

October 18, 2023

Hi All,

If you are old enough to remember the highly popular TV show ABC's Wide World of Sports you will recall Jim McKay's iconic opening lines. We paraphrase them here:

Spanning the globe to bring you the constant variety of information, research and business trends... the thrill of victory... and the avoidance of defeat... the human drama of business competition... This is the "Midweek Resource Roundup!"

...and we do it all to help you in your pursuit of excellence and the achievement of success!...

"I often say 'pursue excellence, ignore success.' Success is a by-product of excellence."

--Deepak Chopra

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

3 Phrases That'll Disrupt Your First Sales Call (In the Best Possible Way)

LinkedIn Sales Blog (Paul Petrone), October 16, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/what-to-say-on-first-sales-call>

Don't Let That Stop You: Overcoming Objections in Discovery Meetings

The Center For Sales Strategy (Kelly George), October 16, 2023

https://blog.thecenterforsalesstrategy.com/overcoming-objections-in-discovery-meetings?utm_campaign=subscriber&utm_medium=email&_hsmi=278496658&_hsenc=p2ANqtz--6WDzwwoTBcBtk5j_OtbapTMbHZnMQTXM-PiVAMyQ74bUwfhug2vAnprL8bQ4kEaBmYC-WCU55BM9FTbo0e9ptjMnelw&utm_content=278496658&utm_source=hs_email

Insider Questions for Game-Changing Consultative Sales Approach Results

SalesFuel (Jessica Helinski), October 15, 2023

<https://salesfuel.com/insider-questions-for-game-changing-consultative-sales-approach-results/>

The Advanced Sales Skills Sellers Need to Perfect Now

SalesFuel (Jessica Helinski), October 15, 2023

<https://salesfuel.com/the-advanced-sales-skills-sellers-need-to-perfect-now/>

Tackle This Sales Action Plan to Get Your Wins Back On Track

SalesFuel (Jessica helinski), October 15, 2023

<https://salesfuel.com/tackle-this-sales-action-plan-to-get-your-wins-back-on-track/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Deloitte: Holiday spending heading back to normal**

Chain Store Age (Dan Berthiaume), October 17, 2023

<https://chainstoreage.com/deloitte-holiday-spending-heading-back-normal>

NRF: Retail sales keep rising in September, but ...

Chain Store Age (Dan Berthiaume), October 17, 2023

<https://chainstoreage.com/nrf-retail-sales-keep-rising-september>

***How To Reel In 'The Big One'**

Radio Ink (Rick Fink), October 16, 2023

<https://radioink.com/2023/10/16/rick-fink-how-to-reel-in-the-big-one/>

***Radio Works for Local and State Government Agencies**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), October 16, 2023

https://radiomatters.org/index.php/2023/10/16/radio-works-for-local-and-state-government-agencies/?utm_source=Radio%20Matters%20Blog&utm_campaign=f2a9ce655e-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-f2a9ce655e-582899012

***Signal Hill Insights Four-Year Pharmaceutical Brand Tracking Study: Despite Being Outspent 3:1 By TV, AM/FM Radio Outperforms For A Digestion Ailment Medication**

Westwood One/Cumulus (Pierre Bouvard), October 16, 2023

<https://www.westwoodone.com/blog/2023/10/16/signal-hill-insights-four-year-pharmaceutical-brand-tracking-study-despite-being-outspent-31-by-tv-am-fm-radio-outperforms-for-a-digestion-ailment-medication/>

Automotive TV Spending Up 15.4% In September

MediaPost (Tanya Gazdik), October 17, 2023

https://www.mediapost.com/publications/article/390270/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_146

***Don't Be Scared Of Halloween**

Radio Ink (Mike McVay), October 16, 2023

<https://radioink.com/2023/10/16/mike-mcvay-dont-be-scared-of-halloween/>

***Moderna Harnessing Radio To Broaden Its Brand Beyond Vaccines.**

Inside Audio Marketing, October 16, 2023

<https://www.insideaudiomarketing.com/post/moderna-harnessing-radio-to-broaden-its-brand-beyond-vaccines>

***Recommit To Best Practices In Hispanic Marketing**

MediaPost (Louis Maldonado), October 13, 2023

https://www.mediapost.com/publications/article/390162/recommit-to-best-practices-in-hispanic-marketing.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132033&hashid=nPO6kNh8ToCb2_NBH4Mycg

Study: Female Fans More Likely To Listen To OTA Sports Radio

Radio Ink (Crowd React Media), October 12, 2023

https://radioink.com/2023/10/12/study-female-fans-more-likely-to-listen-to-ota-sports-radio/?vgo_ee=yk5nEw1jBLbif61disf%2BIEljRQF2ke9z%2BaPknuLd1I3OixCWd24v%3At96a79XH0tUPoP9GeZk0K6uRTWAILsKw

***How to Drive In-Store Visits with Broadcast and Streaming Radio: A Case Study**

Audacy (Jon Blum, SVP, Strategy Partnerships & Analytics), October 4, 2023

<https://audacyinc.com/insights/how-to-drive-in-store-visits-with-broadcast-and-streaming-radio-a-case-study/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Talent Pipeline: Sales Manager's Approach to Proactive Recruitment

The Center For Sales Strategy (Beth Sunshine), October 18, 2023

https://blog.thecenterforsalesstrategy.com/sales-managers-approach-to-proactive-recruitment?utm_campaign=subscriber&utm_medium=email&hsmi=278848818&hsenc=p2ANqtz--eX-mSD59bhel0PIXpaqQMgAu-yuyKeOUxX3CjwjFHTUDQ5mIJXuLUD-jxFsTzS-Ke-RBb5-JLP-FuoiHlwAa3_YJBpg&utm_content=278848818&utm_source=hs_email

HOW TO CREATE LEAD GENERATION CAMPAIGNS THAT CONVERT

LEAD2G (Amanda Meade), October 17, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-create-lead-generation-campaigns-that-convert?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=278686210&_hsenc=p2ANqtz--WcH9HAnFI6PW5G9v6ivSqXzZU14s2nclKWayUzM_4C7HXLcyLFfgliGtVBLKrYCKAhtvo1cRxfHX8twUnKYdNs7GhtQ&utm_content=278686210&utm_source=hs_email

Marketers more optimistic even as budgets fall

Marketer optimism is way up from this spring, even though ad spend and marketing budgets are down.

MARTECH (Constantine von Hoffman), October 16, 2023

<https://martech.org/marketers-more-optimistic-even-as-budgets-fall/>

If Elon Musk Were Your Sales Manager, Here's 5 Things He'd Do

Radio Ink (Lloyd Ford), October 16, 2023

<https://radioink.com/2023/10/16/if-elon-musk-were-your-sales-manager-heres-5-things-hed-do/>

A Recession Is No Longer the Consensus

In WSJ survey, economists lower recession probability below 50% and say Fed is finished raising interest rates

WSJ, October 15, 2023

https://www.wsj.com/economy/a-recession-is-no-longer-the-consensus-3ad0c3a3?st=o9x0z3p6zzrah5k&reflink=desktopwebshare_permalink

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*How Radio Can Redefine “Local”

Jacobs Media Strategies (Fred Jacobs), October 18, 2023

https://jacobsmedia.com/how-radio-can-redefine-local/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_146

This Budget Season, TV Stations Need To Widen Their Business Aperture

TVNewsCheck (Mary M. Collins), October 18, 2023

https://tvnewscheck.com/business/article/this-budget-season-tv-stations-need-to-widen-their-business-aperture/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_146

***#WomenInSales Month 2023 with Laura Coristine**

Essential Key Performance Indicators (KPIs) to Keep Your Eye On

The Center For Sales Strategy (Brent Tripp), October 17, 2023

https://blog.thecenterforsalesstrategy.com/womeninsales-month-2023-with-laura-coristine?utm_campaign=subscriber&utm_medium=email&_hsmi=278671378&_hsenc=p2ANqtz-8MSS50nvEpmX-Ndxfeh5lo-PVryNA2OYPQWHPpU7FLar8JOU1MVdAPfCPhj2SP2-mGGi6_9drDp256Hj0ZklTImVLPO&utm_content=278671378&utm_source=hs_email

Senator Ted Cruz Outlines AM Radio Act's Three Paths To Law

Radio Ink, October 17, 2023

https://radioink.com/2023/10/17/senator-ted-cruz-outlines-am-radio-acts-three-paths-to-law/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_145

No Slowdown In Political Ads, With Biden Now Third-Biggest Spender.

Inside Radio (AdImpact), October 16, 2023

https://www.insideradio.com/free/no-slowdown-in-political-ads-with-biden-now-third-biggest-spender/article_61d90a94-6bed-11ee-ac92-435cac6384cb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_144

***eritonic Cooks Up Analytics For 'Baked-In' Audio Ads**

Radio Ink, October 16, 2023

<https://radioink.com/2023/10/16/veritonic-cooks-up-analytics-for-baked-in-audio-ads/>

In My Room

Want to make a radio professional uncomfortable? Bring up Gen Z.

Jacobs Media Strategies (Fred Jacobs), October 16, 2023

https://jacobsmedia.com/in-my-room/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_144

***Seniors Control 22% Of Consumer Spending. These Broadcasters Are Successfully Targeting Them.**

Inside Audio Marketing, October 16, 2023

<https://www.insideaudiomarketing.com/post/seniors-control-22-of-consumer-spending-these-broadcasters-are-successfully-targeting-them>

iHeartMedia Tells FCC That it Needs to Protect AM Radio

RADIO ONLINE, Friday, October 13, 2023

https://news.radio-online.com/articles/b17608/iHeartMedia-Tells-FCC-That-it-Needs-to-Protect-AM-Radio?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_144

Agriculture Groups Tell Congress Farmers & Ranchers Rely On AM

Radio Ink, October 12, 2023

https://radioink.com/2023/10/12/agriculture-groups-tell-congress-farmers-ranchers-rely-on-am/?vgo_ee=yk5nEw1jBLbif61disf%2BIEljRQF2ke9z%2BaPknuLd1I3OixCWd24v%3At96a79XH0tUPoP9GeZk0K6uRTWAILsKw

Federal Number Crunchers Conclude There's Small Price To Keep AM Radio In Vehicles.

Inside Radio, October 12, 2023

https://www.insideradio.com/free/federal-number-crunchers-conclude-there-s-small-price-to-keep-am-radio-in-vehicles/article_6a2c7d6a-68c9-11ee-82d9-c7b284be4d65.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20142

***5 Steps to Successful Radio Marketing**

"Don't let the speed of our industry rush your marketing and plan of attack,"

RadioWorld (Gary Begin), October 11, 2023

https://www.radioworld.com/columns-and-views/guest-commentaries/5-steps-to-successful-radio-marketing?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20142

NIELSEN PPM AUDIENCE WEEKLY TRENDS

Here are the audience trends for our PPM markets for October Week 2 (September 21 - September 27, 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 Monthly - 568,400

May Monthly - 569,800

Jun Monthly - 545,400

Jul Monthly - 531,200

Aug Monthly - 518,600
Sept Monthly - 516,700

Oct Week 1 - 524,400
Oct Week 2 - 535,600

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

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

Oct Week 1 - 9,583,800
Oct Week 2 - 9,746,700

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

Oct Week 1 - 100,100
Oct Week 2 - 98,900

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

Oct Week 1 - 1,805,200
Oct Week 2 - 1,805,700

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

Oct Week 1 - 105,700
Oct Week 2 - 102,300

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

Oct Week 1 - 2,383,900
Oct Week 2 - 2,357,900

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