

MARCH 22, 2023

Hi All,

As I have observed before, sometimes there is just too much good stuff in the Midweek Resource Roundup. I try to select what I think are the top five articles or resources for the two curated lists each week but sometimes that is very difficult because...there's just too much good stuff. That is the case this week and so I am going to try something new to help you pick what is the most important. In the curated lists after the top five lists I have put an asterisk by some of the articles that didn't quite make the top five, but they have very important information. I hope you find it helpful.

The Top Five in the management section this week include two initial articles on the SalesFule/BiIA Advisory Services annual survey of The State of Media Sales that will be of special interest to everyone. I participated in their webinar yesterday and should have the full deck of their presentation to share with you next week.

As we all compete in this ever evolving and changing business we need to constantly learn and adapt... and that is why we have the Midweek Resource Roundup to help...

“The only person who is educated is the one who has learned how to learn and change.”

— Carl Rogers

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

You Need These Sales Rep Skills to Exceed Your Goals

SalesFuel (Kathy Crosett) March 18, 2023

<https://salesfuel.com/you-need-these-sales-rep-skills-to-exceed-your-goals/>

How Sellers Can Satisfy Their Most Difficult Customers

SalesFuel (Jessica Helinski) March 18, 2023

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

Customer Chemistry: How To Build Rapport With B2B Clients

MediaPost (Ray Schultz) March 17, 2023

https://www.mediapost.com/publications/article/383510/customer-chemistry-how-to-build-rapport-with-b2b.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129635&has_hid=3ryQP86FTTiyUS5w5BYR2g

\$142.8 Billion In Revenue Lost To Fake Traffic In 2022

MediaPost (Laurie Sullivan) March 17, 2023

https://www.mediapost.com/publications/article/383512/1428-billion-in-revenue-lost-to-fake-traffic-in.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129635&hashid=3ryQP86FTTiyUS5w5BYR2g

LOCALIZED RADIO ADS AMPLIFY RESULTS

Katz Radio Group March 16, 2023

https://info.katzradiogroup.com/en-us/sound-answers-79?utm_campaign=Sound%20Answers%202023&utm_medium=email&_hsmi=250554952&_hsenc=p2ANqtz--JjqvhJuCRJdVaduaeAUfKMO-iNxm1c2Et2D_bFpzyFy8CwVP3gH5J0-A8LaRegMuTzmZMhIvCu5aK6ui12ooCsLnOQ&utm_content=250554952&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***New Study Shows Listeners' Brains Remain Engaged With Digital Audio Even While Multitasking.**

Inside Radio (Sonic Science) March 21, 2023

https://www.insideradio.com/free/new-study-shows-listeners-brains-remain-engaged-with-digital-audio-even-while-multitasking/article_6d8bf006-c7b3-11ed-b0ae-7377c185f63a.html

***New Study: How Ad-Supported Audio Can Power Movie Marketing**

Westwood One (Pierre Bouvard) March 20, 2023

<https://www.westwoodone.com/blog/2023/03/20/new-study-how-ad-supported-audio-can-power-movie-marketing/>

***Excellent, Good, Or Average – Where Do You Stand?**

Radio Ink (Rick Fink) March 19, 2023

<https://radioink.com/2023/03/19/rick-fink-excellent-good-or-average-where-do-you-stand/>

***Salespeople: Here's What Local Businesses Want**

Radio Ink (Pat Bryson) March 19, 2023

<https://radioink.com/2023/03/19/salespeople-heres-what-local-businesses-want/>

***Sales Scripture: What's In Your Data Bible?**

Radio Ink (Loyd Ford) March 19, 2023

<https://radioink.com/2023/03/19/loyd-ford-whats-in-your-data-bible/>

What Are 2023's Top Cultural Trends, And How Should They Impact Brand Messaging?

Inside Radio (Horizon Media/RAB) March 17, 2023

https://www.insideradio.com/free/what-are-2023s-top-cultural-trends-and-how-should-they-impact-brand-messaging/article_4d405e00-c488-11ed-a9d7-d74f244a79fa.html

After Oscars' Red Carpet Was Folded, Survey Finds Radio Kept Awards Talk Going.

Inside Radio (Katz Radio Group) March 17, 2023

https://www.insideradio.com/free/after-oscars-red-carpet-was-folded-survey-finds-radio-kept-awards-talk-going/article_ef77a7c8-c488-11ed-821c-6b77107c0fce.html

***P&G Is A Believer In Radio Advertising, Increasing Ad Spend By 43% In 2022.**

Inside Radio March 16, 2023

https://www.insideradio.com/free/p-g-is-a-believer-in-radio-advertising-increasing-ad-spend-by-43-in-2022/article_15bddc10-c3bf-11ed-bdad-97298e7b4d19.html

The Language of Persuasion: Magic Words to Get Your Way

Social Media Examiner (Michael Stelzner) March 16, 2023

https://www.socialmediaexaminer.com/the-language-of-persuasion-magic-words-to-get-your-way/?utm_medium=email&hsmi=250659533&hsenc=p2ANqtz--fujz5hu_zRuLycm4FTL9OZ-UIPDZ19PjD-DAOiBoh7SoegcUto-1DiMX84n3DFoueCZVa3QAqCRLqmpixg4xPMiN7aw&utm_content=250659533&utm_source=hs_email

***U.S. Adult Listeners Spend More Than Twice As Much Time With Radio Than With Streaming Audio.**

Inside Radio (Edison Research) March 16, 2023

https://www.insideradio.com/free/u-s-adult-listeners-spend-more-than-twice-as-much-time-with-radio-than-with/article_446a7b32-c3be-11ed-8258-5be50a84f827.html

***Latinos Will Be Future Drivers Of Spending In U.S.**

MediaPost (Karla Fernandez Parker) March 15, 2023

https://www.mediapost.com/publications/article/383429/latinos-will-be-future-drivers-of-spending-in-us.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129634&hashid=nPO6kNh8ToCb2_NBH4Mycg

Core retail sales inch up in February but show some signs of cooling

Chain Store Age (National Retail Association) March 15, 2023

https://chainstoreage.com/core-retail-sales-inch-february-show-some-signs-cooling?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update

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

TOP FIVE SELECTED ARTICLES/RESOURCES

SalesFuel's 12th Annual State of Media Sales™ Survey Reveals Strong Optimism for 2023

SalesFuel/BIA Advisory Services March 22, 2023

<https://salesfuel.com/salesfuels-state-of-media-survey-predicts-increased-revenues/>

State of Media Sales

SalesFuel/BIA Advisory Services March 22, 2023

<https://salesfuel.com/audiencescan/soms/>

Four Things Sales Teams Can Do To Recession-Proof Their Revenue.

AdCellerant March 22, 2023

https://www.insideradio.com/free/four-things-sales-teams-can-do-to-recession-proof-their-revenue/article_670aeb0e-c882-11ed-8a06-db0df3c1d2f4.html

Nothing's Gonna Change My World

Radio Ink (Alec Drake) March 19, 2023

<https://radioink.com/2023/03/19/alec-drake-nothings-gonna-change-my-world/>

Do You Know How to Develop a Great Team?

SalesFuel (Kathy Crosett) March 18, 2023

<https://salesfuel.com/do-you-know-how-to-develop-a-great-team/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***The Disconnect Between Salespeople and Sales Tools**

The Center For Sales Strategy (Emily Estey) March 22, 2023

https://blog.thecenterforsalesstrategy.com/the-disconnect-between-sales-people-and-sales-tools?utm_campaign=subscriber&utm_medium=email&hsmi=251278298&hsenc=p2ANqtz-cPQga3L34gcaMb82LgMGHdT5Ir0x8i0lcASz-zfk4wRzpu9KawwD683dv8P3xNOjFS9csQFMxRHvUZD9zHBjfXrmb1A&utm_content=251278298&utm_source=hs_email

***Radio Needs to Shift the Overton Window**

Coleman Insights (Jon Coleman) March 21, 2023

<https://colemaninsights.com/coleman-insights-blog/radio-needs-to-shift-the-overton-window>

Nielsen Asserts Its Place In The TV Currency Crowd

ad exchanger (Alyssa Boyle) March 21st, 2023

<https://www.adexchanger.com/digital-tv/nielsen-asserts-its-place-in-the-tv-currency-crowd/>

Congress Wants Digital Platforms To Follow Same Political Ad Rules As Radio.

Inside Radio March 21, 2023

https://www.insideradio.com/free/congress-wants-digital-platforms-to-follow-same-political-ad-rules-as-radio/article_4b41e10e-c7b3-11ed-950b-d7e9f4d86f0f.html

***Don't Neglect This One Crucial Step of Leading Through Constant Change**

Entrepreneur (Summit Ghimire) March 20, 2023

<https://www.entrepreneur.com/leadership/how-do-i-lead-my-small-business-through-constant-change/446097>

***IDENTIFYING GAPS IN YOUR SALES & MARKETING INFRASTRUCTURE**

LEADG2 (Elissa Naful) March 20, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/identifying-gaps-in-your-sales-marketing-infrastructure?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=250938962&_hsenc=p2ANqtz-vIV-EUdq9MVOeWTcWBbl9f13essSW-79aKx9ihb7DXxcP7IVAmQEsxJQ343r1LZXBOzUgDZcr-hcCyiDFuLi2PzPHDA&utm_content=250938962&utm_source=hs_email

Ad-Blocking Consumers Influence Purchase Decisions, Magna Study Finds

MediaPost (Laurie Sullivan) March 20, 2023

https://www.mediapost.com/publications/article/383557/ad-blocking-consumers-influence-purchase-decisions.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129658&hashid=Xbl3-p0DS1exdHSa15Xu_g

The Eyes Have It

Jacobs Media Strategies (Fred Jacobs) March 20, 2023

<https://jacobsmedia.com/the-eyes-have-it/>

Leveraging Sales Tech Stack to Unlock Bigger Opportunities

The Center For Sales Strategy (Dean Moothart) March 20, 2023

https://blog.thecenterforsalesstrategy.com/leveraging-sales-tech-stack-to-unlock-bigger-opportunities?utm_campaign=subscriber&utm_medium=email&_hsmi=250928126&_hsenc=p2ANqtz-n6KQTWYEaJfrHPbkVSpwIU8tnpGuXSaoBWDPOzc9-AWQUW-gznmBWXRFtJnmL5EClrQrw58UBqN4HEONaAsUSRJV-qw&utm_content=250928126&utm_source=hs_email

What retail media networks tell us about the future of the industry

Chain Store Age (Matt Bartels) March 20, 2023

https://chainstoreage.com/what-retail-media-networks-tell-us-about-future-industry?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Analysis Shows Radio Got More Political Ad Dollars In 2022 Than First Thought.

Inside Radio (Ad Impact) March 20, 2023

https://www.insideradio.com/free/analysis-shows-radio-got-more-political-ad-dollars-in-2022-than-first-thought/article_10d2d764-c6ee-11ed-bc94-97ac09b4596a.html

What Are the Goals of Your Radio Station's Website?

Jacobs Media Strategies (Seth Resler) March 20, 2023

https://jacobsmedia.com/what-are-the-goals-of-your-radio-stations-website/?utm_source=Jacobs+Media+Strategies+Blog&utm_campaign=a5bf8b0cb3-CTD_EmailOnly&utm_medium=email&utm_term=0_5007ff924d-a5bf8b0cb3-179898762

Horizon Finds Inflation A Growing Concern, Consumers Accuse Brands Of 'Greedflation'

MediaPost (Joe Mandese) March 17, 2023

https://www.mediapost.com/publications/article/383484/horizon-finds-inflation-a-growing-concern-consume.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129625&hashid=Xbl3-p0DS1exdHSa15Xu_g

Who Deserves Lowest Unit Rates? Florida Broadcasters Ask FCC To Clarify The Rules.

Inside Radio March 17, 2023

https://www.insideradio.com/free/who-deserves-lowest-unit-rates-florida-broadcasters-ask-fcc-to-clarify-the-rules/article_16bd2e34-c489-11ed-abbf-1f90b1257574.html

Among Young Adults, Podcasting's Reach Nearly Catches Up With TV And Radio.

Inside Radio (Sounds Profitable) March 17, 2023

https://www.insideradio.com/free/among-young-adults-podcasting-s-reach-nearly-catches-up-with-tv-and-radio/article_9a6df746-c488-11ed-89e5-bb8bb32fba09.html

NAB Points to Holes in FCC's EAS Cybersecurity Proposal

Trade association proposes more outreach and education versus new mandates

RadioWorld (Randy J. Stine) March 17, 2023

https://www.radioworld.com/news-and-business/business-and-law/nab-points-to-holes-in-fccs-eas-cybersecurity-proposal?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=300ADD97-CC92-4D27-AE00-865848348618&utm_source=SmartBrief

***The Future Will Be About Walled Gardens -- And That's OK**

MediaPost (Dave Morgan) March 16, 2023

https://www.mediapost.com/publications/article/383479/the-future-will-be-about-walled-gardens-and-tha.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129647&has_hid=13ziehw8S-6SGyiO6J0RFg

A Dozen More House Members Add Support For Anti-Royalty LRFA.

Inside Radio March 16, 2023

https://www.insideradio.com/free/a-dozen-more-house-members-add-support-for-anti-royalty-lrfa/article_d4b5a7e4-c417-11ed-a445-a714f88a0a42.html

Ford To Discontinue AM Radio In 'Most New And Updated Models.'

Inside Radio March 16, 2023

https://www.insideradio.com/free/ford-to-discontinue-am-radio-in-most-new-and-updated-models/article_9904fc40-c43f-11ed-9acf-2ffe06be4c20.html

Automotive Estimated TV Spending Drops 66.8%

MediaPost (Tanya Gazdik) March 16, 2023

https://www.mediapost.com/publications/article/383492/automotive-estimated-tv-spending-drops-668.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129629&hash_id=0GmwUb-VQzGI9svJRwTNRa

Nielsen: Streaming Reaches 34% Share In February, Linear Continues To Fall

MediaPost (Wayne Friedman) March 16, 2023

https://www.mediapost.com/publications/article/383454/nielsen-streaming-reaches-34-share-in-february.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129627&hashid=IZA7uSulTnimoAz9RMXvmQ

Harder Times Shift Advertiser Focus From Harmful Content To Performance

MediaPost (Joe Mandese) March 14, 2023

https://www.mediapost.com/publications/article/383347/harder-times-shift-advertiser-focus-from-harmful-c.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129627&hashid=IZA7uSulTnimoAz9RMXvmQ

Better Radio Means Better Political Support, Says NAB's LeGeyt.

Inside Radio March 15, 2023

https://www.insideradio.com/free/better-radio-means-better-political-support-says-nab-s-legeyt/article_582914de-c347-11ed-82e0-635c6dccf32c.html

Salem Warns of Dire Consequences If Congress Messes With Daylight Saving Time

RadioWorld (Paul McLane) March 8, 2023

https://www.radioworld.com/news-and-business/headlines/salem-asks-congress-not-to-mess-with-daylight-saving-time?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=966E4D47-6B21-4E68-9692-8723CC3553AB&utm_source=SmartBrief

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 1 (March 02 - March 08, 2023).

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

Mar Week 1 - 574,800

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

Mar Week 1 - 9,818,000

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

Mar Week 1 - 109,600

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

Mar Week 1 - 1,815,100

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

Mar Week 1 - 111,500

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

Mar Week 1 - 2,393,500

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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031