

**MARCH 1, 2023**

Hi All,

Welcome to the first edition of your Midweek Resource Roundup for March and to paraphrase Forest Gump...each edition is like a box of chocolates. You never know what you're going to get but you know it is going to be tasty, good and full of learning!

Class is now in session so let's get on with the learning...

**Life is a classroom. Only those willing to be lifelong learners will move to the head of the class.**

– Zig Ziglar

**RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Fake News Phobia Grows Among Ad Buyers. The Fix May Be Selling Radio's Legitimacy.**

Inside Radio (Advertiser Perceptions) February 28, 2023 [https://www.insideradio.com/free/fake-news-phobia-grows-among-ad-buyers-the-fix-may-be-selling-radio-s-legitimacy/article\\_9cfd6bbc-b732-11ed-8e99-5f65f967c030.html](https://www.insideradio.com/free/fake-news-phobia-grows-among-ad-buyers-the-fix-may-be-selling-radio-s-legitimacy/article_9cfd6bbc-b732-11ed-8e99-5f65f967c030.html)

**Growing Confidence Grows Sales**

Radio Ink (Loyd Ford) February 27, 2023

[https://radioink.com/2023/02/27/growing-confidence-grows-sales/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/02/27/growing-confidence-grows-sales/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

**Educating Advertisers About The 26 Million Consumers Making Home Improvements.**

Inside Radio (Nielsen Scarborough) February 27, 2023

[https://www.insideradio.com/free/educating-advertisers-about-the-26-million-consumers-making-home-improvements/article\\_2b22dbcc-b678-11ed-85aa-7765292b59cc.html](https://www.insideradio.com/free/educating-advertisers-about-the-26-million-consumers-making-home-improvements/article_2b22dbcc-b678-11ed-85aa-7765292b59cc.html)

**Closing Words are Critical Whether You Win or Learn**

SalesFuel (Tim Londergen) February 25, 2023

<https://salesfuel.com/closing-words-are-critical-whether-you-win-or-learn/>

**How To Conquer Sales Anxiety by Eliminating the Fear of Failure**

SalesFuel (Jessica Helinski) February 25, 2023

<https://salesfuel.com/how-to-conquer-sales-anxiety-by-eliminating-the-fear-of-failure/>

## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

### **Survey: Valentine's Day Jewelry Ads On Radio Increase Awareness And Brand Consideration.**

Inside Radio (Katz Radio Group) February 28, 2023

[https://www.insideradio.com/free/survey-valentine-s-day-jewelry-ads-on-radio-increase-awareness-and-brand-consideration/article\\_e4066766-b732-11ed-bc49-879d6b0f800f.html](https://www.insideradio.com/free/survey-valentine-s-day-jewelry-ads-on-radio-increase-awareness-and-brand-consideration/article_e4066766-b732-11ed-bc49-879d6b0f800f.html)

### **Cricket Is Flexing Its Muscle At Radio, Returning To Top 10 For First Time Since 2020.**

Inside Radio (Media Monitors) February 28, 2023

[https://www.insideradio.com/free/cricket-is-flexing-it-muscle-at-radio-returning-to-top-10-for-first-time-since/article\\_7fb8fff8-b732-11ed-a9d1-97b2a4a0a686.html](https://www.insideradio.com/free/cricket-is-flexing-it-muscle-at-radio-returning-to-top-10-for-first-time-since/article_7fb8fff8-b732-11ed-a9d1-97b2a4a0a686.html)

### **Selling Audience Loyalty**

Radio Ink (Marc Greenspan) February 27, 2023

[https://radioink.com/2023/02/27/selling-audience-loyalty-2/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/02/27/selling-audience-loyalty-2/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

### **To Call Or Not to Call**

Radio Ink (Rick Fink) February 27, 2023

[https://radioink.com/2023/02/27/to-call-or-not-to-call/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/02/27/to-call-or-not-to-call/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

### **AM/FM Radio Is The Reach Accelerator For Video And Digital: Amplify Your Media Plan With Network Radio**

Westwood One/Cumulus ( Pierre Bouvard) February 27, 2023

<https://www.westwoodone.com/blog/2023/02/27/am-fm-radio-is-the-reach-accelerator-for-video-and-digital-amplify-your-media-plan-with-network-radio/>

### **Will Consumers Buy Products Based On Recommendations From ChatGPT?**

MediaPost (Laurie Sullivan) February 27, 2023

<https://www.mediapost.com/publications/article/382916/will-consumers-buy-products-based-on-recommendatio.html?edition=129418>

### **KPMG: Consumers will spend more in these product categories**

Chain Store Age February 27, 2023

[https://chainstoreage.com/kpmg-consumers-will-spend-more-these-product-categories?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CS A+Day+Breaker](https://chainstoreage.com/kpmg-consumers-will-spend-more-these-product-categories?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS A+Day+Breaker)

### **Which products won't consumers scrimp on, even as prices rise?**

eMarketer Insider Intelligence (Arielle Feger) February 27, 2023

[https://www.insiderintelligence.com/content/which-products-won-t-consumers-scrimp-on-even-prices-rise?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=COTD%2002.28.2023&utm\\_id=COTD%20.28.2023&utm\\_content=COTD%2002.28.2023&utm\\_term=COTD%20Active%20List](https://www.insiderintelligence.com/content/which-products-won-t-consumers-scrimp-on-even-prices-rise?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%2002.28.2023&utm_id=COTD%20.28.2023&utm_content=COTD%2002.28.2023&utm_term=COTD%20Active%20List)

### **How Sales Outreach Tools Can Tackle Prospecting Challenges**

SalesFuel (Jessica Hellinski) February 25, 2023

<https://salesfuel.com/how-sales-outreach-tools-can-tackle-prospecting-challenges/>

### **Many Consumers Want Fewer Marketing Messages In 2023**

MediaPost (Robert Williams) February 24, 2023

[https://www.mediapost.com/publications/article/382879/many-consumers-want-fewer-marketing-messages-in-20.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=129426&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/382879/many-consumers-want-fewer-marketing-messages-in-20.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129426&hashid=o5sexdpQRQeeqa1Ux78qbw)

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

### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Economic Pulse: BIA's Monthly Quicktake for February 2023**

BIA Advisory Services (Nicole Ovidia) February 27, 2023

<http://blog.biakelsey.com/index.php/2023/02/27/economic-pulse-bias-monthly-quicktake-for-february-2023/>

#### **U.S. Ad Market Falls For 7th Consecutive Month In January**

MediaPost (Joe Mandese) February 27, 2023

<https://www.mediapost.com/publications/article/382900/us-ad-market-falls-for-7th-consecutive-month-in.html?edition=129418>

#### **A Tale Of Two Radio Revenues**

Radio Ink (Alec Drake) February 27, 2023

[https://radioink.com/2023/02/27/a-tale-of-two-radio-revenues/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/02/27/a-tale-of-two-radio-revenues/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

#### **Are Negative Employees Hurting Your Team?**

SalesFuel (C. Lee Smith) February 25, 2023

<https://salesfuel.com/are-negative-employees-hurting-your-team/>

#### **Marc Pritchard Spells Out the Media Optimization of the Future**

MediaVillage February 23, 2023

<https://www.mediavillage.com/article/marc-pritchard-spells-out-the-media-optimization-of-the-future/>

### **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

#### **Do You Have the Right Mindset to be a Successful Leader Today?**

The Center For Sales Strategy (Kelly George) March 1, 2023

[https://blog.thecenterforsalesstrategy.com/do-you-have-the-right-mindset-to-be-a-successful-leader-today?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=248289452&\\_hsenc=p2ANqtz-9MRbTnQcmPgsexqD-8wbiSC8eMaNnxMuoQS8ytdFxCTCVSszZPu33O8Sb40tef8-fSFcetHDgZXm7S2rp494KNrmGx\\_Ag&utm\\_content=248289452&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/do-you-have-the-right-mindset-to-be-a-successful-leader-today?utm_campaign=subscriber&utm_medium=email&_hsmi=248289452&_hsenc=p2ANqtz-9MRbTnQcmPgsexqD-8wbiSC8eMaNnxMuoQS8ytdFxCTCVSszZPu33O8Sb40tef8-fSFcetHDgZXm7S2rp494KNrmGx_Ag&utm_content=248289452&utm_source=hs_email)

### **Navigating Podcasting's Cross-Currents**

Jacobs Media Strategies (Fred Jacobs) February 28, 2023

<https://jacobsmedia.com/navigating-podcastings-cross-currents/>

### **Former FEMA Directors, FCC Commissioner Ask Government To Save AM Radio In EVs.**

Inside Radio February 28, 2023

[https://www.insideradio.com/free/former-fema-directors-fcc-commissioner-ask-government-to-save-am-radio-in-evs/article\\_c30e2b7a-b732-11ed-ae7f-ebcdc50722a0.html](https://www.insideradio.com/free/former-fema-directors-fcc-commissioner-ask-government-to-save-am-radio-in-evs/article_c30e2b7a-b732-11ed-ae7f-ebcdc50722a0.html)

### **Current AM Debate May Just Be the Start**

Why I find the discussion about AM in EVs particularly troubling

RadioWorld (Paul McLane) February 28, 2023

[https://www.radioworld.com/columns-and-views/from-the-editor/current-am-debate-may-just-be-the-start?utm\\_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=1EC1338B-4563-48EA-A9F9-64F83907C6AF&utm\\_source=SmartBrief](https://www.radioworld.com/columns-and-views/from-the-editor/current-am-debate-may-just-be-the-start?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=1EC1338B-4563-48EA-A9F9-64F83907C6AF&utm_source=SmartBrief)

### **Podcast Ad Frequency Ticked Up In Q4 But Stayed Below Q1 Highs.**

Inside Radio (podsights) February 28, 2023

[https://www.insideradio.com/free/podcast-ad-frequency-ticked-up-in-q4-but-stayed-below-q1-highs/article\\_3d76f2e4-b732-11ed-92ee-4bc78b355545.html](https://www.insideradio.com/free/podcast-ad-frequency-ticked-up-in-q4-but-stayed-below-q1-highs/article_3d76f2e4-b732-11ed-92ee-4bc78b355545.html)

### **Privacy Standards Should Be Set By Congress, Not FTC, Industry Argues**

MediaPost (Wendy Davis) February 28, 2023

<https://www.mediapost.com/publications/article/382971/privacy-standards-should-be-set-by-congress-not-f.html?edition=129431>

### **Three Predictions For Audio Advertising In The Year Ahead**

Forbes (Paul Kelly) February 27, 2023

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/02/27/three-predictions-for-audio-advertising-in-the-year-ahead/?sh=164326e822c5>

### **Black And Religious Broadcast Associations Ask Congress To Reject Radio Royalty Proposal.**

Inside Radio February 27, 2023

[https://www.insideradio.com/free/black-and-religious-broadcast-associations-ask-congress-to-reject-radio-royalty-proposal/article\\_b62fccde-b6c8-11ed-8d15-ffbd0002c51b.html](https://www.insideradio.com/free/black-and-religious-broadcast-associations-ask-congress-to-reject-radio-royalty-proposal/article_b62fccde-b6c8-11ed-8d15-ffbd0002c51b.html)

### **Media Monitors Earns Continued MRC Accreditation.**

inside Radio February 27, 2023

[https://www.insideradio.com/free/media-monitors-earns-continued-mrc-accreditation/article\\_b9c49dd4-b6eb-11ed-a1de-ff1b1504cfd1.html](https://www.insideradio.com/free/media-monitors-earns-continued-mrc-accreditation/article_b9c49dd4-b6eb-11ed-a1de-ff1b1504cfd1.html)

### **FCC And EEOC May Soon Exchange More Data, Including Which Stations Violate Rules.**

Inside Radio February 27, 2023

[https://www.insideradio.com/free/fcc-and-eeoc-may-soon-exchange-more-data-including-which-stations-violate-rules/article\\_4f12a74c-b678-11ed-9b46-d70218f8dfc7.html](https://www.insideradio.com/free/fcc-and-eeoc-may-soon-exchange-more-data-including-which-stations-violate-rules/article_4f12a74c-b678-11ed-9b46-d70218f8dfc7.html)

### **Broadcast Associations Rally LRFA Support**

Radio Ink February 24, 2023

[https://radioink.com/2023/02/24/broadcast-associations-rally-lrfa-support/?vgo\\_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D](https://radioink.com/2023/02/24/broadcast-associations-rally-lrfa-support/?vgo_ee=RCsD9nO1aDQtI4jwotB0nTpxdzkQNI9LgdxZ9pnzLRY%3D)

### **Report: Sonic Branding Not Fully Understood By Media Agencies.**

Inside Radio (Myers Report) February 24, 2023

[https://www.insideradio.com/free/report-sonic-branding-not-fully-understood-by-media-agencies/article\\_333ff768-b420-11ed-be3d-2f7acc6ab10b.html](https://www.insideradio.com/free/report-sonic-branding-not-fully-understood-by-media-agencies/article_333ff768-b420-11ed-be3d-2f7acc6ab10b.html)

### **Nielsen PPM Audience Weekly Trends**

Here are the audience trends for our PPM markets for February Week 2 (February 9 - February 15, 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 Monthly - 568,900

Feb Week 1 - 583,400  
Feb Week 2 - 585,300

##### **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  
Feb Week 2 - 9,867,700

#### **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 Monthly - 107,300

Feb Week 1 - 118,200  
Feb Week 2 - 112,700

**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

Feb Week 1 - 1,849,800  
Feb Week 2 - 1,818,300

**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  
Feb Week 2 - 117,300

**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

Feb Week 1 - 2,381,000

Feb Week 2 - 2,318,500

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Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031