

MARCH 29, 2023

Hi All,

Here is this week's installment of specially curated articles, research, information and resources to sustain your learning to support your efforts to reach your goals. As we close out Q1 and maybe have some gap to make up in our revenue goals over the course of the next several months it is essential to keep in mind...

“Don't decrease the goal. Increase the effort.”

— Tom Coleman

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Bootlaces: The Real Silver Bullet Of Sales

Radio Ink (Loyd Ford) March 26, 2023

<https://radioink.com/2023/03/26/loyd-ford-bootlaces-the-real-silver-bullet-of-sales/>

How To Handle Rejection

Radio Ink (Rick Fink) March 26, 2023

<https://radioink.com/2023/03/26/rick-fink-handling-rejection/>

Want To Sell More Radio? Get Heavy

Radio Ink (Marc Greenspan) March 26, 2023

<https://radioink.com/2023/03/26/marc-greenspan-to-sell-more-radio-get-heavy/>

How to Increase Sales Volume

SalesFuel (Tim Londergan) March 25, 2023

<https://salesfuel.com/how-to-increase-sales-volume/>

3 Advanced Sales Skills That Today's Sellers Must Master

SalesFuel (Jessica Helinski) March 25, 2023

<https://salesfuel.com/3-advanced-sales-skills-that-todays-sellers-must-master/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***Radio Listeners and Cocktail Selections**

RAB Radio Matters Blog March 28, 2023

https://radiomatters.org/index.php/2023/03/28/radio-listeners-and-cocktail-selections/?utm_source=Radio%20Matters%20Blog&utm_campaign=f6cda3972c-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-f6cda3972c-582899012

***Two Slides Every Marketer Needs To Have And Why Brands Should Put 5% Of Their Digital Budgets Into Podcasts: Audio Streaming And Podcast Audiences From Edison Research's Infinite Dial 2023**

WestwoodOne/Edison Research (Pierre Bouvard) March 27, 2023

<https://www.westwoodone.com/blog/2023/03/27/two-slides-every-marketer-needs-to-have-audio-streaming-and-podcast-audiences-from-edison-researchs-infinite-dial-2023/>

***Entrepreneur Gary Vaynerchuk Says More Bang For The Buck Comes From Advertising On Radio.**

Inside Radio (Ad Age Remotely) March 27, 2023

https://www.insideradio.com/free/entrepreneur-gary-vaynerchuk-says-more-bang-for-the-buck-comes-from-advertising-on-radio/article_5eb1e246-cc6f-11ed-ac07-5fae69228d2b.html

Podcasting's Biggest Advertisers Bump Up February Spending From A Year Ago.

Inside Radio (Magellan AI) March 27, 2023

https://www.insideradio.com/free/podcasting-s-biggest-advertisers-bump-up-february-spending-from-a-year-ago/article_15770908-cc6f-11ed-af69-43b6861ff92e.html

***My Magic Sales Words And How To Use Them**

Radio Ink (Pat Bryson) March 26, 2023

<https://radioink.com/2023/03/26/pat-bryson-use-these-magic-sales-words-and-close/>

Getting A Sales Coach? Here's How to Not Waste the Opportunity

SalesFuel (Jessica Helinski) March 25, 2023

<https://salesfuel.com/getting-a-sales-coach-heres-how-to-not-waste-the-opportunity/>

***The hardest part isn't always making it to the finish line, it's getting to the starting line**

LinkedIn (C. Lee Smith) March 25, 2023

<https://www.linkedin.com/pulse/hardest-part-isnt-always-making-finish-line-its-getting-c-lee-smith/>

Marketers Rate Sales Lift As Most Important Advertising Indicator

MediaPost (Robert Williams) March 23, 2023

https://www.mediapost.com/publications/article/383688/marketers-rate-sales-lift-as-most-important-advert.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129716&hashid=o5sexdpQRQeeqa1Ux78qbw

Easter spending expected to reach a record \$24 billion

Chain store Age (Marianne Wilson) March 23, 2023

https://chainstoreage.com/easter-spending-expected-reach-record-24-billion?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

SMI Data Shows 8 Of Top 12 Ad Categories Declined In February

MediaPost (Joe Mandese) March 28, 2023

https://www.mediapost.com/publications/article/383806/smi-data-shows-8-of-top-12-ad-categories-declined.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129742&hashid=0GmwUb-VQzGI9svJRwTNRa

Digital Not Immune From Current Ad Recession, Falls 2% YTD

MediaPost (Joe Mandese) March 28, 2023

https://www.mediapost.com/publications/article/383807/digital-not-immune-from-current-ad-recession-fall.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129742&hasid=0GmwUb-VQzGI9svJRwTNRa

Economic Pulse: BIA's Monthly Quick Take for March 2023

BIA Advisory Services (Nicole Ovidia) March 27, 2023

<http://blog.biakelsey.com/index.php/2023/03/27/economic-pulse-bias-monthly-quick-take-for-march-2023/>

Ad market avoids falling off a cliff thanks to media innovation, Magna says

MARKETINGDIVE (Chris Kelly) March 27, 2023

<https://www.marketingdive.com/news/magna-ad-market-stable-growth-retail-media-marketing/646028/>

U.S. and California Economies Remain at a Crossroads as Fed Continues to Combat Inflation

UCLA Anderson Forecast March 15, 2023

<https://www.anderson.ucla.edu/news-and-events/press-releases/us-and-california-economies-remain-crossroads>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***How to Track Revenue Performance**

The Center For Sales Strategy (Matt Sunshine) March 29, 2023

https://blog.thecenterforsalesstrategy.com/how-to-track-revenue-performance?utm_campaign=subscriber&utm_medium=email&hsmi=252228383&hsenc=p2ANqtz--qq5fwOEE36VHdGdOIIefmb3EviZXP5ki2L8tUJ8kEGPXpM8soilquVvY00uX9Mr_H09RzfUCF0r9jrZutV6pR3hGT_Q&utm_content=252228383&utm_source=hs_email

Meet The New :30 – Visual Messages, Displayed During Station Programming.

Inside Radio March 29, 2023

https://www.insideradio.com/free/meet-the-new-30-visual-messages-displayed-during-station-programming/article_a53cef02-ce00-11ed-b5e0-03559705b0c0.html

***Broadcasters Beware – April Fools Day Can Trigger FCC Concerns**

Broadcast Law Blog (David Oxenford) March 28, 2023

<https://www.broadcastlawblog.com/2023/03/articles/broadcasters-beware-april-fools-day-can-trigger-fcc-concerns/>

Comscore Expands 48-Hour Measurement To All Local TV Market

MediaPost (Wayne Friedman) March 28, 2023

https://www.mediapost.com/publications/article/383812/comscore-expands-48-hour-measurement-to-all-local.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129742&hashid=0GmwUb-VQzGI9svJRwTNRa

***In praise of praise: Bosses have forgotten how to say "good job" — and it's driving employees to quit**

Business Insider March 28, 2023

https://www.businessinsider.com/boss-manager-positive-feedback-employee-appreciation-work-quit-job-2023-3?utm_source=Sailthru&utm_medium=email&utm_campaign=Insider%20Today%2C%20March%2028%2C%202023&utm_term=INSIDER%20TODAY%20SEND%20LIST%20-%20ALL%20ENGAGED

***Mastering the Art of Sales Management: Balancing the Pending vs Pipeline**

The Center for Sales Strategy March 27, 2023

https://blog.thecenterforsalesstrategy.com/mastering-the-art-of-sales-management-balancing-the-pending-vs-pipeline?utm_campaign=subscriber&utm_medium=email&hsmi=251876834&hsenc=p2ANqtz-9nZ1PBFQAZXQA9AVEGOPola5D_KSH6IGuv0oFJMrsLx6swMBFUfKTVyNeEGAdqysBH0nWxN2ek-KoBY0I3xMzdN0bKg&utm_content=251876834&utm_source=hs_email

Test Your Ad Expands To Radio, Podcast And Audio Advertising.

Inside Radio March 27, 2023

https://www.insideradio.com/free/test-your-ad-expands-to-radio-podcast-and-audio-advertising/article_5f4b864c-ccb7-11ed-bb06-37c6cbaf7ee8.html

***Cut Units & Grow Revenue (Yes, I'm a Programmer!)**

Radio Ink (Gary Berkowitz) March 26, 2023

<https://radioink.com/2023/03/26/gary-berkowitz-cut-units-grow-revenue-yes-im-a-programmer/>

U.S. Ad Market Falls For 8th Consecutive Month In February

MediaPost (Joe Mandese) March 24, 2023

https://www.mediapost.com/publications/article/383733/us-ad-market-falls-for-8th-consecutive-month-in.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129711&hashid=iZA7uSulTnimoAz9RMXvmQ

The ChatGPT gold rush: What evolving AI tech means for the future

eMarketer Insider Intelligence (Arielle Feger) March 23, 2023

https://www.insiderintelligence.com/content/chatgpt-gold-rush-what-evolving-ai-tech-means-future?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%203.26.2023&utm_id=eDaily%203.26.2023&utm_term=eMarketer%20Daily%20CORE/EMEA%20%28Mon-Fri%29&utm_content=eD

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 2 (March 09 - March 15, 2023). This week includes the weekend switch to daylight savings time. In March Week 2 we see some decline in the metrics. It is mostly modest with the possible exception of the LA Cume which dips by about 300K. Hopefully just an outlier in this first full week after turning the clocks forward an hour and listening patterns are temporarily affected. Something to keep our eye on.

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
Mar Week 2 - 543,500

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
Mar Week 2 - 9,509,000

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

Mar Week 2 - 107,000

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

Mar Week 1 - 1,815,100

Mar Week 2 - 1,800,000

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 Monthly - 113,000

Mar Week 1 - 111,500

Mar Week 2 - 109,100

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

Mar Week 2 - 2,335,200

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