

FEBRUARY 15, 2023

Hi All,

We culled out all of the critiques and reviews of the ads in the Super Bowl that dominate the trade publications this week and curated just the essential intelligence, articles and resources to help you in your quest for professional growth and learning...

Commit yourself to lifelong learning. The most valuable asset you'll ever have is your mind and what you put into it."

-- Albert Einstein

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

23 Sales Tactics for 2023

MarketingProfs (Andy Springer) February 15, 2023

<https://www.marketingprofs.com/articles/2023/48765/sales-tactics-in-challenging-times>

Yes, Your Audio Campaign Can Be Measured!

Westwood One/Cumulus (Pierre Bouvard) February 13, 2023

<https://www.westwoodone.com/blog/2023/02/13/yes-your-audio-campaign-can-be-measured/>

10 Effective Tips for Persuading Others, According to a Behavioral Scientist

LinkedIn Sales Blog February 10, 2023

https://www.linkedin.com/business/sales/blog/strategy/persuasion-tips-that-work-according-to-a-behavioral-scientist?utm_medium=email&_hsmi=245487729&_hsenc=p2ANqtz-8npUByi4TRmyX-1NflMjxoSyS3V26BSOQBSJ2p0v-kdz25FUFow1oT22EkE5ow5GpaWfvlvMdaD5IIX1QCmyEfrhO1Hg&utm_content=245487729&utm_source=hs_email

Learn These Sales Terms If You Want to Close the Deal

SaleFuel (Chip Gray) February 11, 2023

<https://salesfuel.com/learn-these-sales-terms-if-you-want-to-close-the-deal/>

How to Master Trial Closing In Sales To Gauge Buyer Interest

SalesFuel (Jessica Helinski) February 11, 2023

<https://salesfuel.com/how-to-master-trial-closing-in-sales-to-gauge-buyer-interest/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Revenue Roundup: Co-op advertising. Billions hiding in plain sight

Editor & Publisher February 15, 2023

<https://www.editorandpublisher.com/stories/revenue-roundup-co-op-advertising,242239>

Four Takeaways From Audacy-Veritonic Study On Effective Audio Ads.

Inside Radio February 14, 2023

https://www.insideradio.com/free/four-takeaways-from-audacy-veritonic-study-on-effective-audio-ads/article_270e85d2-ac3b-11ed-9004-c389cc239711.html

Signals Point To Positive Year For CPG Advertising.

Inside Radio February 14, 2023

https://www.insideradio.com/free/signals-point-to-positive-year-for-cpg-advertising/article_e0e27f00-ac3a-11ed-bea5-a3e6bc533c3c.html

Co-Op Advertising is Local Advertising

STREETFIGHT (Russ Mann) February 13, 2023

<https://streetfightmag.com/2023/02/13/co-op-advertising-is-local-advertising/>

What Is Your Sales Brand?

Radio Ink (Marc Greenspan) February 13, 2023

https://radioink.com/2023/02/13/what-is-your-sales-brand-2/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Prospecting for PASSION!

Radio Ink (Rick Fink) February 13, 2023

https://radioink.com/2023/02/13/prospecting-for-passion/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Put A Ring On It: Radio Dominates Jewelry Ad Placement Leading Into Valentine's Day.

Inside Radio (Katz Radio Group/Media Monitors) February 13, 2023

https://www.insideradio.com/free/put-a-ring-on-it-radio-dominates-jewelry-ad-placement-leading-into-valentines-day/article_aa023e84-ab78-11ed-8223-ebcccad37db1.html

Letter: 6 Ways Waze Falls Short for Traffic Reports

"Its information is routinely bad, imprecise and not relevant," says a reader

RadioWorld (Hans Laetz) February 13, 2023

https://www.radioworld.com/columns-and-views/readers-forum/letter-6-ways-waze-falls-short-for-traffic-reports?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=90CD981C-FF9C-437F-97EA-483F2B2406F6&utm_source=SmartBrief

Mastercard: In-store spending tops online in January; total sales up 8.8%

Chain Store Age (Marianne Wilson) February 10, 2023

https://chainstoreage.com/mastercard-store-spending-tops-online-january-total-sales-88?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=8319H4585489H7M

E-commerce sales pass \$1 trillion – now what?

Chain Store Age (Dan Berthiaume) February 3, 2023

https://chainstoreage.com/e-commerce-sales-pass-1-trillion-now-what?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail

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

TOP FIVE SELECTED ARTICLES/RESOURCES

For World Radio Day, key facts about radio listeners and the radio industry in the U.S.

Pew Research Center (Naomi Foman-Katz) February 13, 2023

<https://www.pewresearch.org/fact-tank/2023/02/13/for-world-radio-day-key-facts-about-radio-listeners-and-the-radio-industry-in-the-u-s/>

The Blueprint for Success: Creating a Sales Leader Success Plan

The Center For Sales Strategy (Trey Morris) February 13, 2023

https://blog.thecenterforsalesstrategy.com/the-blueprint-for-success-creating-a-sales-leader-success-plan?utm_campaign=subscriber&utm_medium=email&hsmi=245808466&hsenc=p2ANqtz-iZhdcY_DAWG-I98Sjh8Yi-gA7BcrgCr-SKRsf1US-kX9gKRciBMXfbm_mDwJGQrnBKVpwVDFoi8Lez-pH7FSJj6gTQ&utm_content=245808466&utm_source=hs_email

Seven Keys To A Positive Sales Culture

Radio Ink (Alec Drake) February 13, 2023

https://radioink.com/2023/02/13/seven-keys-to-a-positive-sales-culture/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Great Coaches + Sales Managers Are Not \$.10 A Dozen

Radio Ink (Loyd Ford) February 13, 2023

https://radioink.com/2023/02/13/great-coaches-sales-managers-are-not-10-a-dozen/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Rebuilding Trust Strengthens Your Integrity

SalesFuel (Tim Londergan) February 11, 2023

<https://salesfuel.com/rebuilding-trust-strengthens-your-integrity/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Daily Digital Video Use Estimated To Top Linear TV Usage This Year, Linear To Sink 6.4%

MediaPost (Wayne Friedman) February 15, 2023

<https://www.mediapost.com/publications/article/382563/daily-digital-video-use-estimated-to-top-linear-tv.html>

How Many Spots is Too Many Spots?

Radio Ink February 15, 2023

<https://radioink.com/2023/02/15/how-many-spots-is-too-many-spots-2/>

What Radio Can Learn From Podcasts

Radio Ink (Buzz Knight) February 15, 2023

https://radioink.com/2023/02/15/what-radio-can-learn-from-podcasts/?vgo_ee=RCsD9nO1aDQtl4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Ad Spend 'Slowcession' Projected, Upfront Will Be Slowest

MediaPost (Joe Mandese) February 15, 2023

https://www.mediapost.com/publications/article/382560/ad-spend-slowcession-projected-upfront-will-be.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129287&hashid=Xbl3-p0DS1exdHSa15Xu_g

Joel Raab To Radio: Don't Give Up Your Hills!

Inside Radio February 14, 2023

https://www.insideradio.com/free/joel-raab-to-radio-dont-give-up-your-hills/article_0450f336-ac3b-11ed-8ca0-df5afe41d55b.html

Not-For-Attribution: Nielsen, That Is

MediaPost (Joe Mandese) February 14, 2023

https://www.mediapost.com/publications/article/382514/not-for-attribution-nielsen-that-is.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129272&hashid=XOWE7PwT4-lekA7MLbhQg

5 Things Every Radio Station Website Needs to Close More Sales

Jacobs Media Strategies (Seth Resler) February 13, 2023

https://jacobsmedia.com/5-things-every-radio-station-website-needs-close-sales/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=76afcf1b-CTD+EmailOnly&utm_medium=email&utm_term=0_5007ff924d-76afcf1b-179898762

Tracking the Bounce Back for Automotive Local Ad Spending

BIA Advisory Services (Suzanne Ackley) February 13, 2023 <http://blog.biakelsey.com/index.php/2023/02/13/tracking-the-bounce-back-for-automotive-local-ad-spending/>

U.S., Worldwide Ad-Cost Inflation Poised To Decelerate This Year

MediaPost (Joe Mandese) February 13, 2023

https://www.mediapost.com/publications/article/382477/us-worldwide-ad-cost-inflation-poised-to-decele.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129273&hashid=Xbl3-p0DS1exdHSa15Xu_g

Navigating the ‘slippery slope’ of personal endorsements in podcast ads

Marketing Brew (Alyssa Meyers) February 13, 2023

<https://www.marketingbrew.com/stories/2023/02/13/navigating-the-slippery-slope-of-personal-endorsements-in-podcast-ads>

Will Nielsen’s Competitors Merge?

Forbes (Brad Adgate) February 13, 2023

<https://www.forbes.com/sites/bradadgate/2023/02/13/will-nielsens-competitors-merge/?sh=749b95215b1c>

Advertisers Aim To Hold Ad Budgets Steady In 2023 – Or Increase Them

Inside Radio (Advertiser Perceptions) February 13, 2023

https://www.insideradio.com/free/advertisers-aim-to-hold-ad-budgets-steady-in-2023-or-increase-them/article_10d3a4b8-ab79-11ed-a625-1fc080bd5e9a.html

Has Streaming Turned Out To Be “Fool’s Gold?”

Jacobs Media Strategies (Fred Jacobs) February 13, 2023

<https://jacobsmedia.com/has-streaming-turned-out-to-be-fools-gold/>

Employment Attorneys Say FTC Noncompete Ban Is Likely. Here’s How To Prepare.

Inside Radio February 13, 2023

https://www.insideradio.com/free/employment-attorneys-say-ftc-noncompete-ban-is-likely-here-s-how-to-prepare/article_393c5742-ab79-11ed-b841-df27e35f65ea.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for January Week 3 (January 26 - February 1, 2023) and January Full Month. Fairly stable trends for the week and the full month of January. We hope to see the trending start to get some lift in the weeks ahead.

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 Monthly - 568,900

Jan Week 1 - 565,200

Jan Week 2 - 548,600

Jan Week 3 - 582,600

Jan Week 4 - 579,200

Cume:

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

Jan Monthly - 9,888,500

Jan Week 1 - 10,033,000
Jan Week 2 - 9,731,700
Jan Week 3 - 9,920,300
Jan Week 4 - 9,869,000

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 Monthly - 107,300

Jan Week 1 - 100,100
Jan Week 2 - 107,400
Jan Week 3 - 110,900
Jan Week 4 - 110,700

Cume:

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

Jan Monthly - 1,774,500

Jan Week 1 - 1,712,700
Jan Week 2 - 1,785,700
Jan Week 3 - 1,779,800
Jan Week 4 - 1,819,900

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 Monthly - 106,100

Jan Week 1 - 106,100
Jan Week 2 - 101,800
Jan Week 3 - 108,600
Jan Week 4 - 108,300

Cume:

Oct Monthly - 2,429,200
Nov Monthly - 2,437,200
Dec Monthly - 2,373,200
Hol Monthly - 2,255,600

Jan Monthly - 2,276,400

Jan Week 1 - 2,292,300
Jan Week 2 - 2,242,200
Jan Week 3 - 2,313,600
Jan Week 4 - 2,257,300

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031