

FEBRUARY 22, 2023

Hi All,

Here is your weekly installment of curated resources and articles on sales skills and training, consumer sentiment, the economy, media trends and issues, management intel, broadcast law and regulation and the latest audience trends for the first week of February in our PPM measured markets (and there is nice growth in both metrics on all three of our PPM markets). So find some time to read, learn and implement...

Education without application is just entertainment.

– Tim Sanders

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

NCAA March Madness 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/Cumulus (Pierre Bouvard) February 21, 2023

<https://www.westwoodone.com/blog/2023/02/21/ncaa-march-madness-on-am-fm-radio-why-sports-play-by-play-listeners-are-more-engaged-than-the-tv-audience-and-more-likely-to-make-major-purchases/>

New Research Shows AM/FM Radio Remains 'Car Buyers' Most Important Medium.'

Inside Radio (Hub Entertainment Research) February 21, 2023

https://www.insideradio.com/free/new-research-shows-am-fm-radio-remains-car-buyers-most-important-medium/article_9e84f108-b1bf-11ed-86ab-d31900c58db1.html

Budgets Aren't Important

Radio Ink (Pat Bryson) February 20, 2023

https://radioink.com/2023/02/20/budgets-arent-important/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

This Way To Better Sales

Radio Ink (Loyd Ford) February 20, 2023

https://radioink.com/2023/02/20/this-way-to-better-sales/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

3 TRENDS FOR B2B COMPANIES TO ELEVATE THEIR CONTENT MARKETING TODAY

LEADG2 (Emily Hartzell) February 17, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/b2b-companies-and-content-marketing-today?utm_medium=email&_hsmi=246534615&_hsenc=p2ANqtz--QlPVI7-X52BbjqtnhcV8jFkMj-tD_wnOw9KiaCbQHTeW7hY2b5m-2Tl3RX1cyqCejeQ3w_uiZIMhnX_qyO0ykX-rO7g&utm_content=246534615&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

The Black American Consumer, A Multi-Million Dollar Opportunity

Katz Radio Insights & Analytics (Lisa Cirigliano) February 21, 2023

ATTACHMENT: [The Importance of the Black American Consumer](#)

A Steady Flow of Spot Radio Activity for Progressive

Radio + Television Business Report (Media Monitors) February 21, 2023

<https://rbr.com/mm-radio-o21923/>

Consumer sentiment at 13-month high

Chain Store Age February 17, 2023

https://chainstoreage.com/consumer-sentiment-13-month-high?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

U.S. Retail Sales Rebounded Sharply In January As Consumers Shrug Off Fears Of Recession.

Inside Radio (Commerce Department/NRF) February 17, 2023

https://www.insideradio.com/free/u-s-retail-sales-rebounded-sharply-in-january-as-consumers-shrug-off-fears-of-recession/article_d35811d8-aea6-11ed-ac23-dba57997ecc9.html

For Many, High Prices Put New Cars Out Of Reach.

Inside Radio (Kelly Blue Book/Cox Automotive) February 16, 2023

https://www.insideradio.com/free/for-many-high-prices-put-new-cars-out-of-reach/article_e2d52b32-add4-11ed-8f2a-5b0fb565d05c.html

Unmask These Devious Negotiation Techniques

Sales Fuel (Tim Londergan) February 18, 2023

<https://salesfuel.com/unmask-these-devious-negotiation-techniques/>

3 Professional Sales Tips for Networking Success Today

SaleFuel (Jessica Helinski) February 18, 2023

<https://salesfuel.com/3-professional-sales-tips-for-networking-success-today/>

Research Reveals That Video Boosts Engagement, Can Drive More Sales

SalesFuel (Jessica Helinski) February 18, 2023

<https://salesfuel.com/research-reveals-that-video-boosts-engagement-can-drive-more-sales/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Media Sales Report – Industry Outlook & Culture with Beth Sunshine

(Note - This is the second installment examining the results of the Media Sales Report)

The Center For Sales Strategy (Brent Tripp) February 22, 2023

https://blog.thecenterforsalesstrategy.com/media-sales-report-industry-outlook-culture-with-beth-sunshine?utm_campaign=subscriber&utm_medium=email&_hsmi=247253648&_hsenc=p2ANqtz--Z_YWmDjomJGYgAmITPR21uZsYMrt7qaV423QNx8XRr3c1uLbMLonRkDvNxij8tYoXUMleDjSMdtN9Gdltd98mHoGf-Q&utm_content=247253648&utm_source=hs_email

Is It Time For Radio To Do The Math?

Jacobs Media Strategies (Fred Jacobs) February 21, 2023

<https://jacobsmedia.com/is-it-time-for-radio-to-do-the-math/>

TV's Next Gen Standard Has Room For Radio In Its Digital Pipeline.

Inside Radio February 21, 2022

https://www.insideradio.com/free/tv-s-next-gen-standard-has-room-for-radio-in-its-digital-pipeline/article_4055519e-b1c0-11ed-80ef-43d52194ade3.html

ANA: Cross Media Measurement Enters 'Build Phase,' Operational Next Year

MediaPost (Joe Mandese) February 17, 2023

<https://www.mediapost.com/publications/article/382613/ana-cross-media-measurement-enters-build-phase.html?edition=129334>

ChatGPT is coming – what it means for your enterprise

Chain Store Age February 17, 2023

https://chainstoreage.com/chatgpt-coming-what-it-means-your-enterprise?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Direct from The FCC – What's on the Agenda for Broadcast Regulation?

Broadcast Law Blog (David Oxenford) February 22, 2023

<https://www.broadcastlawblog.com/2023/02/articles/direct-from-the-fcc-whats-on-the-agenda-for-broadcast-regulation/>

Retail media ad spending is on track to surpass TV

eMarketer Insider Intelligence (Paul Verna) February 22, 2023

https://www.insiderintelligence.com/content/retail-media-ad-spending-on-track-surpass-tv?utm_source=email&utm_medium=email&utm_campaign=eDaily%202.22.2023&utm_id=eDaily%202.22.2023&utm_term=eMarketer%20Daily%20CORE/EMEA%20%28Mon-Fri%29

WTF Is 'Nielsen One Ads?'

MediaPost (Joe Mandese) February 21, 2023

https://www.mediapost.com/publications/article/382722/wtf-is-nielsen-one-ads.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129353&has_hid=GkaoK9PSSKGhs-uNohSxFw

Psychological safety boosts team performance and innovation

SmartBrief February 21, 2022

https://corp.smartbrief.com/original/2023/02/psychological-safety-boosts-team-performance-and-innovation?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm_content=92DF18E7-5471-4039-86EC-56D985083AA7&utm_source=brief

5 Ways To Recruit More Superstars

The Center For Sales Strategy (Beth Sunshine) February 20, 2023

https://blog.thecenterforsalesstrategy.com/5-ways-to-recruit-more-superstars?utm_campaign=subscriber&utm_medium=email&_hsmi=246852082&_hsenc=p2ANqtz--1f0ZthU0cj9j9b9ZleFXIJG_5t6NJSZjPfOz1RFVUvJbNuOYWh_F3kJJEnFCGoG9qonWmFYxkJ6bXj3JqcSqD_5kcJQ&utm_content=246852082&utm_source=hs_email

Is Capacity Still A Thing?

Radio Ink (Alec Drake) February 20, 2023

https://radioink.com/2023/02/20/is-capacity-still-a-thing/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D

Rethinking Contests: What Motivates Your Radio Station's Most Passionate Listeners?

Jacobs Media Strategies (Seth Resler) February 20, 2023

<https://jacobsmedia.com/rethinking-contests-what-motivates-your-radio-stations-most-passionate-listeners-2/>

Industry Groups Urge FTC To Reject Petition To Regulate Ad Tech

MediaPost (Wendy Davis) February 20, 2023

<https://www.mediapost.com/publications/article/382708/industry-groups-urge-ftc-to-reject-petition-to-reg.html>

What is a Sales Play?+ Sample Sales Plays

(Note - This presentation is a free sample from the LEAD2G Sales Play program. I am not endorsing that you purchase it but this free sample is worth a look and contains usable information).

ATTACHMENT: [LeadG2 What is a Sales Play?](#)

Is Audience 'Bounce' Due To Ratings Instability? Or Reality Instability?

Media Village/Bill Harvey February 17, 2023

https://www.insideradio.com/free/is-audience-bounce-due-to-ratings-instability-or-reality-instability/article_96aacae0-aea7-11ed-b053-ffef37957994.html

Is the economy headed for recession or a soft landing?

NPR (Stacey Vanek Smith) February 17, 2023

<https://www.npr.org/2023/02/17/1157456149/is-the-economy-headed-for-recession-or-a-soft-landing>

California Children's Safety Law Will 'Hobble' Internet, Tech Industry Says

MediaPost (Wendy Davis) February 17, 2023

https://www.mediapost.com/publications/article/382674/california-childrens-safety-law-will-hobble-int.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129343&has_hid=3ryQP86FTTiyUS5w5BYR2g

The inside-out approach to customer-centricity

You can't transform your customer experience unless you align the organizational culture—especially the day-to-day behaviors of employees—to reach a clear outcome.

Strategy+Business February 16, 2023

<https://www.strategy-business.com/article/The-inside-out-approach-to-customer-centricity>

The Need For News And Media Innovation Has Never Been Greater

Jacobs Media Strategies (Fred Jacobs) February 16, 2023

<https://jacobsmedia.com/the-need-for-news-and-media-innovation-has-never-been-greater/>

FTC's Proposed Non-Compete Ban Is Challenged By House Republicans.

Inside Radio February 16, 2023

https://www.insideradio.com/free/ftc-s-proposed-non-compete-ban-is-challenged-by-house-republicans/article_5b89abde-add5-11ed-9449-e7fba4113eab.html

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 1 (February 2 - February 8, 2023). February is off to a strong start across the board.

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

Feb Week 1 - 583,400

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

Feb Week 1 - 10,061,100

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

Feb Week 1 - 118,200

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

Feb Week 1 - 1,849,800

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 Monthly - 106,100

Feb Week 1 - 117,700

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

Feb Week 1 - 2,381,000

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