

**October 4, 2023**

Hi All,

There is a lot of great stuff in this week's installment of the Midweek Resource Roundup! In fact, you may think I got carried away with the asterisks in the Sales section this week, but I'm not seeing stars, I am seeing opportunities to learn, adapt and grow...

We have now entered October and Q4 with the promise of an improved economy and new opportunities for growth ahead. But there is no time to let up, but rather a time to renew our energies and keep working hard...

**“There may be people that have more talent than you, but there's no excuse for anyone to work harder than you do.”**

— Derek Jeter

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

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

#### **10 Common Objections To Radio Sellers And How To Beat Them**

Radio Ink (Loyd Ford), October 2, 2023

[https://radioink.com/2023/10/02/10-common-objections-to-radio-sellers-and-how-to-beat-them/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20134](https://radioink.com/2023/10/02/10-common-objections-to-radio-sellers-and-how-to-beat-them/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20134)

#### **Co-Op Advertising is Surging in Popularity — Here's Why**

StreetFight (Stephanie Miles), October 2, 2023

[https://streetfightmag.com/2023/10/02/co-op-advertising-is-surging-in-popularity-heres-why/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20135](https://streetfightmag.com/2023/10/02/co-op-advertising-is-surging-in-popularity-heres-why/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20135)

#### **Why Discovery Questions Have A Big Impact With This Discovery Approach**

SalesFuel (Jessica Helinski), September 20, 2023

<https://salesfuel.com/why-discovery-questions-have-a-big-impact-with-this-discovery-approach/>

#### **Why Sellers Must Adapt Their Pricing Negotiation to Each Type of Buyer**

SalesFuel (Jessica Helinski), September 30, 2023

<https://salesfuel.com/why-sellers-must-adapt-their-pricing-negotiation-to-each-type-of-buyer/>

## 10 SUREFIRE STRATEGIES TO SUPERCHARGE B2B LEAD GENERATION + A BONUS IDEA

LeadG2 (Shaye Smith), September 25, 2023

[https://leadg2.thecenterforsalesstrategy.com/blog/supercharge-b2b-lead-generation?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&hsmi=275647947&hsenc=p2ANqtz-85PYIN-6uRJOG3d3n5m2RN0lcQTILUqGwE4df8s781KQCQ3ONtuzcPYROLpfHxFSXqBCMd-iyliMQLoIb5BVKZWVA4\\_A&utm\\_content=275647947&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/supercharge-b2b-lead-generation?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=275647947&hsenc=p2ANqtz-85PYIN-6uRJOG3d3n5m2RN0lcQTILUqGwE4df8s781KQCQ3ONtuzcPYROLpfHxFSXqBCMd-iyliMQLoIb5BVKZWVA4_A&utm_content=275647947&utm_source=hs_email)

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

(Reminder that \* denotes a highly recommended article)

#### **With New Ads Targeting Black And Latino Voters, Biden Campaign Sees Radio Hosts As 'Trusted Messengers.'**

Inside Radio, October 4, 2023

[https://www.insideradio.com/free/with-new-ads-targeting-black-and-latino-voters-biden-campaign-sees-radio-hosts-as-trusted/article\\_b2365324-6284-11ee-a21e-77a850dce340.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_136](https://www.insideradio.com/free/with-new-ads-targeting-black-and-latino-voters-biden-campaign-sees-radio-hosts-as-trusted/article_b2365324-6284-11ee-a21e-77a850dce340.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_136)

#### **\*9 Ways Top Sellers Are Making Their Prospecting Stand Out, To Inspire Yours**

LinkedIn Sales Blog (Paul Petrone), October 3, 2023

<https://www.linkedin.com/business/sales/blog/prospecting/prospecting-strategies-top-sellers-use-to-stand-out>

#### **Radio listeners are packing it up!**

RAB Radio Matters Blog (Victor Texcuano), October 3, 2023

[https://radiomatters.org/index.php/2023/10/03/radio-listeners-are-packing-it-up/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=a6b005b6f7-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-a6b005b6f7-582899012](https://radiomatters.org/index.php/2023/10/03/radio-listeners-are-packing-it-up/?utm_source=Radio%20Matters%20Blog&utm_campaign=a6b005b6f7-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-a6b005b6f7-582899012)

#### **#WomenInSales Month 2023 with Lauren Cooley**

The Center For Sales Strategy (Brent Tripp), October 3, 2023

[https://blog.thecenterforsalesstrategy.com/women-in-sales-lauren-cooley?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=276760610&hsenc=p2ANqtz-9eytGtKsMX-y4CptkD-eZ23J6CC-EyC06RNzGJ2oqkTTvjzOsrnQ164xklVoGGvS5bdus7YLPWJfaHyQj6w15QbEcb0w&utm\\_content=276760610&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/women-in-sales-lauren-cooley?utm_campaign=subscriber&utm_medium=email&hsmi=276760610&hsenc=p2ANqtz-9eytGtKsMX-y4CptkD-eZ23J6CC-EyC06RNzGJ2oqkTTvjzOsrnQ164xklVoGGvS5bdus7YLPWJfaHyQj6w15QbEcb0w&utm_content=276760610&utm_source=hs_email)

#### **\*Tugging on radio listeners' heartstrings, Penn Medicine Princeton Health wins big**

##### **'Get Back to Being You' campaign leads with listening.**

PR Daily (Sherri Kolade), October 2, 2023

[https://www.prdaily.com/tugging-on-radio-listeners-heartstrings-penn-medicine-princeton-health-wins-big/?utm\\_source=RDH&utm\\_medium=email&utm\\_campaign=RDH+\(2023-10-03\)&utm\\_content=article+title&utm\\_term=6&oly\\_enc\\_id=3247H0847412E0H](https://www.prdaily.com/tugging-on-radio-listeners-heartstrings-penn-medicine-princeton-health-wins-big/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2023-10-03)&utm_content=article+title&utm_term=6&oly_enc_id=3247H0847412E0H)

#### **\*Straw, Sticks, and Bricks: How To Beat The Big Bad Recession**

Radio Ink (Rick Fink), October 2, 2023

<https://radioink.com/2023/10/02/rick-fink-straw-sticks-and-bricks-how-to-beat-the-big-bad-recession/>

### **\*Oops, We Made A Mistake**

Radio Ink (Pat Bryson), October 2, 2023

[https://radioink.com/2023/10/02/pat-bryson-oops-we-made-a-mistake/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 134](https://radioink.com/2023/10/02/pat-bryson-oops-we-made-a-mistake/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily)

### **\*Radio Is An Indispensable Public Safety Resource. The Maui Wildfires Were the Latest Proof.**

Inside Radio, October 2, 2023

[https://www.insideradio.com/free/radio-is-an-indispensable-public-safety-resource-the-maui-wildfires-were-the-latest-proof/article\\_e02d204e-60f6-11ee-8cf5-13ba2cbee751.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 135](https://www.insideradio.com/free/radio-is-an-indispensable-public-safety-resource-the-maui-wildfires-were-the-latest-proof/article_e02d204e-60f6-11ee-8cf5-13ba2cbee751.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily)

### **56 Million Fans Will Listen To The NFL On Westwood One As Streaming Offers Listeners Enhanced Tune-In Opportunities**

Westwood One/Cumulus Media (Pierre Bouvard), October 2, 2023

<https://www.westwoodone.com/blog/2023/10/02/56-million-fans-will-listen-to-the-nfl-on-westwood-one-as-streaming-offers-listeners-enhanced-tune-in-opportunities/>

### **\*How Introverted Salespeople Can Win Over Today's Buyers**

SalesFuel (Jessica Helinski), September 30, 2023

<https://salesfuel.com/how-introverted-salespeople-can-win-over-todays-buyers/>

### **\*Finding Middle Ground: 4 Ways to Up Your Negotiating Game**

SalesFuel (Rachel Cagle), September 30, 2023

<https://salesfuel.com/despise-negotiating-4-ways-game/>

### **\*Heavy Radio Listeners Have Plenty of Brand Conversations. Which Categories Do They Like to Talk About?**

Marketing Charts, September 29, 2023

<https://www.marketingcharts.com/cross-media-and-traditional/word-of-mouth-230713>

### **\*Halloween Spending to Reach Record \$12.2 Billion as Participation Exceeds Pre-Pandemic Levels**

National Retail Federation (Lottie Watts), September 20, 2023

<https://nrf.com/media-center/press-releases/halloween-spending-reach-record-122-billion-participation-exceeds-pre>

### **\*Radio Can Scare Up More Revenue During Record Halloween**

Radio Ink, September 29, 2023

[https://radioink.com/2023/09/29/radio-can-scare-up-more-revenue-during-record-halloween/?vgo\\_ee=qkEKbCV6AK25nTwPExcX5c2ctmKmaCC3RTFeyJXY77cUgJ3L7%2Bmk%3A0U6ELtpe1UIJ%2F%2FMhVEu%2FUwARXYGBAla](https://radioink.com/2023/09/29/radio-can-scare-up-more-revenue-during-record-halloween/?vgo_ee=qkEKbCV6AK25nTwPExcX5c2ctmKmaCC3RTFeyJXY77cUgJ3L7%2Bmk%3A0U6ELtpe1UIJ%2F%2FMhVEu%2FUwARXYGBAla)

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

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

**Reasons Behind High Turnover Rates in Today's Economy**

The Center For Sales Strategy (Kelly George), October 4, 2023

[https://blog.thecenterforsalesstrategy.com/reasons-behind-high-turnover-rates?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=276937492&hsenc=p2ANqtz-86WH\\_tuDleX5ehoCU5pxvtZd3n3D2M6x84gNy22NKQDIs7qsrX2a\\_aM6j8saE3-W6a8V9Dx0AvPdtwCjZGK2VHio6F9g&utm\\_content=276937492&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/reasons-behind-high-turnover-rates?utm_campaign=subscriber&utm_medium=email&hsmi=276937492&hsenc=p2ANqtz-86WH_tuDleX5ehoCU5pxvtZd3n3D2M6x84gNy22NKQDIs7qsrX2a_aM6j8saE3-W6a8V9Dx0AvPdtwCjZGK2VHio6F9g&utm_content=276937492&utm_source=hs_email)

**Leading Local Insights**

**Unraveling the Future of Local Media Revenue with Todd Handy, CRO SEBPO**

BIA Advisory Services, October 3, 2023

(Note: This is a 21 minute podcast)

[https://www.buzzsprout.com/1663015/13708697-unraveling-the-future-of-local-media-revenue-with-todd-handy-cro-sebpo?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20136](https://www.buzzsprout.com/1663015/13708697-unraveling-the-future-of-local-media-revenue-with-todd-handy-cro-sebpo?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20136)

**Funny...You Don't Look A Day Over 40**

Jacobs Media Strategies (Fred Jacobs), October 3, 2023

[https://jacobsmedia.com/funny-you-dont-look-a-day-over-40/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20135](https://jacobsmedia.com/funny-you-dont-look-a-day-over-40/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20135)

**Will Radio Ride The New Wave of Short-Form Marketing?**

Radio Ink (Buzz Knight), October 3, 2023

<https://radioink.com/2023/10/03/buzz-knight-riding-the-new-wave-of-short-form-marketing/>

**CMOs Go Slow: Marketing Budgets Are Down, But Should Recover Next Year**

MediaPost (Ray Schultz), September 27, 2023

[https://www.mediapost.com/publications/article/389653/cmso-go-slow-marketing-budgets-are-down-but-shou.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=131866&has\\_hid=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/389653/cmso-go-slow-marketing-budgets-are-down-but-shou.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=131866&has_hid=Oo_vrjRtQN66NUEi-d4V6g)

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

(Reminder that \* denotes a highly recommended article)

### **Risky Business: Digital Audio Consumers Want Advertisers To Steer Clear Of Unsuitable Content.**

Inside Audio Marketing, October 4, 2023

<https://www.insideaudiomarketing.com/post/risky-business-digital-audio-consumers-want-advertisers-to-steer-clear-of-unsuitable-content>

### **The Art of Giving versus Taking Credit: A Primer**

Triple Crown Leadership, October 2, 2023

<https://triplecrownleadership.com/giving-versus-taking-credit/>

### **LeGeyt: AM Support Is ‘Absolutely Incredible’ As Fight Intensifies**

Radio Ink, September 29, 2023

[https://radioink.com/2023/09/29/legeyt-am-support-is-absolutely-incredible-as-fight-intensifies/?vgo\\_ee=qkEKbCV6AK25nTwPExcX5c2ctmKmaCC3RTFeyJXY77cUgJ3L7%2Bmk%3A0U6ELtpe1UIJZ%2F%2FMhVEu%2FUwARXYGBAla](https://radioink.com/2023/09/29/legeyt-am-support-is-absolutely-incredible-as-fight-intensifies/?vgo_ee=qkEKbCV6AK25nTwPExcX5c2ctmKmaCC3RTFeyJXY77cUgJ3L7%2Bmk%3A0U6ELtpe1UIJZ%2F%2FMhVEu%2FUwARXYGBAla)

### **Where Will Radio Fit As FCC Puts Focus On Net Neutrality?**

Inside Radio, September 28, 2023

[https://www.insideradio.com/free/where-will-radio-fit-as-fcc-puts-focus-on-net-neutrality/article\\_b7ba0784-5dd2-11ee-9e62-8be00f7ffbfd.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_132](https://www.insideradio.com/free/where-will-radio-fit-as-fcc-puts-focus-on-net-neutrality/article_b7ba0784-5dd2-11ee-9e62-8be00f7ffbfd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_132)

### **Study: Podcasts Should Lean On AM/FM For Fast Growth**

Radio Ink, September 26, 2023

[https://radioink.com/2023/09/26/study-podcasts-should-lean-on-am-fm-for-fast-growth/?vgo\\_ee=TeiWVvzLWDrR3ecorl%2BvUIMgM4C%2B8saBwwG2lsB6af4vl8DDxflD%3AkGSNUGRIRTQjWYD bDRU7SVweeHk64ck2](https://radioink.com/2023/09/26/study-podcasts-should-lean-on-am-fm-for-fast-growth/?vgo_ee=TeiWVvzLWDrR3ecorl%2BvUIMgM4C%2B8saBwwG2lsB6af4vl8DDxflD%3AkGSNUGRIRTQjWYD bDRU7SVweeHk64ck2)

## Nielsen PPM Audience Weekly Trends

Here are the audience trends for our PPM markets for September Week 4 (September 7 - September 13, 2023), and for September 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

Apr Monthly - 568,400  
May Monthly - 569,800  
Jun Monthly - 545,400

Jul Monthly - 531,200  
Aug Monthly - 518,600  
Sept Monthly - 516,700

Sept Week 1 - 505,400  
Sept Week 2 - 543,900  
Sept Week 3 - 505,000  
Sept Week 4 - 512,500

**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 Monthly - 9,745,300

Apr Monthly - 9,876,200  
May Monthly - 10,022,400  
Jun Monthly - 9,802,500

Jul Monthly - 9,701,700  
Aug Monthly - 9,674,400  
Sept Monthly - 9,526,900

Sept Week 1 - 9,351,300  
Sept Week 2 - 9,682,600  
Sept Week 3 - 9,622,600  
Sept Week 4 - 9,451,000

**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

Apr Monthly - 107,800  
May Monthly - 117,100  
Jun Monthly - 106,000

Jul Monthly - 97,400  
Aug Monthly - 96,700  
Sept Monthly - 95,700

Sept Week 1 - 91,200  
Sept Week 2 - 101,100  
Sept Week 3 - 95,800  
Sept Week 4 - 94,700

**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 Monthly - 1,836,200  
May Monthly - 1,872,800  
Jun Monthly - 1,851,900

Jul Monthly - 1,848,900  
Aug Monthly - 1,839,600  
Sept Monthly - 1,803,100

Sept Week 1 - 1,765,600  
Sept Week 2 - 1,851,600  
Sept Week 3 - 1,829,600  
Sept Week 4 - 1,765,800

**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  
Mar Monthly - 108,800

Apr Monthly - 110,100  
May Monthly - 109,200  
Jun Monthly - 102,800

Jul Monthly - 102,200  
Aug Monthly - 109,900  
Sept Monthly - 108,100

Sept Week 1 - 109,500  
Sept Week 2 - 109,800  
Sept Week 3 - 103,700  
Sept Week 4 - 109,300

**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 Monthly - 2,363,200  
May Monthly - 2,358,300  
Jun Monthly - 2,325,900

Jul Monthly - 2,340,500  
Aug Monthly - 2,364,600  
Sept Monthly - 2,344,400

Sept Week 1 - 2,342,000  
Sept Week 2 - 2,412,200  
Sept Week 3 - 2,343,700  
Sept Week 4 - 2,279,700

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