

MARCH 8, 2023

Hi All,

Just for fun I thought I would start off this week's Midweek Resource Roundup with this amazing sunset photo at the Mount Wilson broadcast tower farm in the aftermath of the recent record snow storms!



Photo by David Cendejas the site supervisor at Mount Wilson Observatory.

Next up is also something of interest to everyone. It is the presentation deck from Edison Research 25th anniversary installment of the Infinite Dial research project. there are also a few articles in your curated lists looking at specific segments of the research report:

Edison Research: The Infinite Dial 2023

March 2, 2023

ATTACHMENT: [Infinite Dial 2023](#)

And just a note that when you review this week's PPM audience measurement results for February Week 3 you will see that the 12+ population for each of our three PPM markets has been updated.

And now let's move on to your curated lists of articles and resources and make an investment in our professional knowledge...

“For the best return on your money, pour your purse into your head.”

— Benjamin Franklin

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Hidden Secret Of Prospecting

Radio Ink (Loyd Ford) March 6, 2023

<https://radioink.com/2023/03/06/the-hidden-secret-of-prospecting/>

Best Tips and Tricks for Pipeline Tracking

The Center For Sales Strategy (Matt Sunshine) March 6, 2023

https://blog.thecenterforsalesstrategy.com/best-tips-and-tricks-for-pipeline-tracking?utm_campaign=subscriber&utm_medium=email&_hsmi=248957060&_hsenc=p2ANqtz-9vjMouAaJJ--M2NO6ji0RLHPNASToi4AxfR9GDjgyOYi-2oe6Pw0HOwyJJbhot8h1o1yzjlvJNCIf6EO0hHSYnOT-IQ&utm_content=248957060&utm_source=hs_email

Why Good Work Habits Optimize Your Sales Strengths

SalesFuel (Kathy Crosett) March 4, 2023

<https://salesfuel.com/why-good-work-habits-optimize-your-sales-strengths/>

2 of the Best Sales Rebuttals for Common Objections

SalesFuel (Jessica Helinski) March 4, 2023

<https://salesfuel.com/2-of-the-best-sales-rebuttals-for-common-objections/>

Revenue Retention is the Key to Scalable Growth in 2023

Customer Think (Chris Dishman) February 27, 2023

https://customerthink.com/revenue-retention-is-the-key-to-scalable-growth-in-2023/?ct_subscriber=yes

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Changes On Main Street: The March Of Small Businesses.

Inside Radio (Borrell) March 8, 2023

https://www.insideradio.com/free/changes-on-main-street-the-march-of-small-businesses/article_bc4cbf68-bd86-11ed-bd3c-0b5fbe97d348.html

Don't Overlook Your Most Lucrative Consumer Segment

MediaPost (Shelly Schroed) March 7, 2023

https://www.mediapost.com/publications/article/383188/dont-overlook-your-most-lucrative-consumer-segmen.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129510&hashid=nPO6kNh8ToCb2_NBH4Mycg

Survey: U.S. consumers spent \$14 billion shopping while drunk

Chain Store Age (Dan Berthiaume) March 7, 2023

(Sorry, I couldn't resist including this! And I sweat I wasn't drinking at the time)

https://chainstoreage.com/survey-us-consumers-spent-14-billion-shopping-while-drunk?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Edison's "Share Of Ear" Q4 2022: Streaming Is Now 20% Of AM/FM Radio Listening, Podcasts Have Surged, And AM/FM Radio Dominates Ad-Supported Time Spent

Westwood One (Liz Mayer) March 6, 2023

<https://www.westwoodone.com/blog/2023/03/06/edisons-share-of-ear-q4-2022-streaming-is-now-20-of-am-fm-radio-listening-podcasts-have-surged-and-am-fm-radio-dominates-ad-supported-time-spent/>

Survey: Consumers still looking to spend on luxury

Chain Store Age March 6, 2023

https://chainstoreage.com/survey-consumers-still-looking-spend-luxury?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Recessions Are Where Innovation Thrives

MediaPost (Martin Kelly) March 6, 2023

https://www.mediapost.com/publications/article/383140/recessions-are-where-innovation-thrives.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129510&hashid=nPO6kNh8ToCb2_NBH4Mycg

Infinite Dial 2023: "Podcasts Are Back"

Radio Ink March 3, 2023

<https://radioink.com/2023/03/03/edison-research-releases-the-infinite-dial-2023/>

Why retail media will be the third and biggest wave of digital advertising

eMarketer (Arielle Feger) March 3, 2023

https://www.insiderintelligence.com/content/why-retail-media-will-third-biggest-wave-of-digital-advertising?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail%20Daily%203.6.23&utm_content=Retail%20Daily%203.6.23&utm_term=eMarketer%20Retail%20Active%20List

Consumer confidence declines in February amid signs of spending pullback

Chain Store Age (Marianne Wilson) March 3, 2023

https://chainstoreage.com/consumer-confidence-declines-february-amid-signs-spending-pullback?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Critical Issue: How to Increase Your Price Without Losing Customers

Customer Think (Colin Shaw) February 27, 2023

https://customerthink.com/critical-issue-how-to-increase-your-price-without-losing-customers/?ct_subscriber=yes

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Amid Radio's Post-COVID Comeback, U.S. Expected To Outpace Global Growth In 2023.

Inside Radio (PQ Media) March 8, 2023

https://www.insideradio.com/free/amid-radios-post-covid-comeback-u-s-expected-to-outpace-global-growth-in-2023/article_9a847f42-bd86-11ed-b816-8394067c0112.html

Amazon Wants To Partner With Broadcasters On Local Ad Sales. Here's Their Pitch.

Inside Radio (Borrell) March 8, 2023

https://www.insideradio.com/free/amazon-wants-to-be-your-data-provider-here-s-their-pitch/article_006764a0-bd87-11ed-ba15-e7dc406ffdd4.html

At Borrell Miami, The Focus Is On Media And Advertising Tipping Points.

Inside Radio March 7, 2023

https://www.insideradio.com/free/at-borrell-miami-the-focus-is-on-media-and-advertising-tipping-points/article_1e7a858a-bcb0-11ed-b950-73c0f1db6e3d.html

Podcast CPMs Fell In February As Mid-Sized Shows Had Top Rate.

Inside Radio (AdvertiseCast) March 6, 2023

https://www.insideradio.com/free/podcast-cpms-fell-in-february-as-mid-sized-shows-had-top-rate/article_90f944c6-bbe7-11ed-b113-c76f342ec8e1.html

SiriusXM Pulls Plug on Traffic and Weather

Four channels had been left, covering eight urban areas.

RadioWorld (Paul McLane) March 6, 2023

https://www.radioworld.com/news-and-business/programming-and-sales/siriusxm-pulls-plug-on-traffic-and-weather?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=8CB5F61D-825E-4355-A602-13114D05E61D&utm_source=SmartBrief

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

YouTube Issues Its Own Cross-Media Measurement Principles, Implies TV-Centric JIC Is A 'Silo'

MediaPost (Joe Mandese) March 8, 2023

https://www.mediapost.com/publications/article/383201/youtube-issues-its-own-cross-media-measurement-pri.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129521&hashid=0GmwUb-VQzGI9svJRwTNrA

Gigi Sohn Withdraws as Nominee for Federal Communications Commission

Senate Republicans block President Biden's pick, call her too partisan

WSJ March 7, 2022

<https://www.wsj.com/articles/gigi-sohn-withdraws-as-nominee-for-federal-communications-commission-9101fb19>

Why Strategy Must Come Before Tactics (And How Research Fits In)

Coleman Insights (Jay Nachlis) March 7, 2023

<https://colemaninsights.com/coleman-insights-blog/why-strategy-must-come-before-tactics-and-how-research-fits-in>

Third-Party Cookies Will Be Eliminated. Broadcasters Could Lose Billions. Here's What You Need to Know.

Jacobs Media Strategies (Seth Resler) March 6, 2023

https://jacobsmedia.com/third-party-cookies-will-be-eliminated-broadcasters-could-lose-billions-heres-what-you-need-to-know/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=5df35c1709-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-5df35c1709-179898762

After The Cookie Crumbles: How One Radio Group Is Confronting The 3rd Party Data Challenge.

Inside Radio (Borrell) March 7, 2023

https://www.insideradio.com/free/after-the-cookie-crumbles-how-one-radio-group-is-confronting-the-3rd-party-data-challenge/article_ac0eadb4-bcaf-11ed-89be-bb15e4eda54c.html

Will Thursdays Be The New Black?

Jacobs Media Strategies (Fred Jacobs) March 7, 2023

<https://jacobsmedia.com/will-thursdays-be-the-new-black/>

Global Ad/Marketing Spend Decelerating, Macroeconomic Challenges Cited

MediaPost (Joe Mandese) March 6, 2023

https://www.mediapost.com/publications/article/383134/global-admarketing-spend-decelerating-macroecono.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129503&hashid=Xbl3-p0DS1exdHSa15Xu_g

Digital growth plateaus amid continued ad spending decline

MARKETINGDIVE March 6, 2023

https://www.marketingdive.com/news/january-2023-ad-spend-declined-6-percent/644195/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-03-07%20Marketing%20Dive%20Newsletter%20%5Bissue:48575%5D&utm_term=Marketing%20Dive

The Massive Gulf Between Radio's Top Digital Performers And Everybody Else.

Inside Radio (Borrell/RAB) March 6, 2023

https://www.insideradio.com/free/the-massive-gulf-between-radio-s-top-digital-performers-and-everybody-else/article_13c4092c-bbe8-11ed-ae63-6b9be12acdcb.html

THE MOST OVERLOOKED SALES AND MARKETING AUTOMATION OPPORTUNITIES

LEADG2 (Amanda Meade) March 6, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/the-most-overlooked-sales-and-marketing-automation-opportunities?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=248971596&_hsenc=p2ANqtz==urBNuOBEOqtJeZqpkOTddikNapbniSLV6tKOTWH7f3lItEu_CbDRRcGKnpP4xgg48ignORG54ObI6a8Aiz0N4_AoRg&utm_content=248971596&utm_source=hs_email

What Radio Can Learn From Baseball's Rule Changes

Radio Ink (Buzz Knight) March 5, 2023

<https://radioink.com/2023/03/05/what-radio-can-learn-from-baseballs-rule-changes/>

Four Words For Radio In 2023: Act Like A Neighbor

Jacobs Media Strategies (Fred Jacobs) March 6, 2023

<https://jacobsmedia.com/four-words-for-radio-in-2023-act-like-a-neighbor/>

Media Agencies Join Programmers In Setting Measurement Standards

Broadcasting & Cable (Jon Lafayette) March 6, 2023

<https://www.nexttv.com/news/media-agencies-join-programmers-in-setting-measurement-standards>

DOJ will hire more data experts to scrutinize digital monopolies, antitrust chief says

CNN (Brian Fung) March 6, 2023

<https://www.cnn.com/2023/03/06/tech/doj-data-experts/index.html>

House Committee Advances Bill To Ban TikTok

MediaPost (Wendy Davis) March 2, 2023

<https://www.mediapost.com/publications/article/382979/house-committee-advances-bill-to-ban-tiktok.html>

NAB Says Non-Competes Are OK

Radio Ink March 2, 2023

<https://radioink.com/2023/03/02/nab-says-non-competes-are-ok/>

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 3 (February 16 - February 22, 2023). This week includes the Presidents' Day Holiday weekend. Note also that I have updated the 12+ population figures for each market. In Los Angeles there was a loss of -134,900, Riverside/San Bernardino was down - 5,500 people and San Diego was flat.

Los Angeles (Metro 12+ Population 11,234,700)

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

Feb Week 3 - 572,100

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

Feb Week 3 - 9,868,400

Riverside/San Bernardino (Metro 12+ Population 2,166,600)

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

Feb Week 3 - 105,000

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

Feb Week 3 - 1,900,000

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

Feb Week 3 - 110,600

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

Feb Week 3 - 2,309,000

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