

FEBRUARY 8, 2023

Hi All,

Each week we cull through hundreds of articles and resources from a wide variety of sources and curate lists for you that provide the most important information and resources for you to stay informed and game ready without wasting your time. We work in a highly competitive industry with more and more media and advertising competition emerging all the time. We have to remain committed to constant ongoing learning and training because...

“Right now, your competition is training.”

— Unknown

Believe it or not, it is not too early to start paying attention to the political developments that will shape next year's elections and to track the sources of political advertising. Here is a sample preview of the propositions that have already qualified for the November, 2024, California ballot from Dan Walters at Cal Matters:

High-impact measures headed for 2024 California ballot

Cal Matters (Dan Walters) January 31, 2023

<https://calmatters.org/commentary/2023/01/high-impact-measures-headed-for-2024-california-ballot/>

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Media Sales Report - Sales Process with Alina McComas and Michael Mayer

The Center For Sales Strategy (Brent Tripp) February 8, 2023

https://blog.thecenterforsalesstrategy.com/media-sales-report-sales-process-with-alina-mccomas-and-michael-mayer?utm_campaign=subscriber&utm_medium=email&_hsmi=245178351&_hsenc=p2ANqtz-9iPz_EyvGQywblfd-XSefX68957ja-onxkDmVfPHuWxCzZVq1IbGBWWTMT5E5HYL7u3mOo1qaFbQ7WlvUKMvpNGZX17Q&utm_content=245178351&utm_source=hs_email

59 Tier One Automotive Brand Case Studies: AM/FM Radio Generates Significant Brand Awareness, Consideration, And Purchase Intent

Westwood One/Cumulus (Pierre Bouvard) February 6, 2023

<https://www.westwoodone.com/blog/2023/02/06/59-tier-one-automotive-brand-case-studies-am-fm-radio-generates-significant-brand-awareness-consideration-and-purchase-intent/>

The Power of Questions in Your Sales Process

Radio Ink (Loyd Ford) February 6, 2023

<https://radioink.com/2023/02/06/the-power-of-questions-in-your-sales-process/>

Analysis: Consumers Aren't Replacing Radio Listening Time With Other Media.

Inside Radio (Katz Media Group) February 6, 2023

https://www.insideradio.com/free/analysis-consumers-arent-replacing-radio-listening-time-with-other-media/article_5ce0d8f4-a5f1-11ed-ac9b-4f7c13fc1a2f.html

6 Winning Sales Steps

The Center for Sales Strategy (Trey Morris) February 2, 2023

https://blog.thecenterforsalesstrategy.com/6-winning-sales-steps?utm_campaign=subscriber&utm_medium=email&_hsmt=244320693&_hsenc=p2ANqtz-9UDBBS4j6dwXD_W_mRVC1LmbXNgw8FBd4Tnls88RX2p0Uj_Zf_iPPmgrl6sX7Camji6H8rCJJFFSkGoZyfvHmoT4K_A&utm_content=244320693&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Podcast Listeners Continue To Be Action-Focused When It Comes To The Ads They Hear.

Inside Radio (Acast) February 7, 2023

https://www.insideradio.com/free/podcast-listeners-continue-to-be-action-focused-when-it-comes-to-the-ads-they-hear/article_782c27b2-a6b9-11ed-b888-0bd00196e9ee.html

Podcast Fans Are Listening To Ads And Responding, Study Finds

MediaPost (Ray Schultz) January 7, 2023

https://www.mediapost.com/publications/article/382336/podcast-fans-are-listening-to-ads-and-responding.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129209&hashid=mJekFDXrQpCzIaeSPZoRTw

Ad Results Media: Using Audio To Build Brand Awareness.

Inside Radio February 6, 2023

https://www.insideradio.com/free/ad-results-media-using-audio-to-build-brand-awareness/article_e152d9b2-a5f0-11ed-ba18-57711b9170bb.html

Pharma Eclipses Insurance As Top Network Radio Advertiser. Here's What's Driving The Surge.

Inside Radio February 6, 2023

https://www.insideradio.com/free/pharma-eclipses-insurance-as-top-network-radio-advertiser-here-s-what-s-driving-the-surge/article_7ff34fac-a5f1-11ed-baec-1791344da2ce.html

Placer.ai: U.S. malls see big traffic lift in January

Chain Store Age February 6, 2023

https://chainstoreage.com/placerai-us-malls-see-big-traffic-lift-january?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Auto Forecasted To Return To Not-Quite-Pre-COVID Environment.

Inside Radio (S&P Global Mobility) February 6, 2023

https://www.insideradio.com/free/auto-forecasted-to-return-to-not-quite-pre-covid-environment/article_1e6269d0-a5f1-11ed-9fc3-47b78147c5ce.html

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

Inside Radio (National Restaurant Association) February 6, 2022

https://www.insideradio.com/free/restaurant-ads-may-be-a-tougher-sell-as-owners-face-big-jumps-in-operating-expenses/article_a6695024-a5f0-11ed-a158-87e00e2de9c1.html

How to Sell to the C-Suite and Why It Matters Now

SalesFuel February 4, 2023

<https://salesfuel.com/how-to-sell-to-the-c-suite-and-why-it-matters-now/>

Honda, Hyundai, Kia See U.S. Sales Gains.

Inside Radio February 3, 2023

https://www.insideradio.com/free/honda-hyundai-kia-see-u-s-sales-gains/article_18fd5240-a397-11ed-abcc-27a6027b617b.html

Study: Nearly half of consumers to spend less during next three months

Chain Store Age February 3, 2023

https://chainstoreage.com/study-nearly-half-consumers-spend-less-during-next-three-months?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Radio Can Provide Opportunity For Automakers Sitting Out This Year's Super Bowl.

Inside Radio February 2, 2023

https://www.insideradio.com/free/radio-can-provide-opportunity-for-automakers-sitting-out-this-year-s-super-bowl/article_65608afe-a2ce-11ed-8f9a-834a9533c113.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio Expected To Generate \$2 Billion In Digital Sales This Year.

Inside Radio (RAB/Borrell) February 7, 2023

https://www.insideradio.com/free/radio-expected-to-generate-2-billion-in-digital-sales-this-year/article_8cb3d110-a701-11ed-8a5c-a7605baf95bc.html

5 Proven Strategies for Boosting Your Team's Sales and Unlocking Their Full Potential

The Center For Sales Strategy (Trey Morris) February 7, 2023

https://blog.thecenterforsalesstrategy.com/5-proven-strategies-for-boosting-your-teams-sales-and-unlocking-their-full-potential?utm_campaign=subscriber&utm_medium=email&hsmi=244960673&hsenc=p2ANqtz-96LzzunCSvbxLpkljPMWm-boWbD4lpYvD1C6hooOQuWaYjpl1_mdK14iCRaSLRHaZAGLYihqjV-C30NtF2PEkYQ-OtNg&utm_content=244960673&utm_source=hs_email

The More You Know, the Less You Learn

Radio Ink (Alec Drake) February 6, 2023

<https://radioink.com/2023/02/06/the-more-you-know-the-less-you-learn/>

6 Mistakes Radio Stations Make on Their 'Advertise with Us' Webpage

Jacobs Media Strategies (Seth Resler) February 6, 2023

https://jacobsmedia.com/advertisers-want-to-give-your-station-money-is-your-stations-website-discouraging-them/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=768bc1a92e-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-768bc1a92e-179898762

U.S. recession unlikely in 2023, says NRF economist

Chain Store Age February 2, 2023

https://chainstoreage.com/us-recession-unlikely-2023-says-nrf-economist?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker

C CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Radio Has Grown Digital Revenue 80% In The Past Three Years.

Inside Radio (RAB/Borrell) February 8, 2023

https://www.insideradio.com/free/radio-has-grown-digital-revenue-80-in-the-past-three-years/article_a3cb55bc-a77e-11ed-9081-4bb2d1ce78d5.html

Radio Execs Mixed on Non-Compete Ban Proposal

Radio Ink (Randy Lane) February 8, 2023

<https://radioink.com/2023/02/08/radio-execs-mixed-on-non-compete-ban-proposal/>

Ad Groups Counter Biden's Call To Limit Online Targeting

MediaPost (Wendy Davis) February 7, 2023

https://www.mediapost.com/publications/article/382339/ad-groups-counter-bidens-call-to-limit-online-tar.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129213&has_hid=luLr_TMuTF6QRLmxCvE43g

Lawmakers Re-Introduce Radio Freedom Act

Radio Ink (Matthew Keys) February 7, 2023

https://radioink.com/2023/02/07/lawmakers-re-introduce-radio-freedom-act/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

What will TV look like in three years? These industry insiders share their predictions

CNBC February 7, 2023

<https://www.cnn.com/2023/02/07/future-of-tv-predictions.html>

MRC: We Welcome A JIC, But It Cannot Replace Us

MediaPost (Joe Mandese) February 3, 2023

https://www.mediapost.com/publications/article/382059/mrc-we-welcome-a-jic-but-it-cannot-replace-what.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129166&hashid=Xbl3-p0DS1exdHSa15Xu_g

Music Industry Tries Again, Hoping New Congress Will Solve Old Radio Royalty Standoff.

Inside Radio February 2, 2023

https://www.insideradio.com/music-industry-tries-again-hoping-new-congress-will-solve-old-radio-royalty-standoff/article_ff526e0-a33e-11ed-b846-ff07527364cc.html

Trust is Difficult to Measure

Radio Ink (Buzz Knight) February 2, 2023

<https://radioink.com/2023/02/02/trust-is-difficult-to-measure/>

5 Questions on the FCC's EEO Obligations for Broadcasters

Broadcast Law Blog (David Oxenford) February 1, 2023

<https://www.broadcastlawblog.com/2023/02/articles/5-questions-on-the-fccs-eeo-obligations-for-broadcasters/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for January Week 3 (January 19 - January 25, 2023). Trending looks to be moving up and, based on historical patterns, we should see this sort of marginal growth continue through Memorial Day with usual minor disruption during holiday weekend periods.

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
Jan Week 3 - 582,600

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
Jan Week 3 - 9,920,300

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
Jan Week 3 - 110,900

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
Jan Week 3 - 1,779,800

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
Jan Week 3 - 108,600

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

Jan Week 3 - 2,313,600

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