

January 3, 2024

Hi All,

It may be arriving late, but it's always filled with great resources and articles to help you focus on your game and stay on track to win. Welcome to your first Midweek Resource Roundup for 2024. So let's get it off to a positive start and continue our constant learning to not only stay on track but pick up forward momentum as we launch a new year!

“Even if you are on the right track, you’ll get run over if you just sit there.”

– Will Rodgers

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Don't Miss These 5 Biggest Sales Opportunities Of 2024

Radio Ink (Loyd Ford), January 3, 2024

<https://radioink.com/2024/01/03/dont-miss-these-5-biggest-sales-opportunities-of-2024/>

Ask and You Just Might Receive

Radio Ink (Rick Fink), December 27, 2023

<https://radioink.com/2023/12/27/ask-and-you-just-might-receive/>

Don't Just Give Up After One Sales Follow-Up. Do This Instead

SalesFuel (Jessica Helinski), December 30, 2023

<https://salesfuel.com/dont-just-give-up-after-one-sales-follow-up-do-this-instead/>

Body Language Characteristics of a Successful Salesperson

SalesFuel (Tim Londergan), December 30, 2023

<https://salesfuel.com/body-language-characteristics-of-a-successful-salesperson/>

Customer Relationship Management — Why is it Important in Sales?

SalesFuel (Jessica Helinski), December 30, 2023

<https://salesfuel.com/customer-relationship-management-why-is-it-important-in-sales/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Pfizer Pummels Radio Waves With 154,000 Spots In One Week.

Inside Radio (Media Monitors), January 3, 2024

https://www.insideradio.com/free/pfizer-pummels-radio-waves-with-154-000-spots-in-one-week/article_72b9f0ea-aa12-11ee-b41d-cfe8d586439c.html

Radio's (Actually) Secret Weapon

Radio Ink (Marc Greenspan), January 3, 2024

<https://radioink.com/2024/01/03/marc-greenspan-radios-actually-secret-weapon/>

***Auto Aftermarket Retailers: New Study Reveals AM/FM Radio And Podcasts Are Ideal To Reach Auto Parts Shoppers**

Westwood One/Cumulus Media (Pierre Bouvard), January 2, 2024

<https://www.westwoodone.com/blog/2024/01/02/auto-aftermarket-retailers-new-study-reveals-am-fm-radio-and-podcasts-are-ideal-to-reach-auto-parts-shoppers/>

***Black Podcast Listening Is Growing, And New Report Says Advertisers Need To Take Notice.**

Inside Audio Marketing, January 2, 2023

<https://www.insideaudiomarketing.com/post/black-podcast-listening-is-growing-and-new-report-says-advertisers-need-to-take-notice>

***Sharpen Your Focus: Pruning Your Sales Target Account List for 2024 Success**

The Center For Sales Strategies (Elissa Nauful), January 2, 2024

https://blog.thecenterforsalesstrategy.com/pruning-your-sales-target-account-list?utm_campaign=subscriber&utm_medium=email&_hsmt=288482993&_hsenc=p2ANqtz-9n_YWzEL6_3D_8Gf3ZIQCrIbmQyZTQlZf0FzO0dyjk68K1fyhzhrU1OU9UgWI7LGL3eZMcXuP_paPPjZXm1QWusZeXA&utm_content=288482993&utm_source=hs_email

***Hollywood Studios Are Beginning To See Radio's Advertising Light**

Radio Ink, December 29, 2023

https://radioink.com/2023/12/29/hollywood-studios-are-beginning-to-see-radios-advertising-light/?vgo_ee=iz%2B8UgbNm%2B6Y48GZ1ar3F8o%2FXttNX7jcz3gqvYXLx68j4b482nfN%3Arhvfduorq26JbNZUsWtQsY8V4XVjIGjn

***Since 2015, Share of Time Spent with AM/FM Streaming has Doubled**

Edison Research, December 20, 2023

https://www.edisonresearch.com/since-2015-share-of-time-spent-with-am-fm-streaming-has-doubled/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20190

***Americans Still Spend 25% Of Their Waking Hours With Audio**

Radio Ink, December 28, 2023

<https://radioink.com/2023/12/28/americans-spend-one-fourth-of-their-waking-hours-with-audio/>

Auto Sales: Analysts See Better Days In '24.

Inside Audio Marketing (Edmonds), December 28, 2023

<https://www.insideaudiomarketing.com/post/auto-sales-analysts-see-better-days-in-24>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Outlook 2024: Broadcasters See Brightening Skies Ahead.

Inside Audio Marketing, January 3, 2024

<https://www.insideaudiomarketing.com/post/outlook-2024-broadcasters-see-brightening-skies-ahead>

Credit Ratings Giant S&P Begins '24 With Bullish Ad-Spending Outlook

MediPost (Joe Mandese), January 3, 2024

https://www.mediapost.com/publications/article/392325/credit-ratings-giant-sp-begins-24-with-bullish-a.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132845&hashid=0GmwUb-VQzGI9svJRwTnRA

Where is Your Talent? The Newest Trends and Tools to Find Top Talent

The Center For Sales StrategY (Tirzah Thornburg), January 3, 2024

https://blog.thecenterforsalesstrategy.com/the-newest-trends-and-tools-to-find-top-talent?utm_campaign=subscriber&utm_medium=email&hsmi=288610364&hsenc=p2ANqtz-8CF9009M61qawkFn_gcwtZ7kAcmUWZ14Uadi9To-sxwcy_MoH9F00WuBw5DMeqAYkca8FLNU0CdSfUJHtFDkRjaGYhdw&utm_content=288610364&utm_source=hs_email

Do Your Sales Meetings Create Opportunities?

Radio Ink (Loyd Ford), December 27, 2023

<https://radioink.com/2023/12/27/loyd-ford-do-your-sales-meetings-create-opportunities/>

How the digital ad industry is preparing for profound change in 2024

DIGIDAY (Michael Beebe, CEO, Dstillery), December 21, 2023

https://digiday.com/sponsored/how-the-digital-ad-industry-is-preparing-for-profound-change-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20190

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Why Doesn't Radio Take A "Big & Boraxy" Approach To Sales?

Jacobs Media Strategies (Fred Jacobs), January 3, 2024

<https://jacobsmedia.com/why-doesnt-radio-take-a-big-boraxy-approach-to-sales/>

Proposed AI Bills To Affect Every Advertiser

MediaPost (Laurie Sullivan), January 3, 2023

https://www.mediapost.com/publications/article/392326/proposed-ai-bills-to-affect-every-advertiser.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132842&hashid=WQXi43NhR1CWyuU6Uk3IQQ

Total November TV Ad Volume Sinks, But Streaming Grow

MediaPost (Wayne Friedman), January 3, 2024

https://www.mediapost.com/publications/article/392339/total-november-tv-ad-volume-sinks-but-streaming-g.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132845&hashid=0GmwUb-VQzGI9svJRwTnRA

*The Skills Sales Leaders Want Most – And How to Learn Them

LinkedIn Sales Blog (Paul Petrone), January 2, 2024

<https://www.linkedin.com/business/sales/blog/modern-selling/the-sales-skills-leaders-want-most-and-how-to-learn-them>

*Gazing into the Crystal Ball at Legal and Policy Issues for Broadcasters in 2024 – Part I: What to Expect From the FCC

Broadcast Law Blog (David Oxenford), January 2, 2024

https://www.broadcastlawblog.com/2024/01/articles/gazing-into-the-crystal-ball-at-legal-and-policy-issues-for-broadcasters-in-2024-part-i-what-to-expect-from-the-fcc/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20194

FCC Moves Forward With Proposal To Restart Annual Station Employee Data Reporting.

Inside Radio, December 29, 2023

https://www.insideradio.com/free/fcc-moves-forward-with-proposal-to-restart-annual-station-employee-data-reporting/article_22ad2238-a621-11ee-a7b7-67ddcead7544.html

*Expect Podcast Advertising To Keep Growing In 2024, Says Libsyn's Dave Hanley.

Inside Audio Marketing, December 28, 2023

<https://www.insideaudiomarketing.com/post/expect-podcast-advertising-to-keep-growing-in-2024-says-libsyn-s-dave-hanley>

***A Record For Off-Year Political Spending. More Dollars Are On Tap For 2024.**

Inside Radio, December 28, 2023

https://www.insideradio.com/free/a-record-for-off-year-political-spending-more-dollars-are-on-tap-for-2024/article_b0763200-a557-11ee-8e6f-fb06961b1cde.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_193

***Ad Market Expands For 8th Consecutive Month In November**

MediaPost (Joe Mandese), December 27, 2023

<https://www.mediapost.com/publications/article/392202/ad-market-expands-for-8th-consecutive-month-in-nov.html>

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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