

December 6, 2023

Hi All,

Here is this week's curated collection of resources to help with your economic forecasts, sales training, business trends, consumer and radio listening research including the November Full Month Nielsen results and so much more. Consider it your tool chest to help build a route for success...

"The road to success is always under construction."

— Lily Tomlin

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Pain Points You Need to Address in 2024

The Center for Sales Strategy, December 5, 2023

https://blog.thecenterforsalesstrategy.com/pain-points-to-address-in-2024?utm_campaign=subscriber&utm_medium=email&hsmi=285277261&hsenc=p2ANqtz-8E40g-T2KxAHYQkmid1rnjenloRLpEoRtwTpo2qAOebnUti4TASVQ3LQ8-xTI_fYX0_lhiaKWI0oXYdxr5xz_t-KfiGA&utm_content=285277261&utm_source=hs_email

"The Best Sales Advice I Ever Got Is..." 6 Sellers Share Their Favorites.

LinkedIn (Paul Petrone), December 5, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/best-sales-advice-i-ever-got->

Radio Works to Drive Business Forward

RAB Radio Matters Blog (Annette Malave, SVP/Insights), December 5, 2023

https://radiomatters.org/index.php/2023/12/05/radio-works-to-drive-business-forward/?utm_source=Radio%20Matters%20Blog&utm_campaign=f9b8fbd3ba-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-f9b8fbd3ba-582899012

Will The Circle Go Unclosed?

Radio Ink (Pat Bryson). December 4, 2023

<https://radioink.com/2023/12/04/pat-bryson-will-the-circle-go-unclosed/>

Avoid These Bad Sales Messages (and What to Say Instead)

SalesFuel (Jessica Helinski), December 2, 2023

<https://salesfuel.com/avoid-these-bad-sales-messages-and-what-to-say-instead/>

Drive More Sales Using Business Cases

SalesFuel (Jessica Helinski), December 2, 2023

<https://salesfuel.com/drive-more-sales-using-business-cases/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Navigating Buying Committees and Identifying True Decision Makers: A Salesperson's Guide

The Center For Sales Strategy (Elissa Nauful), December 6, 2023

https://blog.thecenterforsalesstrategy.com/navigating-buying-committees-and-identifying-true-decision-makers-a-salespersons-guide?utm_campaign=subscriber&utm_medium=email&_hsmt=285441061&_hsenc=p2ANqtz-8Wg_M787yfqivPzcZtUcaOuWikkrmdWRuxqmc3YBWZDhXPGSHfpjJtFB2fa_tJCRhkqaXsXoPnl6zQG4WlnwkJqnJw_sQ&utm_content=285441061&utm_source=hs_email

Nearly a third of in-store shoppers buy something immediately after discovering it

eMarketer Insider Intelligence (Arielle Feger), December 6, 2023

https://www.insiderintelligence.com/content/nearly-third-of-in-store-shoppers-buy-something-immediately-after-discovering?utm_source=Newsletter&utm_medium=Email&utm_campaign=cotd%2012.6.2023&utm_id=cotd%2012.6.2023&utm_term=eMarketer%20Daily&utm_content=cotd%2012.6.2023

Survey: One In Five Americans Plan To Listen To More Podcasts.

Inside Audio Marketing, December 6, 2023

<https://www.insideaudiomarketing.com/post/survey-one-in-five-americans-plan-to-listen-to-more-podcasts>

Lean In Or Luck Out: Why Brands Need To Appeal To America's Over-50s

MediaPost (John Malozzi), December 5, 2023

https://www.mediapost.com/publications/article/391631/lean-in-or-luck-out-why-brands-need-to-appeal-to.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132545&hashid=nPO6kNh8ToCb2_NBH4Mycg

*Nielsen: 38% Of Consumers Feel Radio Has 'Appropriate' Number Of Spots.

Inside Radio, December 5, 2023

https://www.insideradio.com/free/nielsen-38-of-consumers-feel-radio-has-appropriate-number-of-spots/article_cbc769b6-9341-11ee-943c-5ffd470ba679.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20178

Using Radio's Geographic Strengths This Election Year

Radio Ink (Marc Greenspan), December 4, 2023

<https://radioink.com/2023/12/04/marc-greenspan-using-geographic-strengths-this-election-year/>

Outlook: U.S. Auto Sales Gained Up To 10% In November.

Inside Radio, December 4, 2023

<https://www.insideaudiomarketing.com/post/outlook-u-s-auto-sales-gained-up-to-10-in-november>

Podcast CPMs Rose Three Percent During November Says AdvertiseCast.

Inside Audio Marketing, December 4, 2024

<https://www.insideaudiomarketing.com/post/podcast-cpms-rose-three-percent-during-november-says-advertisecast>

***Drive More Sales Using Business Cases**

SalesFuel (Jessica Helinski), December 2, 2023

<https://salesfuel.com/drive-more-sales-using-business-cases/>

Restaurant Sales, Traffic Make Comeback.

Inside Radio, November 30, 2023

[https://www.insideradio.com/free/restaurant-sales-traffic-make-comeback/article_4aa9b7aa-8f52-11ee-9141-b3997444ae7f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 175](https://www.insideradio.com/free/restaurant-sales-traffic-make-comeback/article_4aa9b7aa-8f52-11ee-9141-b3997444ae7f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20175)

***Consumer Spending At Beauty Stores Poised For Highest Holiday Growthby**

MediaPost (Robert Williams), November 30, 2023

https://www.mediapost.com/publications/article/391499/consumer-spending-at-beauty-stores-poised-for-high.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132559&hshid=o5sexdpQRQeeqa1Ux78qbw

***Radio Puts a Bow on Holiday Gift Shopping**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), November 28, 2023

[https://radiomatters.org/index.php/2023/11/28/radio-puts-a-bow-on-holiday-gift-shopping/?utm_source=Radio%20Matters%20Blog&utm_campaign=862be151bc-EMAIL CAMPAIGN 2018 01 05 COPY 01&utm_medium=email&utm_term=0 66c3360299-862be151bc-582899012](https://radiomatters.org/index.php/2023/11/28/radio-puts-a-bow-on-holiday-gift-shopping/?utm_source=Radio%20Matters%20Blog&utm_campaign=862be151bc-EMAIL%20CAMPAIGN%202018%2001%2005%20COPY%2001&utm_medium=email&utm_term=0_66c3360299-862be151bc-582899012)

***AUDIO ADVERTISING IS IN ITS PERFORMANCE ERA—IT'S ALL ABOUT RESULTS**

Ad Age (Paul Suchman), November 28, 2023.

<https://adage.com/article/media/audio-advertising-its-performance-era-its-all-about-results/2531131>

***Your Creative Cheat Codes**

Audacy Insights Team, November 16, 2023

<https://audacyinc.com/insights/your-creative-cheat-codes/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Zenith Says Mature Ad Markets Like The U.S. Will Have Best Growth Rates In 2024.

Inside Audio Marketing, December 6, 2023

<https://www.insideaudiomarketing.com/post/zenith-says-mature-ad-markets-like-the-u-s-will-have-best-growth-rates-in-2024>

MediaRadar: More Signs Point To Economic Recovery.

Inside Audio Marketing, December 6, 2023

<https://www.insideaudiomarketing.com/post/mediaradar-more-signs-point-to-economic-recovery>

Economic Pulse: BIA's Monthly Quick Take for December 2023

BIA Advisory Services (Nicole Ovadia, VP, Forecasting) November 5, 2023

http://blog.biakelsey.com/index.php/2023/12/05/economic-pulse-bias-monthly-quick-take-for-december-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%2B178

Latest MAGNA Forecast Brings Relief For Audio In 2024

Radio Ink, December 4, 2023

https://radioink.com/2023/12/04/latest-magna-forecast-brings-relief-for-audio-in-2024/?vgo_ee=NSzcaAyi9mKBk1zJTab7xhcwEjO42CNCWPE3%2FS62fxbezZ5BSkwp%3A%2FW0IbTxJALwIDsh0TRc%2BSTf1CXcbm20F

Eight Pillars For Your Best Business Plan In 2024

Radio Ink (Loyd Ford), December 4, 2023

<https://radioink.com/2023/12/04/loyd-ford-eight-pillars-for-your-best-business-plan-in-2024/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

B2B Influencer Marketing Is on the Rise

Marketing Charts, December 6, 2023

https://www.marketingcharts.com/industries/business-to-business-231422?mc_cid=863745051e&mc_eid=c106971821

The Age of Virtual Influencers Is Coming, Bringing a Range of New Considerations for Brands

SocialMediaToday (Andrew Hutchinson), December 5, 2023

<https://www.socialmediatoday.com/news/the-age-of-virtual-influencers-coming/701664/>

An Open (News)Letter To Radio

Jacobs Media Strategies (Fred Jacobs), December 6, 2023

<https://jacobsmedia.com/an-open-newsletter-to-radio/>

Senators Make Unsuccessful Attempt To Pass AM For Every Vehicle Act By Unanimous Consent.

Inside Radio, December 6, 2023

https://www.insideradio.com/free/senators-make-unsuccessful-attempt-to-pass-am-for-every-vehicle-act-by-unanimous-consent/article_17026526-9413-11ee-b633-d796c3747b35.html

***New Platform Expands In-Car Cross-Platform Infotainment Experiences**

MediaPost (Karlene Lukovitz), December 5, 2023

https://www.mediapost.com/publications/article/391619/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_178

Message From Congress To FCC: Support Efforts To Keep AM Radio In Cars.

Inside Radio, December 5, 2023

https://www.insideradio.com/free/message-from-congress-to-fcc-support-efforts-to-keep-am-radio-in-cars/article_ed5ed3d4-9341-11ee-836f-4b3374cdf0d1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_178

The Case For Handcrafted Radio

Jacobs Media Strategies (Fred Jacobs), December 5, 2023

https://jacobsmedia.com/the-case-for-handcrafted-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_178

***Inside Radio Q&A: Incoming RAB President & CEO Mike Hulvey.**

Inside Radio, December 4, 2023

https://www.insideradio.com/free/inside-radio-q-a-incoming-rab-president-ceo-mike-hulvey/article_a0cad324-927e-11ee-adc9-5704fe805d62.html

***Ad-spending market continues to recover, though 2024 presents mixed picture**

Pure-play digital channels, including retail media, will expand while traditional media owners may benefit from events like the Olympics

MarketingDive (Peter Adams), December 4, 2023

https://www.marketingdive.com/news/global-ad-spending-outlook-2024-media-predictions/701436/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-12-06%20Marketing%20Dive%20Newsletter%20%5Bissue:57039%5D&utm_term=Marketing%20Dive

FTC To Hear From IAB, Cable Lobby, Others About 'Click-To-Cancel' Proposal

MediaPost (Wendy Davis), December 4, 2023

<https://www.mediapost.com/publications/article/391582/ftc-to-hear-from-iab-cable-lobby-others-about-c.html>

AdvertiseCast CRO Makes 5 Podcast Predictions For 2024

Radio Ink, December 4, 2023

<https://radioink.com/2023/12/04/advertise-cro-makes-5-podcast-predictions-for-2024/>

One Metric to Rule Them All

LinkedIn (Roger C Lanctot), December 4, 2023

[https://www.linkedin.com/pulse/one-metric-rule-them-all-roger-c-lanctot-r4u7c/?trackingId=XRL9MGCKQmeHKhUzNclp4Q%3D%3D&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 177](https://www.linkedin.com/pulse/one-metric-rule-them-all-roger-c-lanctot-r4u7c/?trackingId=XRL9MGCKQmeHKhUzNclp4Q%3D%3D&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20177)

NAB Head On Broadcasters: The ‘GenAI’ Fact Fighters

RBR-TVBR, November 30, 2023

[https://rbr.com/nab-head-on-broadcasters-the-genai-fact-fighters/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 177](https://rbr.com/nab-head-on-broadcasters-the-genai-fact-fighters/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20177)

Four Trends Will Define 2024 Marketing, Find Behavioral Experts

Radio Ink, December 1, 2023

[https://radioink.com/2023/12/01/four-trends-will-define-2024-marketing-find-behavioral-experts/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 176](https://radioink.com/2023/12/01/four-trends-will-define-2024-marketing-find-behavioral-experts/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20176)

Nielsen PPM Audience Monthly Trends

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 Monthly - 541,300

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 Monthly - 9,763,300

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 Monthly - 97,900

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 Monthly - 1,815,500
Nov Monthly - 1,834,700

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 Monthly - 102,000
Nov Monthly - 101,400

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 Monthly - 2,270,300

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