

**APRIL 12, 2023**

Hi All,

Another week has passed and there is a whole new batch of curated articles and resources covering all the important areas we need to stay sharp on in order to continue to grow and achieve our goals...

**"The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live."**

-- Mortimer Adler

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

**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Nielsen Enables 'Market-Wide' View Of Audio Streaming In Radio Markets**

MediaPost (Joe Mandese) April 12, 2023

[https://www.mediapost.com/publications/article/384292/nielsen-enables-market-wide-view-of-audio-stream.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=129909&hashid=0GmwUb-VQzGl9svJRwTnrA](https://www.mediapost.com/publications/article/384292/nielsen-enables-market-wide-view-of-audio-stream.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129909&hashid=0GmwUb-VQzGl9svJRwTnrA)

**Sales Thought Leaders To Follow**

The Center for Sales Strategy (Matt Sunshine) April 12, 2023

[https://blog.thecenterforsalesstrategy.com/sales-thought-leaders-to-follow?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=254007505&hsenc=p2ANqtz-8v25NqzSCqWIFMq2L5ZAFWhNh4mSrOkWgXmIY8-aUbyjVIDPga5-MeWu\\_WvygGzOMgWqfwMv4Xau7FEkvaxT4U27rSpw&utm\\_content=254007505&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/sales-thought-leaders-to-follow?utm_campaign=subscriber&utm_medium=email&hsmi=254007505&hsenc=p2ANqtz-8v25NqzSCqWIFMq2L5ZAFWhNh4mSrOkWgXmIY8-aUbyjVIDPga5-MeWu_WvygGzOMgWqfwMv4Xau7FEkvaxT4U27rSpw&utm_content=254007505&utm_source=hs_email)

**Prospecting Advertisers? Patience Pays**

Radio Ink (Rick Fink) April 9, 2023

<https://radioink.com/2023/04/09/rick-fink-patience-pays/>

**The 'E' Word Will Make Your Salespeople Stand Out**

Radio Ink (Loyd Ford) April 9, 2023

<https://radioink.com/2023/04/09/loyd-ford-the-e-word-will-make-your-salespeople-stand-out/>

**Unable to Meet Quota? Quit Committing These Common Sales Mistakes**

Sales Fuel (Jessica Helinski) April 8, 2023

<https://salesfuel.com/unable-to-meet-quota-quit-committing-these-common-sales-mistakes/>

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

### **Speak With Confidence: Four Fixes That Work**

Wharton School (Jonah Berger) April 11, 2023

[https://knowledge.wharton.upenn.edu/article/speak-with-confidence-four-fixes-that-work/?utm\\_campaign=KatW2023&utm\\_medium=email&utm\\_source=kw\\_campaign\\_monitor&utm\\_term=4-12-2023&utm\\_content=Speak With Confidence: Four Fixes That Work](https://knowledge.wharton.upenn.edu/article/speak-with-confidence-four-fixes-that-work/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=4-12-2023&utm_content=Speak%20With%20Confidence%3A%20Four%20Fixes%20That%20Work)

### **Katz Digital Partners With Barometer To Bring New Brand Insights To Podcast Advertising.**

Inside Radio April 11, 2023

[https://www.insideradio.com/free/katz-digital-partners-with-barometer-to-bring-new-brand-insights-to-podcast-advertising/article\\_f012c256-d82b-11ed-84a8-13a04e5e9346.html](https://www.insideradio.com/free/katz-digital-partners-with-barometer-to-bring-new-brand-insights-to-podcast-advertising/article_f012c256-d82b-11ed-84a8-13a04e5e9346.html)

### **Who Are The Companies Making Pharma Network Radio's Top Category?**

Inside Radio April 11, 2023

[https://www.insideradio.com/free/who-are-the-companies-making-pharma-network-radio-s-top-category/article\\_44865c2c-d82b-11ed-a135-b306a502b5ed.html](https://www.insideradio.com/free/who-are-the-companies-making-pharma-network-radio-s-top-category/article_44865c2c-d82b-11ed-a135-b306a502b5ed.html)

### **\*SELLING THE WAY PROSPECTS ARE BUYING**

LEADG2 (Elissa Nauful) April 10, 2023

[https://leadg2.thecenterforsalesstrategy.com/blog/selling-the-way-prospects-are-buying?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&\\_hsmi=253698146&\\_hsenc=p2ANqtz-85mxTK7jO5wErkD-X3E1gSxvek-zlvMN8q\\_uQzg5Kkx8ZG1QF8SHB-FSdQKfIDETaFu7bnpOgDt62ZVqfAvOUusu7nkw&utm\\_content=253698146&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/selling-the-way-prospects-are-buying?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=253698146&_hsenc=p2ANqtz-85mxTK7jO5wErkD-X3E1gSxvek-zlvMN8q_uQzg5Kkx8ZG1QF8SHB-FSdQKfIDETaFu7bnpOgDt62ZVqfAvOUusu7nkw&utm_content=253698146&utm_source=hs_email)

### **\*PQ Media's Annual Media Usage Forecast Shows Audio Shifts Tilting In Radio's Favor.**

Inside Radio April 10, 2021

[https://www.insideradio.com/free/pq-media-s-annual-media-usage-forecast-shows-audio-shifts-tilting-in-radio-s-favor/article\\_40518aa2-d77a-11ed-9cb2-c711e8911619.html](https://www.insideradio.com/free/pq-media-s-annual-media-usage-forecast-shows-audio-shifts-tilting-in-radio-s-favor/article_40518aa2-d77a-11ed-9cb2-c711e8911619.html)

### **Upwave Brand Effect Case Study: Cumulus AM/FM Radio Station Stream Takeover Grows Awareness, Ad Recall, And Purchase Intent For A Shoe Brand**

Westwood One (Pierre Bouvard) April 10, 2023

<https://www.westwoodone.com/blog/2023/04/10/upwave-brand-effect-case-study-cumulus-am-fm-radio-station-stream-takeover-grows-awareness-ad-recall-and-purchase-intent-for-a-shoe-brand/>

### **\*These 11 Traits Separate Radio's 20% Who Write 80%**

Radio Ink (Pat Bryson) April 9, 2023

<https://radioink.com/2023/04/09/pat-bryson-these-11-traits-separate-radios-20-percent-who-write-80-percent/>

### **\*Closing Difficult Sales with Closing Ratios**

Radio Ink (Marc Greenspan) April 9, 2023

<https://radioink.com/2023/04/09/marc-greenspan-closing-difficult-sales-with-closing-ratios/>

### **\*Helpful Sales Tips to Improve Your Virtual-Meeting Presence**

SalesFuel (Jessica Helinski) April 8, 2023

<https://salesfuel.com/helpful-sales-tips-to-improve-your-virtual-meeting-presence/>

### **NRF: 2023 will be 'bumpy, with interest rates the 'wildcard'**

Chain Store Age (Marianne Wilson) April 7, 2022

[https://chainstoreage.com/nrf-2023-will-be-bumpy-interest-rates-wildcard?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker](https://chainstoreage.com/nrf-2023-will-be-bumpy-interest-rates-wildcard?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker)

### **\*In Person or Online? Here's What Auto Buyers Prefer**

RAB Radio Matters Blog April 4, 2023

[https://radiomatters.org/index.php/2023/04/04/in-person-or-online-heres-what-auto-buyers-prefer/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=82e454d4e4-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-82e454d4e4-582899012](https://radiomatters.org/index.php/2023/04/04/in-person-or-online-heres-what-auto-buyers-prefer/?utm_source=Radio%20Matters%20Blog&utm_campaign=82e454d4e4-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-82e454d4e4-582899012)

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

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

#### **Audio Ad Agency Oxford Road Says, 'It's Time To Toss Vanity URLs Onto A Bonfire.'**

Inside Radio April 12, 2023

[https://www.insideradio.com/free/audio-ad-agency-oxford-road-says-it-s-time-to-toss-vanity-urls-onto-a/article\\_d46e3922-d8fd-11ed-ad0c-371387df1003.html](https://www.insideradio.com/free/audio-ad-agency-oxford-road-says-it-s-time-to-toss-vanity-urls-onto-a/article_d46e3922-d8fd-11ed-ad0c-371387df1003.html)

#### **Here's What Effective Sales Coaching Looks Like Today**

The Center for Sales Strategy April 11, 2023

[https://blog.thecenterforsalesstrategy.com/heres-what-effective-sales-coaching-looks-like-today?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=253846502&\\_hsenc=p2ANqtz--HF1YI6oQbgrtupT9-PCKc\\_kgGhFQW\\_uDuhLXCp90qjWYUCvS0jW1JvmEIlmFzJob4S82dxyAi1rF8CqCFXthd-UAC9A&utm\\_content=253846502&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/heres-what-effective-sales-coaching-looks-like-today?utm_campaign=subscriber&utm_medium=email&_hsmi=253846502&_hsenc=p2ANqtz--HF1YI6oQbgrtupT9-PCKc_kgGhFQW_uDuhLXCp90qjWYUCvS0jW1JvmEIlmFzJob4S82dxyAi1rF8CqCFXthd-UAC9A&utm_content=253846502&utm_source=hs_email)

#### **Simple Onboarding To Amazon Alexa Devices Now Available To All Broadcasters.**

Inside Radio April 11, 2023

[https://www.insideradio.com/free/simple-onboarding-to-amazon-alexa-devices-now-available-to-all-broadcasters/article\\_d25cd686-d8ab-11ed-a602-2745e81e3a06.html](https://www.insideradio.com/free/simple-onboarding-to-amazon-alexa-devices-now-available-to-all-broadcasters/article_d25cd686-d8ab-11ed-a602-2745e81e3a06.html)

#### **2023 Annual Benchmarking Report:**

##### **Local Media's Digital Revenue Growing at Faster Pace**

Borrell April 10, 2023

**ATTACHMENT:** [Borrell Associates 2023 Benchmarking Local Media's Digital Revenues](#)

### Three Ways To Challenge the Status Quo

Radio Ink (Buzz Knight) April 9, 2023

<https://radioink.com/2023/04/09/buzz-knight-three-ways-to-challenge-the-status-quo/>

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

#### **\*MRC Revokes Accreditation Of Comscore's Media Metrix, The Granddaddy Of Digital Measurement**

MediaPost (Joe Mandese) April 12, 2023

[https://www.mediapost.com/publications/article/384289/mrc-revokes-accreditation-of-comscores-media-metr.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=129909&hasid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/384289/mrc-revokes-accreditation-of-comscores-media-metr.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129909&hasid=0GmwUb-VQzGI9svJRwTNRa)

#### **Steve Forbes On AM: Remedies Are 'Small Change.'**

Inside Radio April 12, 2023

[https://www.insideradio.com/free/steve-forbes-on-am-remedies-are-small-change/article\\_b6026a58-d8fd-11ed-bcb3-23e3c3f7d119.html](https://www.insideradio.com/free/steve-forbes-on-am-remedies-are-small-change/article_b6026a58-d8fd-11ed-bcb3-23e3c3f7d119.html)

#### **\*IAB: 2022 Internet Ad Growth Slowed To 10.8%, Video Logs Largest Dollar Gain**

MediaPost (Karlene Lukovitz) April 12, 2023

[https://www.mediapost.com/publications/article/384290/iab-2022-internet-ad-growth-slowed-to-108-vid.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=129909&hasid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/384290/iab-2022-internet-ad-growth-slowed-to-108-vid.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129909&hasid=0GmwUb-VQzGI9svJRwTNRa)

#### **Retail media is dominated by on-site advertisements—for now**

eMarketer Insider Intelligence (Max Willens) Apr 11, 2023

[https://www.insiderintelligence.com/content/retail-media-dominated-by-on-site-advertisements-for-now?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=eDaily%204.12.2023&utm\\_id=eDaily%204.12.2023&utm\\_term=eMarketer%20Daily&utm\\_content=eDaily%204.12.2023](https://www.insiderintelligence.com/content/retail-media-dominated-by-on-site-advertisements-for-now?utm_source=Newsletter&utm_medium=Email&utm_campaign=eDaily%204.12.2023&utm_id=eDaily%204.12.2023&utm_term=eMarketer%20Daily&utm_content=eDaily%204.12.2023)

#### **Can The Industry And Congress Keep AM Radio In The Dashboard?**

Inside Radio April 10, 2023

[https://www.insideradio.com/free/can-the-industry-and-congress-keep-am-radio-in-the-dashboard/article\\_956884be-d77a-11ed-8aba-73d167ea3d00.html](https://www.insideradio.com/free/can-the-industry-and-congress-keep-am-radio-in-the-dashboard/article_956884be-d77a-11ed-8aba-73d167ea3d00.html)

#### **IAB Creates Task Force To Address the Digital Ad Industry's Privacy Challenges.**

Inside Radio April 10, 2023

[https://www.insideradio.com/free/iab-creates-task-force-to-address-the-digital-ad-industry-s-privacy-challenges/article\\_8114587c-d7e2-11ed-96e7-4ff5a662c42a.html](https://www.insideradio.com/free/iab-creates-task-force-to-address-the-digital-ad-industry-s-privacy-challenges/article_8114587c-d7e2-11ed-96e7-4ff5a662c42a.html)

### Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for March Week 4 (March 23 - March 29, 2023) and the results for March Full Month.

#### 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 Monthly - 557,900

Mar Week 1 - 574,800  
Mar Week 2 - 543,500  
Mar Week 3 - 550,700  
Mar Week 4 - 562,600

##### 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 Monthly - 9,745,300

Mar Week 1 - 9,818,000  
Mar Week 2 - 9,509,000  
Mar Week 3 - 9,679,600  
Mar Week 4 - 9,688,000

#### 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 Monthly - 105,700

Mar Week 1 - 109,600  
Mar Week 2 - 107,000  
Mar Week 3 - 103,600  
Mar Week 4 - 102,600

**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 Monthly - 1,825,200

Mar Week 1 - 1,815,100  
Mar Week 2 - 1,800,000  
Mar Week 3 - 1,826,400  
Mar Week 4 - 1,859,100

**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 Monthly - 108,800

Mar Week 1 - 111,500  
Mar Week 2 - 109,100  
Mar Week 3 - 107,700  
Mar Week 4 - 106,800

**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 Monthly - 2,342,300

Mar Week 1 - 2,393,500  
Mar Week 2 - 2,335,200  
Mar Week 3 - 2,389,700  
Mar Week 4 - 2,250,800

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