

December 13, 2023

Hi All,

Here is this week's installment of vital information, articles, research and resources to help you stay on top of your game. Keep up the reading and learning in order to stay competitive, build your value and stay young!...

**"Anyone who stops learning is old — whether this happens at twenty or at eighty. Anyone who keeps on learning not only remains young but becomes constantly more valuable ."**

-- Henry Ford

---

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

---

### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **The Best Advertising Sales Qualities You'll Ever Receive**

Radio Ink (Loyd Ford), December 11, 2023

<https://radioink.com/2023/12/11/loyd-ford-the-best-advertising-sales-qualities-youll-ever-receive/>

#### **Sell More By Creating A Unique Value Proposal For Prospects**

SalesFuel (Jessica Helinski), December 9, 2023

<https://salesfuel.com/sell-more-by-creating-a-unique-value-proposal-for-prospects/>

#### **Why Trust is One of the Most Successful Traits in Sales**

SalesFuel (Tim Londergan), December 9, 2023

<https://salesfuel.com/why-trust-is-one-of-the-most-successful-traits-in-sales/>

#### **How Radio Sellers Can Be the Solution For Small Business Owners**

**In the face of these challenges, putting on a positive perspective can become a guiding light for SMBs.**

BSM (Jeff Caves), December 8, 2023

[https://barrettsportsmedia.com/2023/12/08/how-radio-sellers-can-be-the-solution-for-small-business-owners/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_183](https://barrettsportsmedia.com/2023/12/08/how-radio-sellers-can-be-the-solution-for-small-business-owners/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_183)

#### **Why Brands Need Audio As A Lure For Holiday Shoppers**

Radio Ink, December 7, 2023

[https://radioink.com/2023/12/07/why-brands-need-audio-as-a-lure-for-holiday-shoppers/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_180](https://radioink.com/2023/12/07/why-brands-need-audio-as-a-lure-for-holiday-shoppers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_180)

---

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

---

(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### **Case Study: County Fair Increases Ticket Sales and Attendance with a Radio and Digital Ad Campaign**

Aspire by Marketron, December 13, 2023

<https://aspire.marketron.com/case-study-county-fair-increases-ticket-sales-and-attendance-with-a-radio-and-digital-ad-campaign/>

### **Nielsen: Radio Is Essential To Reach Black Audiences**

Radio Ink, December 13, 2023

[https://radioink.com/2023/12/13/nielsen-radio-is-essential-to-reach-black-audiences/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+184](https://radioink.com/2023/12/13/nielsen-radio-is-essential-to-reach-black-audiences/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+184)

### **Nearly Half of Businesses Haven't Changed Their Advertising Strategy in Five Years: How to Help Them Evolve to Get More ROI**

Aspire by Marketron, December 13, 2023

<https://aspire.marketron.com/nearly-half-of-businesses-havent-changed-their-advertising-strategy-in-five-years-how-to-help-them-evolve-to-get-more-roi/>

### **7 Tips for Getting Past Gatekeepers, According to Local Media Sales Experts**

Aspire by Marketron, December 13, 2023

<https://aspire.marketron.com/gatekeeper/>

### **Retailer Claire's Sees Audio As A Way To Connect With Young Shoppers.**

Inside Audio Marketing, December 13, 2023

<https://www.insideaudiomarketing.com/post/retailer-claire-s-sees-audio-as-a-way-to-connect-with-young-shoppers>

### **11 Standout Sellers Share Their Biggest Failure — And What It Taught Them**

LinkedIn Sales Blog (Paul Petrone), December 12, 2023

<https://www.linkedin.com/business/sales/blog/real-sales/5-painful-failures-in-sales-and-how-they-transformed-the-person>

### **Edison Q3 2023 "Share Of Ear": AM/FM In-Car Listening Surges To Pre-Pandemic Norms, Spoken Word Grows To Highest Level, And Pandora and Spotify Are Down**

Westwood One/Cumulus Media ( Pierre Bouvard), December 11, 2023

<https://www.westwoodone.com/blog/2023/12/11/edison-q3-2023-share-of-ear-am-fm-in-car-listening-surges-to-pre-pandemic-norms-spoken-word-grows-to-highest-level-and-pandora-and-spotify-are-down/>

### **Persistence Pays Off: 3 Ways to Secure New Business Appointments**

The Center For Sales Strategy (Trey Morris), December 12, 2023

[https://blog.thecenterforsalesstrategy.com/persistence-pays-off-3-ways-to-secure-new-business-appointments?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=286171711&\\_hsenc=p2ANqtz-8YrplggP0iABs6rg7pXva9lgvEgSNNUHZU-nExoiU7cZx3ihXev4l-p9vQVvwvecwEOp7uba1TlbnFdrhEWFrQXBqJw&utm\\_content=286171711&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/persistence-pays-off-3-ways-to-secure-new-business-appointments?utm_campaign=subscriber&utm_medium=email&_hsmt=286171711&_hsenc=p2ANqtz-8YrplggP0iABs6rg7pXva9lgvEgSNNUHZU-nExoiU7cZx3ihXev4l-p9vQVvwvecwEOp7uba1TlbnFdrhEWFrQXBqJw&utm_content=286171711&utm_source=hs_email)

### **As Two-Thirds Of Programmatic Dollars Don't Reach Consumers, ANA Says Consider Other Media.**

Inside Audio Marketing, December 12, 2023

<https://www.insideaudiomarketing.com/post/as-two-thirds-of-programmatic-dollars-don-t-reach-consumers-ana-says-consider-other-media-1>

### **Be Prepared For...**

Radio Ink (Rick Fink), December 11, 2023

<https://radioink.com/2023/12/11/rick-fink-be-prepared/>

### **Do Your Clients Leave A Message At The Sound Of The Beep?**

Radio Ink (Pat Bryson), December 11, 2023

<https://radioink.com/2023/12/11/pat-bryson-do-your-clients-leave-a-message-at-the-sound-of-the-beep/>

### **How to Write Sales Reminder Emails That Get a Response**

SalesFuel (Jessica Helinski), December 9, 2023

<https://salesfuel.com/how-to-write-sales-reminder-emails-that-get-a-response/>

### **Here Are The Three Ad Categories Set To Surge This Holiday Season.**

Inside Radio (BIA Advisory Services), December 11, 2023

[https://www.insideradio.com/free/here-are-the-three-ad-categories-set-to-surge-this-holiday-season/article\\_0b66e3f4-9805-11ee-b495-2f9faf8d9ddf.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20182](https://www.insideradio.com/free/here-are-the-three-ad-categories-set-to-surge-this-holiday-season/article_0b66e3f4-9805-11ee-b495-2f9faf8d9ddf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20182)

### **Study Finds Audio Is Essential Way To Advertise To Gamers**

Radio Ink (Odeeo), December 11, 2023

<https://radioink.com/2023/12/11/study-finds-audio-is-essential-way-to-advertise-to-gamers/>

### **Digital Marketing Ads Connect with Younger Audiences**

SalesFuel (Denise Gibson), December 8, 2023

[https://salesfuel.com/digital-marketing-ads-connect-with-younger-audiences/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20181](https://salesfuel.com/digital-marketing-ads-connect-with-younger-audiences/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20181)

### **Hot Category: Healthcare Marketers To Spend \$12B On Local Ads In 2024.**

Inside Radio, December 8, 2023

[https://www.insideradio.com/free/hot-category-healthcare-marketers-to-spend-12b-on-local-ads-in-2024/article\\_c296ff0c-95ab-11ee-9031-6b171100f5f3.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20182](https://www.insideradio.com/free/hot-category-healthcare-marketers-to-spend-12b-on-local-ads-in-2024/article_c296ff0c-95ab-11ee-9031-6b171100f5f3.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20182)

## **\$12B Projected In 2024 For Local Health Care Advertising**

TVNewsCheck, December 7, 2023

[https://tvnewscheck.com/business/article/12b-projected-in-2024-for-local-health-care-advertising/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+181](https://tvnewscheck.com/business/article/12b-projected-in-2024-for-local-health-care-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+181)

---

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

---

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

#### **Which Marketing Channels Are Rising and Falling in Importance for DTC Brands?**

Marketing Charts, December 13, 2023

[https://www.marketingcharts.com/industries/retail-and-e-commerce-231297?mc\\_cid=541555a99d&mc\\_eid=c106971821](https://www.marketingcharts.com/industries/retail-and-e-commerce-231297?mc_cid=541555a99d&mc_eid=c106971821)

#### **Update Shows U.S. Ad Deflation Bottoming Out, Pricing Poised To Rebound In '24**

MediaPost (Joe Mandese), December 13, 2023

[https://www.mediapost.com/publications/article/391855/update-shows-us-ad-deflation-bottoming-out-pric.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=132634&has\\_hid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/391855/update-shows-us-ad-deflation-bottoming-out-pric.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132634&has_hid=XOWE7PwDT4-lekA7MLbhQg)

#### **Dentsu: Ad market to grow 4.6% as brands prioritize attention over reach**

**While 2024's rate of ad spend growth is expected to exceed this year's, that's only when factoring in media pricing inflation.**

Marketing Dive (Peter Adams), December 11, 2023

[https://www.marketingdive.com/news/dentsu-agency-ad-spending-predictions-2024/702124/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202023-12-13%20Marketing%20Dive%20Newsletter%20%5Bissue:57313%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/dentsu-agency-ad-spending-predictions-2024/702124/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202023-12-13%20Marketing%20Dive%20Newsletter%20%5Bissue:57313%5D&utm_term=Marketing%20Dive)

#### **Political Issue Advertising: The Blessing and the Curse!**

**Here's an important story for radio managers prepping for the coming political year**

RadioWorld (Gregg Skall), December 7, 2023

[https://www.radioworld.com/columns-and-views/gregg-skall/political-issue-advertising-the-blessing-and-the-curse?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+181](https://www.radioworld.com/columns-and-views/gregg-skall/political-issue-advertising-the-blessing-and-the-curse?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+181)

#### **When It Comes To AM/FM Radio, "Try A Little Trenderness"**

Jacobs Media Strategies (Fred Jacobs), December 11, 2023

[https://jacobsmedia.com/when-it-comes-to-am-fm-radio-try-a-little-trenderness/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+182](https://jacobsmedia.com/when-it-comes-to-am-fm-radio-try-a-little-trenderness/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+182)

---

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

---

(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### **Nine In Ten Local Ad Buyers Plan To Hold Or Increase Budgets In 2024.**

Inside Audio Marketing (Borrell), December 13, 2023

<https://www.insideaudiomarketing.com/post/nine-in-ten-local-ad-buyers-plan-to-hold-or-increase-budgets-in-2024>

### **Study Shows One-Third Of Heavy Online Audio Users Have Left Music For Series Content.**

Inside Radio (Pocket FM), December 13, 2023

[https://www.insideradio.com/free/study-one-third-of-heavy-online-audio-users-have-left-music-for-series-content/article\\_cf8746c4-998c-11ee-80a8-efb80b0479f7.html](https://www.insideradio.com/free/study-one-third-of-heavy-online-audio-users-have-left-music-for-series-content/article_cf8746c4-998c-11ee-80a8-efb80b0479f7.html)

### **Seven Of Top 12 Ad Categories Upped Spending In A Mixed-Signals October.**

Inside Audio Marketing (Standard Media Index), December 12, 2023

<https://www.insideaudiomarketing.com/post/seven-of-top-12-ad-categories-upped-spending-in-a-mixed-signals-october>

### **Advertising Trends to Watch in 2024**

eMarketer, December 12, 2023

**ATTACHMENT:** [eMarketer – Advertising Trends to Watch in 2024](#)

### **Holiday Retail Sales, And The Economy, Are On The Up-And-Up, NRF Says.**

Inside Radio, December 12, 2023

[https://www.insideradio.com/free/holiday-retail-sales-and-the-economy-are-on-the-up-and-up-nrf-says/article\\_dc45f7f6-98d4-11ee-ae0e-1729aacbb24b.html](https://www.insideradio.com/free/holiday-retail-sales-and-the-economy-are-on-the-up-and-up-nrf-says/article_dc45f7f6-98d4-11ee-ae0e-1729aacbb24b.html)

### **Digital Ad Spend To Grow 12% In 2024, Bank Of America Says**

MediaPost (Robert Williams), December 11, 2023

[https://www.mediapost.com/publications/article/391787/digital-ad-spend-to-grow-12-in-2024-bank-of-amer.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=132625&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/391787/digital-ad-spend-to-grow-12-in-2024-bank-of-amer.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132625&hashid=o5sexdpQRQeeqa1Ux78qbw)

### **Marketers Are Optimistic Heading Into 2024.**

Inside Radio (WARC), December 11, 2023

[https://www.insideradio.com/free/marketers-are-optimistic-heading-into-2024/article\\_85303b0e-9805-11ee-b2c4-c75f61afad44.html](https://www.insideradio.com/free/marketers-are-optimistic-heading-into-2024/article_85303b0e-9805-11ee-b2c4-c75f61afad44.html)

## **Rand Paul Defends AM Bill Move, Says Targeting Electric Car Tax Breaks A Better Way To Help.**

Inside Radio, December 8, 2023

[https://www.insideradio.com/free/rand-paul-defends-am-bill-move-says-targeting-electric-car-tax-breaks-a-better-way/article\\_65d5edb8-95ac-11ee-8806-230ebbe96e44.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_181](https://www.insideradio.com/free/rand-paul-defends-am-bill-move-says-targeting-electric-car-tax-breaks-a-better-way/article_65d5edb8-95ac-11ee-8806-230ebbe96e44.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_181)

## **Howdy, Partners!**

Jacobs Media Strategies (Fred Jacobs), December 8, 2023

[https://jacobsmedia.com/howdy-partners/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_181](https://jacobsmedia.com/howdy-partners/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_181)

## **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

--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031