

January 17, 2024

Hi All,

It's another short week early in this year, but there is still a lot of great content to help you learn and grow smarter and stronger. The Midweek Resource Roundup is to you what spinach is to Popeye!

So read on in your continuous goal of seeking excellence!

"Excellence is a continuous process and not an accident."
– A.P.J. Abdul Kalam

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Time Management is One of the Top Skills Needed for Sales

SalesFuel (Tim Londergan), January 13, 2024

<https://salesfuel.com/time-management-is-one-of-the-top-skills-needed-for-sales/>

Adopt These Urgency Sales Techniques to Close Deals Quickly

SalesFuel (Jessica Helinski), January 13, 2024

<https://salesfuel.com/adopt-these-urgency-sales-techniques-to-close-deals-quickly/>

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

SalesFuel (Jessica Helinski), January 13, 2024

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

How Top Radio Sellers Get Excited About Digital Sales

Radio Ink, January 11, 2024

<https://radioink.com/2024/01/11/how-top-radio-sellers-get-excited-about-digital-sales75816/>

Radio's Place in the Media Landscape

Katz Radio Group Sound Advice, January 11, 2023

https://insights.katzradiogroup.com/sound-answers-93-radios-place-in-the-media-landscape?utm_campaign=Sound%20Answers%202024&utm_medium=email&_hsmi=289675212&_hsenc=p2ANqtz--gUtPBbxIzhRPHe1QuaboexIsUFEYwLwozWvf3bWv_W_w6sKiCLGRWmD1RLYiYdpOw6kSaNhne92OSrksaszViUZO_MZA&utm_content=289675212&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Pharma/Healthcare Set To Invest \$36.4 Billion In U.S. Advertising This Year.

Inside Audio Marketing, January 17, 2024

<https://www.insideaudiomarketing.com/post/pharma-healthcare-set-to-invest-36-4-billion-in-u-s-advertising-this-year>

*8 Industries to Target for Local Digital Advertising in 2024

Aspire by Marketron, January, 17, 2024

<https://aspire.marketron.com/8-industries-to-target-for-local-digital-advertising-in-2024/>

*Presenting Local Market Trends and Data to Advertisers

Aspire by Marketron, January 17, 2024

<https://aspire.marketron.com/presenting-local-market-trends-and-data-to-advertisers/>

*What Interactions Do B2B Buyers Have During the Purchase Process?

marketing charts, January 17, 2024

https://www.marketingcharts.com/industries/business-to-business-231738?mc_cid=f5fba5ade1&mc_eid=c106971821

*Home Care Workers Are in High Demand: Help Health Care Organizations Recruit Them with Local Advertising

Aspire by Marketron, January 17, 2024

<https://aspire.marketron.com/home-care-workers-are-in-high-demand/>

*4 Ways Local Media Companies Can Help Advertisers with Lead Gen

Aspire by Marketron, January 17, 2024

<https://aspire.marketron.com/4-ways-local-media-companies-can-help-advertisers-with-lead-gen/>

*These Are Americans' Most Common Entertainment Activities

marketing charts, January 16, 2024

https://www.marketingcharts.com/industries/media-and-entertainment-231730?mc_cid=f5fba5ade1&mc_eid=c106971821

*In-Store Tactics Should Belong in Retail Media Definition, Decision-Makers Say

(Note that Traditional Radio and Outdoor are the only outside media included in Retail Media)

marketing charts, January 16, 2024

https://www.marketingcharts.com/industries/retail-and-e-commerce-231759?mc_cid=f5fba5ade1&mc_eid=c106971821

Smart-Device Ownership Up As Radio Grows Again In The Home

Radio Ink, January 16, 2024

[https://radioink.com/2024/01/16/smart-device-ownership-up-as-radio-grows-again-in-the-home/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 203](https://radioink.com/2024/01/16/smart-device-ownership-up-as-radio-grows-again-in-the-home/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20203)

***84% of Americans Tune To Ad-Supported Audio Daily**

Radio Ink, January 11, 2024

<https://radioink.com/2024/01/11/edison-share-of-ear-finds-84-of-americans-tune-to-audio-daily/>

***Entrepreneurs: This Is How To Use LinkedIn To Sell In 2024**

Forbes (Bianca Barratt), January 8, 2024

https://www.forbes.com/sites/biancabarratt/2024/01/08/entrepreneurs-this-is-how-to-use-linkedin-to-sell-in-2024/?sh=1db73de97171&utm_medium=email&_hsmi=289774462&_hsenc=p2ANqtz-whjuatfs-UGzF4_LK0xiHiA3D8NXxhW-ggaUzIFfe91jukNCtN0uXQyJ3USO2u8XtkVdyBzHI1PutzwzpjCv4WUUFZg&utm_content=289774462&utm_source=hs_email

When It Comes To NFL Fans, Radio Listeners Outscore In Passion And Engagement.

Inside Audio Marketing (Katz Media), January 12, 2024

<https://www.insideaudiomarketing.com/post/when-it-comes-to-nfl-fans-radio-listeners-outscore-in-passion-and-engagement>

***Edison Says Reach Of Audio Remains Solid, Even Among Younger Listeners.**

Inside Audio Marketing (Edison Research), January 12, 2023

<https://www.insideaudiomarketing.com/post/edison-says-reach-of-audio-remains-solid-even-among-younger-listeners>

NRF: Retail Sales Rose 3% In December And 5% For All Of 2023.

Inside Radio, January 11, 2024

https://www.insideradio.com/free/nrf-retail-sales-rose-3-in-december-and-5-for-all-of-2023/article_ba7a37a6-b065-11ee-87cb-7f8275687c19.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Managing a Salesperson Who Consistently Misses Their Goals

The Center For Sales Strategy (Susan McCullin), January 17, 2024

https://blog.thecenterforsalesstrategy.com/managing-a-salesperson-who-misses-goals?utm_campaign=subscriber&utm_medium=email&_hsmi=290344599&_hsenc=p2ANqtz-8DH3t73xPtzv_ordYjgmOGH_Cq1HMKxk7sfrWJNhf3-3V1Ef3tSy6QO6XH1oED19yAN2bwn1G5cxBEYZrn9mzv9K4QWA&utm_content=290344599&utm_source=hs_email

5 Ways Your Organization Can Deliver a Higher Renewal Rate

The Center for Sales Strategy, January 16, 2024

https://blog.thecenterforsalesstrategy.com/blog/higher-renewal-rate?utm_medium=email&_hsmi=290201230&_hsenc=p2ANqtz-2ITojHQDBgeZWfWYg1zbaNWLUBxmzh6GVJX6QznqZhsxbckmCmrAuRcl4qT-1VWKMk7xlx_G6K-VialaCd4CoJeuug&utm_content=290201230&utm_source=hs_automation

Report Suggests Ad Market Has Finally Begun To Stabilize.

Inside Radio, January 16, 2024

https://www.insideradio.com/free/report-suggests-ad-market-has-finally-begun-to-stabilize/article_816e3082-b44a-11ee-941e-6bf30d42d3ed.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_203

If You Aren't Growing, Where Are You Going? The Secret to Continued Success!

The Center For Sales Strategy (Mindy Murphy), January 15, 2024

https://blog.thecenterforsalesstrategy.com/the-secret-to-continued-success?utm_campaign=subscriber&utm_medium=email&_hsmi=290026456&_hsenc=p2ANqtz-9zaEuNS3isLtl15nZzNxbRwFm6WSrLnZGyxtFdGDmmupSKyF09YZ1Fj4Hrn8Q4Uv9CmpPM-qk_8-78pcUvsIT1xRaDQ&utm_content=290026456&utm_source=hs_email

Outlook 2024: Radio's Biggest Challenges And Opportunities.

Inside Audio Marketing, January 11, 2024

https://www.insideradio.com/free/outlook-2024-radio-s-biggest-challenges-and-opportunities/article_3ec7c32a-b066-11ee-bff5-ebcc14bf5598.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*What's In Audio's Future? New Tech In Cars, Mood-Based Content, And Of Course AI.

Inside Radio, January 17, 2024

https://www.insideradio.com/free/whats-in-audios-future-new-tech-in-cars-mood-based-content-and-of-course-ai/article_8a6ed6d4-b510-11ee-821b-9be1ca3cdbea.html

Support For AM In Auto Dashboards Hits 200 In The House.

Inside Radio, January 17, 2024

https://www.insideradio.com/free/support-for-am-in-auto-dashboards-hits-200-in-the-house/article_58697072-b510-11ee-abba-e7e69399b4c1.html

Audioboom's Stuart Last Sees More 'Positive Sentiment' In Podcast Ad Market.

Inside Audio Marketing, January 17, 2024

<https://www.insideaudiomarketing.com/post/audioboom-s-stuart-last-sees-more-positive-sentiment-in-podcast-ad-market>

*The Paid Channels Marketers Plan to Increase Spend On in 2024

Marketing Progs (Ayaz Nanji), January 17, 2023

https://www.marketingprofs.com/charts/2024/50717/paid-channels-marketers-plan-to-increase-spend-on?adref=nlt011724&remoteid=D2B23E87-9313-4BE4-920F-DDAF86BA47FA&utm_source=mpt&utm_medium=email&utm_campaign=nlt011724&spMailingID=49333281&spUserID=MTM1NDA1MTcwNjY0MgS2&spJobID=2621826866&spReportId=MjYyMTgyNjg2NgS2

*What Radio Is Watching For In Washington During 2024.

Inside Radio, January 16, 2023

https://www.insideradio.com/free/what-radio-is-watching-for-in-washington-during-2024/article_ed635b1e-b44a-11ee-a81b-6b4065093358.html

Media Trades Blast Proposed 'Click To Cancel' Rules

MediaPost (Wendy Davis), January 16, 2023

https://www.mediapost.com/publications/article/392678/media-trades-blast-proposed-click-to-cancel-rule.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132996&has_hid=0GmwUb-VQzGI9svJRwTNRa

*Who Is Your Content Manager in Sales?

Radio Ink (Alec Drake), January 12, 2024

<https://radioink.com/2024/01/12/who-is-your-content-manager-in-sales/>

NAB's LeGeyt Sees Risk And Rewards In AI, But Says Congress Needs To Create Guardrails.

Inside Radio, January 11, 2024

https://www.insideradio.com/free/nab-s-legeyt-sees-risk-and-rewards-in-ai-but-says-congress-needs-to-create/article_5e5d46ba-b066-11ee-b1f9-0763110c751c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_200

Marketers Concerned With Losing Ability To Measure Campaigns

MediaPost (Laurie Sullivan), January 8, 2024

https://www.mediapost.com/publications/article/392442/marketers-concerned-with-losing-ability-to-measure.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132959&hashid=WQXi43NhR1CWyuU6Uk3IQQ

At CES, New Auto Tech Raises The Bar On In-Car Experience.

Inside Audio Marketing, January 12, 2024

<https://www.insideaudiomarketing.com/post/at-ces-new-auto-tech-raises-the-bar-on-in-car-experience>

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 next 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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