the Media Sales Report by The Center For Sales Strategy that was posted in last week's Midweek Resource Roundup. Today's article is the first in a series that will drill down on the findings of that Media Sales Report. One of the important findings in the report is that 85% of sales people believe that ongoing training is important or very important.

Each week we provide curated lists of excellent sales training articles and resources that cover the gamut of sales and marketing issues and that is especially true of this week's edition.

The business challenges we all faced as a result of the economic impacts of the COVID-19 pandemic are exactly what motivated us to create this Midweek Resource Roundup in the first place. If it is not the challenges of a pandemic there will always be ongoing challenges to our business success. If you are not already doing so, I encourage sales managers to use each week's Midweek Resource Roundup as a syllabus for your ongoing sales training.

Our future growth relies on competitiveness and innovation, skills and productivity... and these in turn rely on the education of our people.

-- Julia Gillard

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Media Sales Report – Learning & Development with Emily Estey

The Center For Sales Strategy (Brent Tripp) February 1, 2023

https://blog.thecenterforsalesstrategy.com/media-sales-report-learning-development-with-emily-estey?utm_campaign=subscriber&utm_medium=email&_hsmt=244146020&_hsenc=p2ANqtz--jNrClp3U8-rm9LOWkeMeaDK45bBUYcNtkv4e8BK4Sjx-Ezv3x-QJtxZK540tE7Y0-d-BJB5UIU6cNcPPTrUlbByoBg&utm_content=244146020&utm_source=hs_email

An Advertising Boom In A Recession? It May Not Be As Far-Fetched As You Think.

Inside Radio (Borrell/AdCellerant) January 31, 2023

https://www.insideradio.com/free/an-advertising-boom-in-a-recession-it-may-not-be-as-far-fetched-as-you/article_67043d28-a216-11ed-9206-ef367bd3a9bf.html

How a 2023 Recession Could be an Advertising Boom!

Borrell/AdCellerant January 30, 2023

Here is a link to the video recording of the webinar with a copy of the webinar deck below:

<https://www.youtube.com/watch?v=5FKTczsAFO4>

ATTACHMENT: [How a 2023 Recession Could Be an Advertising Boom](#)

Adapting to a Buyer-First Mentality

The Center For Sales Strategy (Michael Mayer) January 31, 2023

https://blog.thecenterforsalesstrategy.com/adapting-to-a-buyer-first-mentality?utm_campaign=subscriber&utm_medium=email&_hsmi=243954600&_hsenc=p2ANqtz-hj0sWKECEPUBFg334_7dLqrPb4yyXa68hRSpoy7EPKE3S-V023vhpy5HDN-zAZ97bT0BgIx8Jza3nuC6I9beFsWtgA&utm_content=243954600&utm_source=hs_email

The Q4 '22 Podcast Advertising Benchmark Report

Magellan AI January 30, 2023

ATTACHMENT: [Magellan AI – Q4 2022 Podcast Advertising Benchmark Report](#)

9 Ways to Help Yourself to More Local Clients

Radio Ink (Loyd Ford) January 30, 2023

https://radioink.com/2023/01/30/9-ways-to-help-yourself-to-more-local-clients/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Study: Holiday e-commerce transactions beat expectations

Chain Store Age January 31, 2023

<https://chainstoreage.com/study-holiday-e-commerce-transactions-beat-expectations>

iHeart's Conal Byrne Pitches The Podcast Plus Broadcast Bundle.

Podcast News Daily January 30, 2023

https://www.podcastnewsdaily.com/news/iheart-s-conal-byrne-pitches-the-podcast-plus-broadcast-bundle/article_dc585aa0-a0c7-11ed-8919-cf5ad4708e8b.html

Master the Basics of Sales Voicemail

SalesFuel January 30, 2023

<https://salesfuel.com/master-the-basics-of-sales-voicemail/>

AM/FM Radio Delivers Student Prospects, Generating Significant Incremental Reach To Online University Media Plans

Westwood One (Ariella Leiter) January 30, 2023

<https://www.westwoodone.com/blog/2023/01/30/am-fm-radio-delivers-student-prospects-generating-significant-incremental-reach-to-online-university-media-plans/>

No One Listens To The Radio Anymore

Jacobs Media Strategies (Fred Jacobs) January 30, 2023

https://jacobsmedia.com/no-one-listens-to-the-radio-anymore/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=935fc08564-Blog_Daily_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-935fc08564-179906905

Be Different, Be Better

Radio Ink (Rick Fink) January 30, 2023

https://radioink.com/2023/01/30/be-different-be-better/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Focus on Your Core

Radio Ink (Marc Greenspan) January 30, 2023

https://radioink.com/2023/01/30/focus-on-your-core/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

How Sharp Is Your Saw?

Radio Ink (Pat Bryson) January 30, 2023

https://radioink.com/2023/01/30/how-sharp-is-your-saw/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Is Your Next Radio Sales Hire a Robot?

Radio Ink (Alec Drake) January 30, 2023

https://radioink.com/2023/01/30/is-your-next-radio-sales-hire-a-robot/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

How Sales Managers Are Tackling 2023's Unique Challenges.

Inside Radio (FUTURI) January 27, 2023

https://www.insideradio.com/free/how-sales-managers-are-tackling-2023-s-unique-challenges/article_8ddc521c-9e1c-11ed-ae4e-0f0a65f67741.html

How AI Can Help You Overcome Writer's Block

SalesFuel January 27, 2023

<https://salesfuel.com/how-ai-can-help-you-overcome-writers-block/>

Forecast: January New Vehicle Sales To Increase 5.4% Year-Over-Year.

Inside Radio (J.D. Power and LMC Automotive) January 27, 2023

https://www.insideradio.com/free/forecast-january-new-vehicle-sales-to-increase-5-4-year-over-year/article_c55c0166-9e1b-11ed-b139-93590250e35b.html

Empathy Tops the Salesperson Skills List

SalesFuel January 26, 2023

<https://salesfuel.com/empathy-tops-the-salesperson-skills-list/>

Touchdown with Radio

RAB Radio Matters Blog January 25, 2023

<http://radiomatters.org/index.php/2023/01/25/touchdown-with-radio/#more-4926>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

How to Know What Type of Salespeople You Have and How to Manage Talents

The Center For Sales Strategy (Mindy Murphy) January 30, 2023

https://blog.thecenterforsalesstrategy.com/how-to-know-what-type-of-salespeople-you-have?utm_campaign=subscriber&utm_medium=email&_hsmi=243756867&_hsenc=p2ANqtz-8OKrmTW3e3w8NFt1cQ_6XiS1q1m5mfNB9DUyy9760Ba0iE9rRt2mIBo-6JLpXeXIJ41-lckHlpEnAzVzrw5IXjdGxtQ&utm_content=243756867&utm_source=hs_email

ANA: Brands Shifting Shopper, Trade & Brand Marketing Budgets To Retail Media

MediaPost (Steve McClellan) January 30, 2023

https://www.mediapost.com/publications/article/382020/ana-brands-shifting-shopper-trade-brand-market.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129107&hashid=Xbl3-p0DS1exdHSa15Xu_g

Retail Media Is Exploding. Can Radio Get In On The Action?

Inside Radio (eMarketer) January 30, 2023

https://www.insideradio.com/free/retail-media-is-exploding-can-radio-get-in-on-the-action/article_03b2bb0e-a082-11ed-b87c-1fd0a4ede022.html

RETAIL MEDIA NETWORKS ATTRACT 'RELUCTANT BUYERS,' ANA FINDS

New report analyzes growing trend and what it means for marketers

Ad Age (Adrienne Pasquarelli) January 30, 2023.

<https://adage.com/article/marketing-news-strategy/retail-media-networks-attract-reluctant-buyers-ana-finds/2466556>

Ad Market Has 'Bottomed Out,' NBCU CEO Jeff Shell Says

Weakness seen to continue in first half, then a recovery, maybe

Broadcasting & Cable (Jon Lafayette) January 27, 2023

<https://www.nexttv.com/news/ad-market-has-bottomed-out-nbcu-ceo-jeff-shell-says>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Podcast ad buyers have yet to see a slowdown

DIGIDAY (Sara Guaglione) February 1, 2023

<https://digiday.com/media/podcast-ad-buyers-have-yet-to-see-a-slowdown/>

Radio And Digital: What Goes Around Comes Around

Jacobs Media Strategies (Fred Jacobs) February 1, 2023

<https://jacobsmedia.com/radio-and-digital-what-goes-around-comes-around/>

Nielsen To Market Two Edison Research Services To Ad Agencies.

Inside Radio January 31, 2023

https://www.insideradio.com/free/nielsen-to-market-two-edison-research-services-to-ad-agencies/article_063a8336e-a1b5-11ed-877e-bf45c8445a36.html

ANA/4A's Blast IAB's 'Extremist' Rhetoric

MediaPost (Joe Mandese) January 31, 2023

<https://www.mediapost.com/publications/article/382060/ana4as-blast-iabs-extremist-rhetoric.html>

Stations Get More Time To Post Documents In Their Online Public Inspection File.

Inside Radio January 30, 2023

https://www.insideradio.com/free/stations-get-more-time-to-post-documents-in-their-online-public-inspection-file/article_ad7a2daa-a0cf-11ed-be42-27a9bd1f7d8d.html

Broadcasters And FCC Are Split Over The Next Steps To Modernize EAS.

Inside Radio January 30, 2023

https://www.insideradio.com/free/broadcasters-and-fcc-are-split-over-the-next-steps-to-modernize-eas/article_816cd3fa-a081-11ed-be56-6ff0eba2dc03.html

National TV Ad Decline Moderates In December, Falls 2%

MediaPost (Wayne Friedman) January 30, 2023

https://www.mediapost.com/publications/article/382037/national-tv-ad-decline-moderates-in-december-fall.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129119&hashid=0GmwUb-VQzGI9svJRwTNRa

The stage is set for mobile AR advertising to shine

eMarketer (Arielle Feger) January 30, 2023

<https://www.insiderintelligence.com/content/stage-set-mobile-ar-advertising-shine>

Why the US Government's Google Lawsuit Matters

STREETFIGHT (Mike Boland) January 27, 2023

<https://streetfightmag.com/2023/01/27/why-the-us-governments-google-lawsuit-matters/>

An Overview of the Hot Policy Topics in Music Licensing

Broadcast Law Blog (David Oxenford) January 26, 2023

<https://www.broadcastlawblog.com/2023/01/articles/an-overview-of-the-hot-policy-topics-in-music-licensing/>

Report: Downloads Jumped 20% in 2022

Radio Ink January 26, 2023

https://radioink.com/2023/01/26/report-downloads-jumped-20-in-2022/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

ATTACHMENT: [Triton Digital - 2022 U.S. Podcast Report](#)

TV Networks, Advertisers Face Uncertain New Currency Path: What About The Upfront?

MediaPost (Wayne Friedman) January 25, 2023

https://www.mediapost.com/publications/article/381853/tv-networks-advertisers-face-uncertain-new-curren.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129120&hashid=GkaoK9PSSKGhs-uNohSxFw

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for January Week 2 (January 12 - January 18, 2023). This measurement week includes the Dr. Martin Luther King, Jr. Holiday weekend. There is some wobble in some of the metrics this week that is likely attributable to a holiday weekend as is usually the case.

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
Jan Week 2 - 548,600

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
Jan Week 2 - 9,731,700

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
Jan Week 2 - 107,400

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
Jan Week 2 - 1,785,700

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
Jan Week 2 - 101,800

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

Jan Week 2 - 2,242,200

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