

January 10, 2024

Hi All,

As I send out this week's installment of the Midweek Resource Roundup I want to mention that all of these curated collections of articles and resources are posted in a special section of the SCBA website that Liz has created in the drop down menu under the heading of Market Research. You can do a word search in that section to find the articles and resources pertaining to the subject you are interested in. Today's edition is the 168th weekly installment so there is a lot of content available to help you.

So let's dive into this week's content with the goal of learning and improving our knowledge, skills and performance...

**"Everything can be improved.**

– Clarence W. Barron (one of the most influential figures in the history of Dow Jones & Company)

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### Radio shows surprising resilience even in a rapidly changing media world

CNBC (Drew Richards), January 5 2024

[https://www.cnn.com/2024/01/05/radio-resilience-media.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_198](https://www.cnn.com/2024/01/05/radio-resilience-media.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_198)

#### Building Credibility Is The Best Sales Advice

SalesFuel (Tim Londergan), January 6, 2024

<https://salesfuel.com/building-credibility-is-the-best-sales-advice/>

#### 3 Tips For Sales In A New Year

SalesFuel (Jessica Helinski), January 6, 2024

<https://salesfuel.com/3-tips-for-sales-in-a-new-year/>

#### Creating An Extraordinary Customer Experience

Radio Ink (Pat Bryson), January 8, 2024

<https://radioink.com/2024/01/08/creating-an-extraordinary-customer-experience/>

### **Why Honesty Is Part of Every Great Sales Strategy**

Inc. Magazine, January 5, 2024

[https://www.inc.com/kevin-feig/why-honesty-is-part-of-every-great-sales-strategy.html?utm\\_medium=email&\\_hsmi=288876370&\\_hsenc=p2ANqtz-\\_lBzeILSBPSW2AnjUSGJWapLaS3GThuWEKIJiAMxmu0qo2k3p5sJbOVEMI5rujn\\_oFQgVA4r11N1nJQ5WwhVclrH8-w&utm\\_content=288876370&utm\\_source=hs\\_email](https://www.inc.com/kevin-feig/why-honesty-is-part-of-every-great-sales-strategy.html?utm_medium=email&_hsmi=288876370&_hsenc=p2ANqtz-_lBzeILSBPSW2AnjUSGJWapLaS3GThuWEKIJiAMxmu0qo2k3p5sJbOVEMI5rujn_oFQgVA4r11N1nJQ5WwhVclrH8-w&utm_content=288876370&utm_source=hs_email)

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

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **Demo Buying Works, But Study Finds Added Benefits When Buyers Embrace First- And Third-Party Data.**

Inside Audio Marketing, January 10, 2024

<https://www.insideaudiomarketing.com/post/demo-buying-works-but-study-finds-added-benefits-when-buyers-embrace-first-and-third-party-data>

### **Some Social Media Platforms Are Growing as Brand Engagement Destinations**

marketing charts, January 10, 2024

[https://www.marketingcharts.com/digital/social-media-231684?mc\\_cid=f199483b83&mc\\_eid=c106971821](https://www.marketingcharts.com/digital/social-media-231684?mc_cid=f199483b83&mc_eid=c106971821)

### **Referrals in Sales = Awesome. Here's How to Get Them Consistently.**

LinkedIn Sales Blog (Jack McKissen), January 9, 2024

<https://www.linkedin.com/business/sales/blog/prospecting/how-to-get-sales-referrals-and-turn-them-into-meetings>

### **Radio Moves People to New Homes**

RAB Radio Matters Blog (Annette Malave), January 9, 2024

[https://radiomatters.org/index.php/2024/01/09/radio-moves-people-to-new-homes/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=4a54b1f0e0-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-4a54b1f0e0-582899012](https://radiomatters.org/index.php/2024/01/09/radio-moves-people-to-new-homes/?utm_source=Radio%20Matters%20Blog&utm_campaign=4a54b1f0e0-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-4a54b1f0e0-582899012)

### **Consumers Like to Spend on Apparel, and Will Take Their Time to Do So**

marketing charts, January 9, 2024

[https://www.marketingcharts.com/customer-centric/spending-trends-231620?mc\\_cid=f199483b83&mc\\_eid=c106971821](https://www.marketingcharts.com/customer-centric/spending-trends-231620?mc_cid=f199483b83&mc_eid=c106971821)

### **NCAA March Madness On AM/FM Radio: Why Sports Play-By-Play Listeners Are More Engaged Than The TV Audience And More Likely To Make Major Purchases**

Westwood One/Cumulus Media (MARU/Matchbox), January 8, 2024

<https://www.westwoodone.com/blog/2024/01/08/ncaa-march-madness-on-am-fm-radio-why-sports-play-by-play-listeners-are-more-engaged-than-the-tv-audience-and-more-likely-to-make-major-purchases-2/>

### **Auto Industry Has Biggest Sales Year Since 2019.**

Inside Radio, January 5, 2024

[https://www.insideradio.com/free/auto-industry-has-biggest-sales-year-since-2019/article\\_0c138ae2-aba5-11ee-abef-df39b0bb0502.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+196](https://www.insideradio.com/free/auto-industry-has-biggest-sales-year-since-2019/article_0c138ae2-aba5-11ee-abef-df39b0bb0502.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+196)

### **Body Language Characteristics of a Successful Salesperson**

SalesFuel (Tim Londergan), January 6, 2024

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

### **Loyd Ford and Chris Fleming Q1 Sales Event Eyes Digital Dollars**

Radio Ink, January 9, 2024

<https://radioink.com/2024/01/09/loyd-ford-and-chris-fleming-q1-sales-event-eyes-digital-dollars/>

### **Podcast CPMs Ticked Higher In December, But Ad Buyers Paid Less Overall In 2023.**

Inside Radio ( AdvertiseCast), January 5, 2024

[https://www.insideradio.com/free/podcast-cpms-ticked-higher-in-december-but-ad-buyers-paid-less-overall-in-2023/article\\_2e3eaf20-aba5-11ee-be23-7f81134e55e8.html](https://www.insideradio.com/free/podcast-cpms-ticked-higher-in-december-but-ad-buyers-paid-less-overall-in-2023/article_2e3eaf20-aba5-11ee-be23-7f81134e55e8.html)

### **Celebrity Spokespeople: Buyer, Beware**

MediaPost (Maarten Albarda), January 5, 2024

[https://www.mediapost.com/publications/article/392401/celebrity-spokespeople-buyer-beware.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=132867&hashid=13ziehw8S-6SGyiO6JORFg](https://www.mediapost.com/publications/article/392401/celebrity-spokespeople-buyer-beware.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132867&hashid=13ziehw8S-6SGyiO6JORFg)

### **3 retail predictions for 2024**

eMarketer Insider Intelligence (Meaghan Yuen), January 4, 2024

[https://www.insiderintelligence.com/content/3-retail-predictions-2024?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=Retail+Daily+1.5.24&utm\\_content=Retail+Daily+1.5.24](https://www.insiderintelligence.com/content/3-retail-predictions-2024?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail+Daily+1.5.24&utm_content=Retail+Daily+1.5.24)

### **Gen Zers are the most adventurous and active digital participants**

eMarketer Insider Intelligence (Paola Flores-Marquez) January 4, 2024

[https://www.insiderintelligence.com/content/gen-zers-most-adventurous-active-digital-participants?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=edaily+1.5.2024&utm\\_id=edaily+1.5.2024&utm\\_term=eMarketer+Daily&utm\\_content=edaily+1.5.2024](https://www.insiderintelligence.com/content/gen-zers-most-adventurous-active-digital-participants?utm_source=Newsletter&utm_medium=Email&utm_campaign=edaily+1.5.2024&utm_id=edaily+1.5.2024&utm_term=eMarketer+Daily&utm_content=edaily+1.5.2024)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### Red Flag or Green Light? Deciphering the Signals Your Candidate Sends

The Center For Sales Strategy (Kate Rehling), January 10, 2024

[https://blog.thecenterforsalesstrategy.com/deciphering-signals-candidate-sends?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=289467933&\\_hsenc=p2ANqtz--Y6s8vP-sALFosQX1oZ7nszHzD01UYwOJe7CL3Hq0MBBSokRWcfmyj38rOqo5hp7Xbzq8B6cM1zYJnNXhPp\\_QE1NAw0A&utm\\_content=289467933&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/deciphering-signals-candidate-sends?utm_campaign=subscriber&utm_medium=email&_hsmi=289467933&_hsenc=p2ANqtz--Y6s8vP-sALFosQX1oZ7nszHzD01UYwOJe7CL3Hq0MBBSokRWcfmyj38rOqo5hp7Xbzq8B6cM1zYJnNXhPp_QE1NAw0A&utm_content=289467933&utm_source=hs_email)

#### Ad Report: Eight In 10 Marketers Plan To Up Or Maintain Radio Spend This Year.

mediaocean, January 9, 2024

[https://www.insideradio.com/free/ad-report-eight-in-10-marketers-plan-to-up-or-maintain-radio-spend-this-year/article\\_0b34d8d2-aebc-11ee-bba0-ff75b6ec5081.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_198](https://www.insideradio.com/free/ad-report-eight-in-10-marketers-plan-to-up-or-maintain-radio-spend-this-year/article_0b34d8d2-aebc-11ee-bba0-ff75b6ec5081.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_198)

#### More Radio On TV: TuneIn App Now Available On Vizio's Smart Sets.

Inside Radio, January 9, 2024

[https://www.insideradio.com/free/more-radio-on-tv-tunein-app-now-available-on-vizios-smart-sets/article\\_6bba9b10-af39-11ee-b866-7bce90c99511.html](https://www.insideradio.com/free/more-radio-on-tv-tunein-app-now-available-on-vizios-smart-sets/article_6bba9b10-af39-11ee-b866-7bce90c99511.html)

#### Some Good News About Radio? Yes!

Jacobs Media Strategies (Fred Jacobs), January 8, 2024

(Note: Be sure to first read the CNBC story on the resilience of Radio in the Seles section above)

[https://jacobsmedia.com/some-good-news-about-radio-yes/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_197](https://jacobsmedia.com/some-good-news-about-radio-yes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_197)

#### 5 Ways To Increase Sales Opportunities Today

Radio Ink (Loyd Ford), January 8, 2024

[https://radioink.com/2024/01/08/loyd-ford-5-ways-to-increase-sales-opportunities-today/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_197](https://radioink.com/2024/01/08/loyd-ford-5-ways-to-increase-sales-opportunities-today/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_197)

#### Artificial Intelligence-Generated Content in Political Ads Raises New Concerns for Broadcasters

CommLawCenter (Lee G. Petro and Adam J. Sandler), January 8, 2024

<https://www.commlawcenter.com/2024/01/artificial-intelligence-generated-content-in-political-ads-raises-new-concerns-for-broadcasters.html>

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### On CES Opening Day, AI Steals The Spotlight.

Inside Audio Marketing, January 10, 2023

<https://www.insideaudiomarketing.com/post/on-ces-opening-day-ai-steals-the-spotlight>

### What's Your WHY?

Jacobs Media Strategies (Fred Jacobs), January 10, 2024

[https://jacobsmedia.com/whats-your-why/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 199](https://jacobsmedia.com/whats-your-why/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

### Magnite Fires Up Omnichannel Sales For iHeart

RBR-TVBR January 9, 2024

[https://rbr.com/magnite-fires-up-omnichannel-sales-for-iheart/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 198](https://rbr.com/magnite-fires-up-omnichannel-sales-for-iheart/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

### Growing Revenue, Finding New Fans Top Radio's Digital Priorities.

Inside Radio, January 8, 2024

[https://www.insideradio.com/free/growing-revenue-finding-new-fans-top-radio-s-digital-priorities/article\\_492f01d6-ae0c-11ee-a093-53f64ea6bb0f.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 197](https://www.insideradio.com/free/growing-revenue-finding-new-fans-top-radio-s-digital-priorities/article_492f01d6-ae0c-11ee-a093-53f64ea6bb0f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

### Study: TV & Radio Broadcasters Significant Contributors To Nation's Economy

TVNewsCheck Staff, January 5, 2024

[https://tvnewscheck.com/business/article/study-tv-radio-broadcasters-significant-contributors-to-nations-economy/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 196](https://tvnewscheck.com/business/article/study-tv-radio-broadcasters-significant-contributors-to-nations-economy/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

### The Big Return: Managing the Return to the Office

The Center For Sales Strategy (Kelly George), January 9, 2024

[https://blog.thecenterforsalesstrategy.com/managing-the-return-to-the-office?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=289305675&hsenc=p2ANqtz-jrmk42zL7LkeA6JFKA5VJKPIGyEKS1uWLRh3\\_BuVQm-ETUtHulQs8Wa3U5j0tm2\\_tdtsDMTHrDs\\_1hQRfjmMDUjUu5Q&utm\\_content=289305675&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/managing-the-return-to-the-office?utm_campaign=subscriber&utm_medium=email&hsmi=289305675&hsenc=p2ANqtz-jrmk42zL7LkeA6JFKA5VJKPIGyEKS1uWLRh3_BuVQm-ETUtHulQs8Wa3U5j0tm2_tdtsDMTHrDs_1hQRfjmMDUjUu5Q&utm_content=289305675&utm_source=hs_email)

### **What's ahead for the US economy and job growth? A peek at inflation, interest rates, more**

USA TODAY (Paul Davidson), January 2, 2024

[https://www.usatoday.com/story/money/2024/01/02/2024-economic-outlook-brightens/72055290007/?utm\\_medium=email&hsmi=288876370&hsenc=p2ANqtz-9RyVbs7AuduHgRby5Z77Oqll1lb0tSDyO6oblZIQV6srMVtsT0jRRThUqMAM39Rv\\_1Bpj4OShQI4YodJW-8gTO4h8w&utm\\_content=288876370&utm\\_source=hs\\_email](https://www.usatoday.com/story/money/2024/01/02/2024-economic-outlook-brightens/72055290007/?utm_medium=email&hsmi=288876370&hsenc=p2ANqtz-9RyVbs7AuduHgRby5Z77Oqll1lb0tSDyO6oblZIQV6srMVtsT0jRRThUqMAM39Rv_1Bpj4OShQI4YodJW-8gTO4h8w&utm_content=288876370&utm_source=hs_email)

### **What IAB Tech Lab's Katsur Predicts Next For Media**

MediaPost (Laurie Sullivan), December 26, 2023

[https://www.mediapost.com/publications/article/392176/what-iab-tech-labs-katsur-predicts-next-for-media.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=132865&hashid=gBpg8p2ATrClISONGI4qAQ](https://www.mediapost.com/publications/article/392176/what-iab-tech-labs-katsur-predicts-next-for-media.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132865&hashid=gBpg8p2ATrClISONGI4qAQ)

### **Nielsen PPM Audience Monthly Trends**

The December Monthly results are now posted below. Looking ahead in anticipation of our next monthly trend, the Holiday book will be released on 1/23/24 for Los Angeles and Riverside/San Bernardino and 1/24/24 for San Diego. We will have them posted in the Midweek Resource Roundup two weeks from today on Wednesday, January 24, 2024.

### **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  
Dec Monthly - **538,800**

**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  
Dec Monthly - **9,765,400**

**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

Dec Monthly - 90,900

**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

Dec Monthly - 1,827,000

**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 Monthly - 101,400

Dec Monthly - 100,500

**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

Dec Monthly - 2,260,800

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Miles W. Sexton

President

Southern California Broadcasters Association

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