

APRIL 19, 2023

Hi All,

The NAB Convention got underway in Las Vegas last Sunday and you will see plenty of coverage of some of the important sessions included in the curated lists this week.

I also want to let you know that the Midweek Resource Roundup will be on hiatus next week. But never fear, we will still curate the articles and resources between now and the next edition on Wednesday, May 3, 2023.

In order to maintain our expert ranking in the media, marketing and business worlds we need to never cease our continuous quest for continuous learning...

“The top experts in the world are ardent students. The day you stop learning, you’re definitely not an expert.”

– Brendon Burchard

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Unlocking Success: The Power of a Growth Mindset vs. Fixed Mindset

The Center For Sales Strategy (Susan McCullin) April 19, 2023

https://blog.thecenterforsalesstrategy.com/the-power-of-a-growth-mindset-vs.-fixed-mindset?utm_campaign=subscriber&utm_medium=email&_hsmi=254927822&_hsenc=p2ANqtz-85xqPZMNIz53sZGHQLvF32ynG2n0SCRS18_IKnDX89iLOmoQ_RQB7x4J0N7aR-80cEvQuVdeZcQodAPZDy5n4VNOs1wQ&utm_content=254927822&utm_source=hs_email

How to Manage Each Stage of the Sales Funnel to Generate Revenue

The Center for Sales Strategy April 17, 2023

https://blog.thecenterforsalesstrategy.com/how-to-manage-each-stage-of-the-sales-funnel-to-generate-revenue?utm_campaign=subscriber&utm_medium=email&_hsmi=254591803&_hsenc=p2ANqtz-8aLguFaYH3mruEAiv1HhywacFapXMydQDZOFo6IVm5Vn-FQAni3-A3zmV2qRMDTCYJuBtOlqkwMeCtO7mAXC25JB2hA&utm_content=254591803&utm_source=hs_email

Self-Confidence In Sales and Why Conviction Matters

SalesFuel (Jessica Helinski) April 15, 2023

<https://salesfuel.com/self-confidence-in-sales-and-why-conviction-matters/>

Radio Is Top Measured Media In America, With A Weekly Reach Of 85%.

Inside Radio (Nielsen) April 14, 2023

https://www.insideradio.com/free/radio-is-top-measured-media-in-america-with-a-weekly-reach-of-85/article_7f2f4f24-da91-11ed-9565-fb495a2de833.html

Eight Rapport Building Mistakes That Cost You Deals

The Sales Blog (Anthony Iannarino) April 10, 2023

https://www.thesalesblog.com/blog/eight-rapport-building-mistakes-that-cost-you-deals?utm_medium=email&_hsmt=254327128&_hsenc=p2ANqtz-sMvqTl6JVpz_c9LOxxBODalkqksFdhcNmySrgTMMrUr7wZx31OYZDyphsG_kGpamgr0-8giB5lyhwVdSlCxXUi9UcKqg&utm_content=254327128&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

***How Does Gen Z Listen To In-Car Audio? The Answers May Surprise You.**

Inside Radio (Edison Research) April 19, 2023

https://www.insideradio.com/free/how-does-gen-z-listen-to-in-car-audio-the-answers-may-surprise-you/article_44d19ae2-de80-11ed-8670-fb70a9d0a142.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_20

***By Embracing Listening Rituals, Study Finds Audio Ads Can Deliver Better Results For Marketers.**

Inside Radio (MAGA/Audacy) April 18, 2023

https://www.insideradio.com/free/by-embracing-listening-rituals-study-finds-audio-ads-can-deliver-better-results-for-marketers/article_292bb054-ddc0-11ed-b49e-4b11194f05d4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local_Media_%26_Technology_Daily_19

ATTACHMENT: [Magna/Audacy Aligning with Audio Rituals](#)

Survey: Consumers shopping multiple stores for grocery deals

Chain Store Age (Marianne Wilson) April 18, 2023

https://chainstoreage.com/survey-consumers-shopping-multiple-stores-grocery-deals?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Retail Sales Slid In March. Lower Prices Are One Reason For The Dip.

Inside Radio (National retail Federation) April 17, 2023

https://www.insideradio.com/free/retail-sales-slid-in-march-lower-prices-are-one-reason-for-the-dip/article_257e213e-dcef-11ed-8098-87376bd15501.html

***Meet Your Sales Objectives with a Client Referral Program**

SalesFuel (Tim Londergan) April 15, 2023

<https://salesfuel.com/meet-your-sales-objectives-with-a-client-referral-program/>

***Smart Sales Presentation Skills That Help Close More Deals**

SalesFuel (Jessica Helinski) April 15, 2023

<https://salesfuel.com/smart-sales-presentation-skills-that-help-close-more-deals/>

With Fewer New Products, Consumers Cut Discretionary Spending 7%

MediaPost (Sarah Mahoney) April 14, 2023

https://www.mediapost.com/publications/article/384398/with-fewer-new-products-consumers-cut-discretion.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129948&hashid=akE-7z-LS1W9CYmV5M9xXA

***AM/FM Radio 'Essential' To 72% Of Drivers, Finds DTS**

Radio Ink April 13, 2023

<https://radioink.com/2023/04/13/am-fm-radio-essential-to-72-of-drivers-finds-dts/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Broadcasters Tackle Multi Platform Monetization At NAB Show.

Inside Radio April 19, 2023

https://www.insideradio.com/free/broadcasters-tackle-multiplatform-monetization-at-nab-show/article_76359b38-de80-11ed-ae8c-6b9590852e43.html

NAB 2023: Driving Revenue and Insights with Connected Car Listening Data.

Inside Radio April 17, 2023

https://www.insideradio.com/free/nab-2023-driving-revenue-and-insights-with-connected-car-listening-data/article_99a6d29e-dcf0-11ed-82f8-8f679105ec1f.html

NAB 2023: How Radio Sellers Are Compensated.

Inside Radio April 17, 2023

https://www.insideradio.com/free/nab-2023-how-radio-sellers-are-compensated/article_4e9c4fc2-dcf0-11ed-a64d-77528af9f78a.html

Agency Analyst Says Media Inflation Will Be Less Of A Hurdle For Ad Buyers This Year.

Inside Radio (Magna) April 14, 2023

https://www.insideradio.com/free/agency-analyst-says-media-inflation-will-be-less-of-a-hurdle-for-ad-buyers-this/article_02d1bc86-da92-11ed-822a-cfbdcde407c6.html

Local Media's Digital Revenue Shot Up 25% In 2022.

Inside Radio (Borrell) April 13, 2023

https://www.insideradio.com/free/local-media-s-digital-revenue-shot-up-25-in-2022/article_565f7c28-d9cd-11ed-b5c6-5b03b0f8c795.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

A New 'e-screener' Will Help Nielsen Improve Proportionality of Its Ratings Panels.

Inside Radio (Nielsen) April 19, 2023

https://www.insideradio.com/free/a-new-e-screener-will-help-nielsen-improve-proportionality-of-its-ratings-panels/article_17ba4fae-de80-11ed-9c7d-77c9bcbf3b48.html

How Radio Can Give Away Experiences – Not Prizes

Jacobs Media Strategies (Fred Jacobs) April 19, 2023

https://jacobsmedia.com/how-radio-can-give-away-experiences-not-prizes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20

***Borrell Says Radio And Other Local Media Are 'Clawing Back' Some Digital Dollars.**

Inside Radio (Borrell) April 19, 2023

https://www.insideradio.com/free/borrell-says-radio-and-other-local-media-are-clawing-back-some-digital-dollars/article_f4de8974-de7e-11ed-a26d-734dc9fe1004.html

***Nielsen Has A 'Well Laid Out Plan' for Nielsen One For Audio.**

Inside Radio April 18, 2023

https://www.insideradio.com/free/nielsen-has-a-well-laid-out-plan-for-nielsen-one-for-audio/article_fd27c5c8-ddc0-11ed-ac58-67a4b3701c69.html

Ad Industry Asks Congress To Avoid 'Unreasonable' Restrictions On Data Brokers

MediaPost (Wendy Davis) April 18, 2023

<https://www.mediapost.com/publications/article/384499/ad-industry-asks-congress-to-avoid-unreasonable.html>

Automotive TV Spending Increases 10.5%

MediaPost (Tanya Gazdik) April 18, 2023

https://www.mediapost.com/publications/article/384509/automotive-tv-spending-increases-105.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=129987&has_hid=Xbl3-p0DS1exdHSa15Xu_g

***The Cumulus Media 2023 Audioscape: 8 New Findings About Smart Speakers**

Westwood One/Cumulus (Liz Mayer) April 17, 2023

<https://www.westwoodone.com/blog/2023/04/17/the-cumulus-media-2023-audioscape-8-new-findings-about-smart-speakers/>

***Ad Market, Digital Strategies Take Center Stage As NAB Show Opens.**

Inside Radio April 17, 2023

https://www.insideradio.com/free/ad-market-digital-strategies-take-center-stage-as-nab-show-opens/article_bb54c0b8-dcf0-11ed-a276-af07619681ec.html

How college students engage with podcasts

Another way to reach this demographic.

PR Daily (Katherine Grace Larason) April 17, 2023

[https://www.prdaily.com/how-college-students-engage-with-podcasts/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+\(2023-04-19\)&utm_content=article+title&utm_term=9&oly_enc_id=3247H0847412E0H](https://www.prdaily.com/how-college-students-engage-with-podcasts/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2023-04-19)&utm_content=article+title&utm_term=9&oly_enc_id=3247H0847412E0H)

***Metadata Seen As Essential To Radio Maintaining In-car Dominance.**

Inside Radio April 17, 2023

https://www.insideradio.com/free/metadata-seen-as-essential-to-radio-maintaining-in-car-dominance/article_76ea62ac-dcf0-11ed-8139-ab35dd2a646c.html

Edison Research Says Boomers Remain A Mostly Untapped 30 Million Podcast Listener Opportunity.

Inside Radio April 17, 2023

https://www.insideradio.com/free/edison-research-says-boomers-remain-a-mostly-untapped-30-million-podcast-listener-opportunity/article_01b25de6-dcf0-11ed-9ca5-db388de62bcb.html

MRC Re-Accredits Nielsen's National TV Ratings

MediaPost (Joe Mandese) April 17, 2023

https://www.mediapost.com/publications/article/384433/mrc-re-credits-nielsens-national-tv-ratings.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129953&hashid=Xbl3-p0DS1exdHSa15Xu_g

***Is Your Sales Training In Vain? Ask Henry Ford**

Radio Ink (Rick Fink) April 16, 2023

https://radioink.com/2023/04/16/rick-fink-ens-is-your-sales-training-in-vain-ask-henry-ford/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily

Radio Silent: Tesla, Ford And More EVs Phase Out AM Radio

Forbes (Brad Adgate) April 14, 2023

https://www.forbes.com/sites/bradadgate/2023/04/14/with-am-radio-no-longer-available-in-some-evs-carmakers-are-facing-a-backlash/?sh=138b0ebd1a26&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=email&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily

B2B Best And Last: What The Winning Firms Are Doing (And The Laggards)

MediaPost (Ray Schultz) April 14, 2023

https://www.mediapost.com/publications/article/384391/b2b-best-and-last-what-the-winning-firms-are-doin.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=129948&has_hid=akE-7z-LS1W9CYmV5M9xXA

***IAB: Digital ad growth hits bottleneck as landscape diversifies**

MarketingDive April 13, 2023

https://www.marketingdive.com/news/IAB-PwC-digital-ad-growth-resilience-recession/647526/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-04-14%20Marketing%20Dive%20Newsletter%20%5Bissue:49640%5D&utm_term=Marketing%20Dive

Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for April Week 1 (March 30- April 5, 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 Monthly - 557,900

Apr Week 1 - 560,700

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

Apr Week 1 - 9,778,500

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

Apr Week 1 - 104,800

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

Apr Week 1 - 1,829,400

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

Apr Week 1 - 108,200

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

Apr Week 1 - 2,349,900

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