

November 8, 2023

Hi All,

This installment of your Midweek Resource Roundup is super loaded with great information and resources that are helpful to closing out 2023 in a strong way and for guiding you in your planning for strong growth in 2024. The purpose of the Midweek Resource Roundup is to provide you with all the essential information and tools to overcome the challenges and achieve your goals...

"I don't focus on what I'm up against. I focus on my goals and I try to ignore the rest."

-- Venus Williams

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Sales Roadblocks: The Power of Diagnostic Assessment

The Center For Sales Strategy (Trey Morris), November 8, 2023

https://blog.thecenterforsalesstrategy.com/sales-roadblocks-the-power-of-diagnostic-assessment?utm_campaign=subscriber&utm_medium=email&hsmi=281725696&hsenc=p2ANqtz-9e6t0mrMrXmQ_HcER60kclm8DJOFrQSuWL5O-aidDpo17f4jLuGi9NRDunyfbKSs-7VYTQ-CmjEQ8O6TK-P16ObUq9A&utm_content=281725696&utm_source=hs_email

More In-Store Shopping Makes Geofencing a Great Tactic.

4 Ways to Use Geofencing in Digital Advertising

Aspire by Marketron, November 8, 2023

<https://aspire.marketron.com/4-ways-to-use-geofencing-in-digital-advertising/>

With Strike Impact Limited, Auto Advertising Picks Up On Radio.

Inside Radio (J.D. Power and GlobalData), November 7, 2023

https://www.insideradio.com/free/with-strike-impact-limited-auto-advertising-picks-up-on-radio/article_37f24b18-7d46-11ee-b8d6-03fb59a53c6b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20160

What Would George Costanza Do?

Radio Ink (Loyd Ford) November 6, 2023

https://radioink.com/2023/11/06/loyd-ford-wwgcd-what-would-george-costanza-do/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=LocalMedia%26TechnologyDaily160

Don't Fear Cold Calling in Sales! Here's How to Make Them a Success

SalesFuel (Jessica Helinski), November 4, 2023

<https://salesfuel.com/dont-fear-cold-calling-in-sales-heres-how-to-make-them-a-success/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Attract High-Value Leads With This Five-Step Process**

MarketingProfs (Kellie Walenciak), November 8, 2023

https://www.marketingprofs.com/articles/2023/50402/attract-high-value-leads?adref=nlt110823&remoteid=5090F52B-4285-46CD-9554-A31001608F6A&utm_source=mpt&utm_medium=email&utm_campaign=nlt110823&spMailingID=49046658&spUserID=MTUyMTMwMjA1MTYzNQs2&spJobID=2580730469&spReportId=MjU4MDczMDQ2OQs2

***Exploring The Minds – And Ad Spending Habits – Of Local Advertisers**

AdExchanger (Allison Schiff & Cory Elliott), November 7, 2023

https://www.adexchanger.com/adexchanger-talks/exploring-the-minds-and-ad-spending-habits-of-local-advertisers/?oly_enc_id=0651H4943323A6U

Auto Advertising Picks Up On Radio.

Inside Audio Marketing, November 7, 2023

<https://www.insideaudiomarketing.com/post/auto-advertising-picks-up-on-radio>

***Back To The Office: Marketers And Agencies Increase Commutes And Days In The Office; Average Americans Commute More Days And Are Exposed More Frequently To Out-Of-Home Advertising And AM/FM Radio Ads; AM/FM Radio's Share Of In-Car Listening Soars To An Eight-Year High**

Westwood One/Cumulus Media (Pierre Bouvard), November 6, 2023

<https://www.westwoodone.com/blog/2023/11/06/back-to-the-office-marketers-and-agencies-increase-commutes-and-days-in-the-office-average-americans-commute-more-days-and-are-exposed-more-frequently-to-out-of-home-advertising-and-am-fm-radio-ads-2/>

ATTACHMENT: [Westwood One – State of Commuting/back to work](#)

***Marketers to spend most of holiday budgets in November: report**

Marketing Brew, November 1, 2023

<https://www.marketingbrew.com/stories/2023/11/01/marketers-to-spend-most-of-holiday-budgets-in-november-report>

***Audio Taking A Quarter Of Holiday Ad Budgets In 2023**

Radio Ink, November 8, 2023

<https://radioink.com/2023/11/08/audio-taking-a-quarter-of-holiday-ad-budgets-in-2023/>

***Radio Is Key To America’s Increasingly Powerful Multicultural Vote**

Radio Ink, November 8, 2023

<https://radioink.com/2023/11/08/radio-is-key-to-americas-increasingly-powerful-multicultural-vote/>

42% Of Buyers To Spend \$25M+ On FASTs In 2023, Most Will Up Spend In 2024

MediaPost (Karlene Lukovitz), November 8, 2023

[https://www.mediapost.com/publications/article/390899/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 161](https://www.mediapost.com/publications/article/390899/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20161)

Radio Listeners are Craving Fast Food

RAB Radio Matters Blog (Nick Arias, Research & Insights Assistant), November 7, 2023

[https://radiomatters.org/index.php/2023/11/07/radio-listeners-are-craving-fast-food/?utm_source=Radio%20Matters%20Blog&utm_campaign=3f1c0445b5-EMAIL CAMPAIGN 2018 01 05 COPY 01&utm_medium=email&utm_term=0 66c3360299-3f1c0445b5-582899012](https://radiomatters.org/index.php/2023/11/07/radio-listeners-are-craving-fast-food/?utm_source=Radio%20Matters%20Blog&utm_campaign=3f1c0445b5-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-3f1c0445b5-582899012)

Getting Past ‘We’ve Always Done It This Way’

Radio Ink (Pat Bryson), November 6, 2023

[https://radioink.com/2023/11/06/pat-bryson-weve-always-done-it-this-way/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 160](https://radioink.com/2023/11/06/pat-bryson-weve-always-done-it-this-way/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20160)

Shout It From The Roof: Radio is Still a REACH Medium

Radio Ink (Marc Greenspan), November 6, 2023

[https://radioink.com/2023/11/06/marc-greenspan-shout-it-from-the-roof-radio-is-still-a-reach-medium/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 159](https://radioink.com/2023/11/06/marc-greenspan-shout-it-from-the-roof-radio-is-still-a-reach-medium/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20159)

B2B Webinars Can Lead to Better Sales. Here's How to Get Started

SalesFuel (Jessica Helinski), November 4, 2023

<https://salesfuel.com/b2b-webinars-can-lead-to-better-sales-heres-how-to-get-started/>

How Sales Technology Can Help You Optimize Deal Size and Speed

SalesFuel (Tim Londergan), November 4, 2023

<https://salesfuel.com/how-sales-technology-can-help-you-optimize-deal-size-and-speed/>

NRF: Record Holiday Spending To Top \$957.3 Billion

Media Post (Sarah Mahoney), November 2, 2023

https://www.mediapost.com/publications/article/390755/nrf-record-holiday-spending-to-top-9573-billion.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+160

CBS Sells Out Super Bowl LVIII

MediaPost (Wayne Friedman), November 2, 2023

https://www.mediapost.com/publications/article/390743/cbs-sells-out-super-bowl-lviii.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132212&hashid=IZA7uSulTnimoAz9RMXvmQ

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Analyst Says National Advertising May Be Beginning To Turn A Corner.

Inside Radio, November 6, 2023

https://www.insideradio.com/free/analyst-says-national-advertising-may-be-beginning-to-turn-a-corner/article_789f0f06-7c7f-11ee-906a-b78cef431473.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+159

Artificial Intelligence in Political Ads – Media Companies Beware

Broadcast Law Blog (David Oxenford), November 6, 2023

https://www.broadcastlawblog.com/2023/11/articles/artificial-intelligence-in-political-ads-media-companies-beware/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+160

How Consumers Will Keep Powering GDP Growth

Knowledge by Wharton, November 6, 2023

https://knowledge.wharton.upenn.edu/podcast/wharton-business-daily-podcast/how-consumers-will-keep-powering-gdp-growth/?utm_campaign=KatW2023&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=11-8-2023&utm_content=How+Consumers+Will+Keep+Powering+GDP+Growth

Forrester: What To Expect In Tech, Advertisers And Ad Agencies In 2024

Forbes (Brad Adgate), November 1, 2023

https://www.forbes.com/sites/bradadgate/2023/11/01/forrester-what-to-expect-in-tech-advertisers-and-ad-agencies-in-2024/?sh=19e727b01871&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_157

Advertising Growth: Driven By Large Businesses, Not SMBs

Madison and Wall (Brian Wieser), November 1, 2023

https://madisonandwall.substack.com/p/advertising-growth-driven-by-large?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_157

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Kantar 2024 MEDIA TRENDS & PREDICTIONS**

Kantar, November 7, 2023

ATTACHMENT: [Kantar Media – Media Trends & Predictions 2024](#)

***Are You A Boss Or A Manager?**

Radio Ink (Rick Fink), November 8, 2023

<https://radioink.com/2023/11/08/rick-fink-are-you-a-boss-or-a-manager/>

Where Did All Those P4s And P5s Go?

Jacobs Media Strategies (Fred Jacobs & Larry Rosen) November 8, 2023

https://jacobsmedia.com/where-did-all-those-p4s-and-p5s-go/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_161

NAB Says Car Industry Is Inflating The Cost Of Keeping AM Radio In Dashboards.

Inside Radio, November 8, 2023

[https://www.insideradio.com/free/nab-says-car-industry-is-inflating-the-cost-of-keeping-am-radio-in-dashboards/article_f66bb9b4-7e11-11ee-a1f5-075db65c3f35.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 161](https://www.insideradio.com/free/nab-says-car-industry-is-inflating-the-cost-of-keeping-am-radio-in-dashboards/article_f66bb9b4-7e11-11ee-a1f5-075db65c3f35.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20161)

***Stop Chasing Meters, Build a Brand**

Coleman Insights (Warren Kurtzman), November 7, 2023

<https://colemaninsights.com/coleman-insights-blog/stop-chasing-meters-build-a-brand>

***More Radio Reality Checks**

Jacobs Media Strategies (Fred Jacobs), November 7, 2023

[https://jacobsmedia.com/more-radio-reality-checks/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 160](https://jacobsmedia.com/more-radio-reality-checks/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20160)

Scenarios for AI and radio in 2030

REDTECH (David Fernández Quijada), November 5, 2023

[https://www.redtech.pro/scenarios-for-ai-and-radio-in-2030/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 159](https://www.redtech.pro/scenarios-for-ai-and-radio-in-2030/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20159)

***Growth of Listening on Internet-Connected TVs**

Edison Research, November 1, 2023

[https://www.edisonresearch.com/growth-of-listening-on-internet-connected-tvs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 157](https://www.edisonresearch.com/growth-of-listening-on-internet-connected-tvs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20157)

NIELSEN PPM AUDIENCE WEEKLY TRENDS

Here are the audience trends for our PPM markets for October Week 4 (October 5 - October 11, 2023) and October 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

Oct Monthly - 535,100

Nov Week 1 - 536,000

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 Monthly - 9,779,100

Nov Week 1 - 9,867,600

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 Monthly - 100,400

Nov Week 1 - 94,800

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 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 Monthly - 1,815,500

Nov Week 1 - 1,824,000

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 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 Monthly - 102,000

Nov Week 1 - 99,100

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 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 Monthly - 2,334,000

Nov Week 1 - 2,273,600

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