

MARCH 15, 2023

Hi All,

It is Wednesday already and time for another edition of your Midweek Resource Roundup. As always this week's curated collection of articles and resources is full of essential information to help you stay in top form.

This week we also have the full month results for the February Nielsen Survey for our PPM measured markets. It's sort of a meh month with no big swings. Now that we are into the March Survey we will not have any Holiday Weekends to affect listening patterns so we hope to see some growth in the metrics.

So let's get going on with our continuing professional education and keep up our forward momentum:

"Education is a continual process, it's like a bicycle... If you don't pedal you don't go forward."

— George Weah

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Surprise: AM/FM Radio Ratings Overtake TV Among Persons 18-49 For The First Time In Media History

Westwood One (Pierre Bouvard) March 13, 2023

<https://www.westwoodone.com/blog/2023/03/13/surprise-am-fm-radio-ratings-overtake-tv-among-persons-18-49-for-the-first-time-in-media-history/>

Selling the Value of Your Older Audience

Radio Ink (Marc Greenspan) March 13, 2023

<https://radioink.com/2023/03/13/marc-greenspan-selling-the-value-of-your-older-audience/>

How Sellers Can Satisfy Their Most Difficult Customers

SalesFuel March 11, 2023

<https://salesfuel.com/how-sellers-can-satisfy-their-most-difficult-customers/>

What Makes A Great Seller? They Possess These Top Traits

SalesFuel (Jessica Helinski) March 11, 2023

<https://salesfuel.com/what-makes-a-great-seller-they-possess-these-top-traits/>

3 Simple Steps to Getting Started on Developing New Business

The Center For Sales Strategy (Dean Moothart) March 9, 2023

https://blog.thecenterforsalesstrategy.com/3-simple-steps-to-getting-started-on-developing-new-business?utm_medium=email&_hsmi=249682710&_hsenc=p2ANqtz-mLG8MznIhcN8SaGXTK01Ew5_xQDTNZZ9GEtN9MIMZE2tJ5T4M0Llb4rcQhjmHzsT_I-bbVRcdEEGdza9O-eDp3myJw&utm_content=249682710&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

Four Tips (Some Cost-Free) That Radio Can Use To Improve Ad Effectiveness.

Inside Radio (Veritonic) March 15, 2023

https://www.insideradio.com/free/four-tips-some-cost-free-that-radio-can-use-to-improve-ad-effectiveness/article_1f7f9568-c2fc-11ed-a25c-b37331be21a7.html

ATTACHMENT: [Sound Creative – How to build winning Audio ads](#)

Do You Want to Be Heard or Understood?

Frank Sonnenberg Online March 15, 2023

<https://www.franksonnenbergonline.com/blog/do-you-want-to-be-heard-or-understood/>

Survey: Auto Dealer Optimism On The Rise.

Inside Radio (Cox Automotive) March 15, 2023

https://www.insideradio.com/free/survey-auto-dealer-optimism-on-the-rise/article_c8d57c3c-c2fb-11ed-b9e8-e3e1f610f8e4.html

Home Services Ads on Radio: What's Working Best

RAB Radio Matters Blog March 14, 2023

https://radiomatters.org/index.php/2023/03/14/home-services-ads-on-radio-whats-working-best/?utm_source=Radio%20Matters%20Blog&utm_campaign=345701dabc-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-345701dabc-500551657

Podcast Listening Time Jumps As More Listeners Are Now Tuning In Weekly.

Inside Radio (Edison Research) March 14, 2023

https://www.insideradio.com/free/podcast-listening-time-jumps-as-more-listeners-are-now-tuning-in-weekly/article_2c259494-c247-11ed-b311-ffe168ece5e4.html

Wireless Carriers And Job Recruiters Dominate Radio's Top 10 Advertisers.

Inside Radio (Media Monitors) March 14, 2023

https://www.insideradio.com/free/wireless-carriers-and-job-recruiters-dominate-radio-s-top-10-advertisers/article_4321e48c-c246-11ed-bde5-235414834cf8.html

How social media marketing can be used to make sales

Customer Think (Kristin Zhivago) March 12, 2023

https://customerthink.com/how-social-media-marketing-can-be-used-to-make-sales/?ct_subscriber=yes

Advertisers, Get Ready: Opportunities In 2023 Abound.

Inside Radio (MediaRadar) March 13, 2023

https://www.insideradio.com/free/advertisers-get-ready-opportunities-in-2023-abound/article_a971bd98-c17e-11ed-a8f1-eb43888b35af.html

MediaRadar's Advertising Predictions for 2023: Uncertainty Brings Ad Opportunities

MediaRadar March 13, 2023

https://mediaradar.com/blog/mediaradars-advertising-predictions-for-2023-uncertainty-brings-ad-opportunities/?content=advertising-trends&utm_medium=email&_hsmi=247611849&_hsenc=p2ANqtz-kWW3CmDixlCCXj92ZPxJhtwnYJMEX79sVAKAmLBISXOoXGSQkWjC9cRq9MuH-xyUdBRq-Gk0AJU8e-iVDXdPhHxe2A&utm_content=247611849&utm_source=hs_email

The Sweet Spot For Homeowners Building An Addition: 35–49-Year-Old Audio Users.

Inside Radio (Nielsen) March 13, 2023

https://www.insideradio.com/free/the-sweet-spot-for-homeowners-building-an-addition-35-49-year-old-audio-users/article_261c6a3c-c17f-11ed-9c6f-63a87076222f.html

Survey: Retailers increase interest in this advertising channel

Chain Store Age March 13, 2023

https://chainstoreage.com/survey-retailers-increase-interest-advertising-channel?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

How to Define Stages in Your Lead Management Process

SalesFuel (Chip Gray) March 11, 2023

<https://salesfuel.com/how-to-define-stages-in-your-lead-management-process/>

2 Mistakes to Avoid to Protect Your Relationships In Sales

SalesFuel (Jessica Helinski) March 11, 2023

<https://salesfuel.com/2-mistakes-to-avoid-to-protect-your-relationships-in-sales/>

Study: Weather is a bigger e-commerce driver than Cyber Monday

Chain Store Age March 9, 2023

https://chainstoreage.com/study-weather-bigger-e-commerce-driver-cyber-monday?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail&oly_enc_id=8319H4585489H7M

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

TOP FIVE SELECTED ARTICLES/RESOURCES

A Quick Guide to Revenue Performance

The Center For Sales Strategy (Stephanie Downs) March 15, 2023

https://blog.thecenterforsalesstrategy.com/a-quick-guide-to-revenue-performance?utm_campaign=subscriber&utm_medium=email&_hsmi=250333295&_hsenc=p2ANqtz-8LnnkS6ExFb9hySwmoJdBcBXAgj6e7j9jVu689L6tEhxh0s_mFY2K2ZcSsd31wuGFXVyK70Lx3lJfw7V4f4fEI-LBtg&utm_content=250333295&utm_source=hs_email

Three Proven Strategies to Increase Your Business Revenue Performance

The Center For Sales Strategy (Matt Sunshine) March 13, 2023

https://blog.thecenterforsalesstrategy.com/3-proven-strategies-to-increase-your-business-revenue-performance?utm_campaign=subscriber&utm_medium=email&hsmi=249985778&hsenc=p2ANqtz-9xBmNIIFL3uWDUY2gzhoPg2JqnRcBa22dQhso6T39b790kE8rA1XBzHmTKYp_zYtx5e1AJx6bbz3fMbTsSEf5dqpxTQ&utm_content=249985778&utm_source=hs_email

69% Of Media Buyers, Planners Have Concerns About The Evolution Of Technology

MediaPost (Laurie Sullivan) March 13, 2023

https://www.mediapost.com/publications/article/383327/69-of-media-buyers-planners-have-concerns-about.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129580&hasid=3ryQP86FTTiyUS5w5BYR2g

Leading a Team – Why Poor Performance Isn't Always the Result of Burnout

SalesFuel (Kathy Crosett) March 11, 2023

<https://salesfuel.com/leading-a-team-why-poor-performance-isnt-always-the-result-of-burnout/>

How to Keep Remote Collaboration from Becoming Chaotic

George Mason University March 8, 2023

<https://business.gmu.edu/news/2023-03/are-our-brains-wired-work-home>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

ARTIFICIAL INTELLIGENCE (AI) & CONTENT CREATION WITH MEGAN SKALBECK

LEADG2 (Brent Tripp) March 15, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/ai-content-creation-with-megan-skalbeck?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=250369228&hsenc=p2ANqtz-948lvPiCTiqQq0A4jNtlkNU2CS3YFdgfYNIL-bv5HtdJo4mqpHYxVPkfV_Yq5V9BDwKm2ndZTp8J0jl_WRIDMmKMH5mg&utm_content=250369228&utm_source=hs_email

LeGeyt: 47 Million People Listen to AM Radio Every Week

Radio Ink March 14, 2023

<https://radioink.com/2023/03/14/legeyt-47-million-people-listen-to-am-radio-every-week/>

Can Radio Broadcasters Navigate The Digital Divide?

Jacobs Media Strategies (Fred Jacobs) March 13, 2023

<https://jacobsmedia.com/can-radio-broadcasters-navigate-the-digital-divide/>

How Radio Can Expand Its Audience Reach With Digital

Jacobs Media Strategies (Fred Jacobs) March 14, 2023

<https://jacobsmedia.com/how-radio-can-expand-its-audience-reach-with-digital/>

The Power of Personal Connections: How Shared Experiences Boost Performance

Harvard Business School (Rachel Layne) March 13, 2023

https://hbswk.hbs.edu/item/the-power-of-personal-connections-how-shared-experiences-boost-performance?utm_source=sfmc&utm_medium=email&utm_campaign=WK+Newsletter+03-15-2023+CONTROL&utm_term=The+Power+of+Personal+Connections%3a+How+Shared+Experiences+Boost+Performance&utm_id=556625

Demanding digital B2B buyers want it all, and now

Digital Commerce 360 (Mark Brohan) March 13, 2023

<https://www.digitalcommerce360.com/2023/03/13/demanding-digital-b2b-buyers-want-it-all-and-now/>

To Navigate 'Cookie Apocalypse,' Broadcasters Need To Act Now, Experts Say.

Inside Radio March 13, 2023

https://www.insideradio.com/free/to-navigate-cookie-apocalypse-broadcasters-need-to-act-now-experts-say/article_817f8daa-c17f-11ed-b44b-b7854dd8e284.html

Radio Prizes That Are Worthless But Priceless

Jacobs Media Strategies (Seth Resler) March 13, 2023

https://jacobsmedia.com/radio-prizes-that-are-worthless-but-priceless/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=ee4797113a-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-ee4797113a-179898762

NAB Announces Radio Sessions For Next Month's NAB Show.

Inside Radio March 13, 2023

https://www.insideradio.com/free/nab-announces-radio-sessions-for-next-month-s-nab-show/article_dbc2e886-c1b9-11ed-834a-77d5842c02d0.html

EVs Dropping AM Casts New Light On FCC's Review Of Radio Ownership Rules.

Inside Radio March 13, 2023

https://www.insideradio.com/free/evs-dropping-am-casts-new-light-on-fcc-s-review-of-radio-ownership-rules/article_61e1b1b2-c17f-11ed-a896-938bf0212819.html

No Radio Consensus on Changes to Local Ownership Rules

RadioWorld March 13, 2023

<https://www.radioworld.com/news-and-business/headlines/no-radio-consensus-on-changes-to-local-ownership-rules>

Culture Is the Difference Between Success and Failure

Up Your Culture (Stephanie Stoll) March 10, 2023

https://uyc.thecenterforsalesstrategy.com/blog/culture-is-the-difference-between-success-and-failure?utm_medium=email&hsmi=249682710&hsenc=p2ANqtz--RBo9VZwIEoh2TbH2C-bjD_Qp3FJ3NkUba6ARzJRBGrdWbl8juNq2548sBzbbkKRIKZNBZFeMJ1WCo33gGMPdmjtXpA&utm_content=249682710&utm_source=hs_email

As Diverse-Owned Media Ad Spend Grows, Black-owned Stations Seek Their Fair Share.

Inside Radio (NABOB) March 9, 2023

https://www.insideradio.com/free/as-diverse-owned-media-ad-spend-grows-black-owned-stations-seek-their-fair-share/article_a79f4298-be4e-11ed-be8b-f30c1c1c38bb.html

Can Local TV Advertising Turn The Corner? Direction Unknown

MediaPost (Wayne Friedman) March 9, 2023

https://www.mediapost.com/publications/article/383206/can-local-tv-advertising-turn-the-corner-directio.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129553&hashid=GkaoK9PSSKGhs-uNohSxFw

Less Than Half Of Marketers' TV/Video Ad Budgets Going To Upfront Deals

MediaPost (Wayne Friedman) March 9, 2023

https://www.mediapost.com/publications/article/383259/less-than-half-of-marketers-tvvideo-ad-budgets-g.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129552&hashid=0GmwUb-VQzGI9svJRwTnrA

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for February Week 3 (February 23 - March 01, 2023), and for the Full Month of February.

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 Monthly - 567,900

Feb Week 1 - 583,400
Feb Week 2 - 585,300
Feb Week 3 - 572,100
Feb Week 4 - 531,000

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 Monthly - 9,877,500

Feb Week 1 - 10,061,100
Feb Week 2 - 9,867,700
Feb Week 3 - 9,868,400
Feb Week 4 - 9,712,900

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 Monthly - 109,200

Feb Week 1 - 118,200
Feb Week 2 - 112,700
Feb Week 3 - 105,000
Feb Week 4 - 101,000

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 Monthly - 1,833,000

Feb Week 1 - 1,849,800
Feb Week 2 - 1,818,300
Feb Week 3 - 1,900,000
Feb Week 4 - 1,763,800

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 Monthly - 113,000

Feb Week 1 - 117,700
Feb Week 2 - 117,300
Feb Week 3 - 110,600
Feb Week 4 - 106,500

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 Monthly - 2,327,200

Feb Week 1 - 2,381,000
Feb Week 2 - 2,318,500
Feb Week 3 - 2,309,000
Feb Week 4 - 2,300,500

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031