

January 24, 2024

Hi All,

This week's installment of the Midweek Resource Roundup has a multitude of options to feed your passion for learning and growing...

**“Develop a passion for learning. If you do, you will never cease to grow.”**

Anthony J. D'Angelo

---

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

---

### TOP FIVE SELECTED ARTICLES/RESOURCES

#### Ten Rules Of Power Prospecting

Radio Ink (Pat Bryson), January 22, 2024

<https://radioink.com/2024/01/22/pat-bryson-ten-rules-of-power-prospecting/>

#### Report Finds Major Oversight In Selling One Of Radio's Strengths

Radio Ink -January 22, 2024

[https://radioink.com/2024/01/22/report-finds-major-oversight-in-selling-one-of-radios-strengths/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_207](https://radioink.com/2024/01/22/report-finds-major-oversight-in-selling-one-of-radios-strengths/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_207)

#### How to Create a Sales Email Template for Winning those Deals

SalesFuel (Tim Londergan), January 20, 2024

[https://salesfuel.com/how-to-create-a-sales-email-template-for-winning-those-deals/?utm\\_source=SFW](https://salesfuel.com/how-to-create-a-sales-email-template-for-winning-those-deals/?utm_source=SFW)

#### How to Build Client Loyalty To Keep Business Thriving

SalesFuel (Jessica Helinski), January 20, 2024

[https://salesfuel.com/how-to-build-client-loyalty-to-keep-business-thriving/?utm\\_source=SFW](https://salesfuel.com/how-to-build-client-loyalty-to-keep-business-thriving/?utm_source=SFW)

#### How Long Is This Going To Take?

Radio Ink (Chris Stonick), January 19, 2024

<https://radioink.com/2024/01/19/chris-stonick-how-long-is-this-going-to-take/>

---

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

---

(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### \*Could Radio Be Overthrowing Newspapers & TV As The King Of Local?

Inside Radio (BIA Advisory Services/RAB), January 24, 2024

[https://www.insideradio.com/free/could-radio-be-overthrowing-newspapers-tv-as-the-king-of-local/article\\_3f357480-ba87-11ee-afd3-57470e966b0a.html](https://www.insideradio.com/free/could-radio-be-overthrowing-newspapers-tv-as-the-king-of-local/article_3f357480-ba87-11ee-afd3-57470e966b0a.html)

### \*Email In Vogue: It's Popular But There Is Room For Improvement

MediaPost (Ray Schultz), January 24, 2024

[https://www.mediapost.com/publications/article/392926/email-in-vogue-its-popular-but-there-is-room-for.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=133089&hashd=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/392926/email-in-vogue-its-popular-but-there-is-room-for.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133089&hashd=Oo_vrjRtQN66NUEi-d4V6g)

### 84.51° exec: Consumers remain concerned with inflation and retailers must balance digital and physical for success in 2024

eMarketer Insider Intelligence (Arielle Feger), January 24, 2024

[https://www.insiderintelligence.com/content/84-51-exec-what-expect-consumers-how-achieve-omnichannel-success-2024?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=retail+1.23.2024&utm\\_id=retail+1.23.2024&utm\\_content=retail+1.23.2024](https://www.insiderintelligence.com/content/84-51-exec-what-expect-consumers-how-achieve-omnichannel-success-2024?utm_source=Newsletter&utm_medium=Email&utm_campaign=retail+1.23.2024&utm_id=retail+1.23.2024&utm_content=retail+1.23.2024)

### \*5 Ways a CRM Can Improve Your Sales Process

Alina McComas, January 23, 2024

[https://blog.thecenterforsalesstrategy.com/5-ways-a-crm-can-improve-your-sales-process?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=291103425&hsenc=p2ANqtz-8YrLFIQ-b4iaEOPUBkoh9K1kJ8eDa5UMWbaqQuG2Xbt4lyDS5QJs24gloBmhuu2cj3y\\_ynE1wJaTw6xqLAm3jLYIFEog&utm\\_content=291103425&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/5-ways-a-crm-can-improve-your-sales-process?utm_campaign=subscriber&utm_medium=email&hsmi=291103425&hsenc=p2ANqtz-8YrLFIQ-b4iaEOPUBkoh9K1kJ8eDa5UMWbaqQuG2Xbt4lyDS5QJs24gloBmhuu2cj3y_ynE1wJaTw6xqLAm3jLYIFEog&utm_content=291103425&utm_source=hs_email)

### \*New Innovations in Local Healthcare Advertising: How Advanced Marketing Techniques are Shaping a \$12 Billion Market

BIA Advisory Services.SalesFuel (Mark Dugan), January 23, 2024

[http://blog.biakelsey.com/index.php/2024/01/23/new-innovations-in-local-healthcare-advertising-how-advanced-marketing-techniques-are-shaping-a-12-billion-market/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%208](http://blog.biakelsey.com/index.php/2024/01/23/new-innovations-in-local-healthcare-advertising-how-advanced-marketing-techniques-are-shaping-a-12-billion-market/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%208)

### **\*Technology and Trust**

RAB Radio Matters Blog (Annette Malave), January 23, 2024

[https://radiomatters.org/index.php/2024/01/23/technology-and-trust/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=bf6b737810-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-bf6b737810-582899012](https://radiomatters.org/index.php/2024/01/23/technology-and-trust/?utm_source=Radio%20Matters%20Blog&utm_campaign=bf6b737810-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-bf6b737810-582899012)

### **11 Non-Sales Habits That Could Help You Sell Better**

Paul Petrone, January 23, 2024

<https://www.linkedin.com/business/sales/blog/real-sales/winning-non-sales-habits-for-salespeople>

### **\*Hub Report: Radio 'Still An Important Factor,' Especially With Streaming In The Mix.**

Inside Radio, January 22, 2024

[https://www.insideradio.com/free/hub-report-radio-still-an-important-factor-especially-with-streaming-in-the-mix/article\\_9a1b4f5a-b8f7-11ee-b1d6-3ba01d97fa6f.html](https://www.insideradio.com/free/hub-report-radio-still-an-important-factor-especially-with-streaming-in-the-mix/article_9a1b4f5a-b8f7-11ee-b1d6-3ba01d97fa6f.html)

### **\*New Report Shows How Radio Can Grow Digital Advertising And Make Buys Stronger.**

Inside Audio Marketing, January 22, 2024

<https://www.insideaudiomarketing.com/post/new-report-shows-how-radio-can-grow-digital-advertising-and-make-buys-stronger>

### **\*New Study: AM/FM Radio Advertising Generates Significant Sales And Profit Growth Reports Peter Field, Godfather Of Marketing Effectiveness**

Westwood One/Cumulus Media (Pierre Bouvard), January 22, 2024

<https://www.westwoodone.com/blog/2024/01/22/new-study-am-fm-radio-advertising-generates-significant-sales-and-profit-growth-reports-peter-field-godfather-of-marketing-effectiveness/>

### **Home Improvement Is Dominant Category In Radio's Top 10.**

Inside Audio Marketing, January 22, 2024

<https://www.insideaudiomarketing.com/post/home-improvement-is-dominant-category-in-radio-s-top-10>

### **Facebook Users Are Monitored By Thousands Of Companies To Target Ads**

MediaPost (Laurie Sullivan), January 22, 2023

[https://www.mediapost.com/publications/article/392797/facebook-users-are-monitored-by-thousands-of-compa.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_207](https://www.mediapost.com/publications/article/392797/facebook-users-are-monitored-by-thousands-of-compa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_207)

### **\*Top 3 Sales Skills Needed For Effective Time Management**

SalesFuel (Jessica Helinski), January 20, 2024

[https://salesfuel.com/top-3-sales-skills-needed-for-effective-time-management/?utm\\_source=SFW](https://salesfuel.com/top-3-sales-skills-needed-for-effective-time-management/?utm_source=SFW)

### **Restaurants bullish on expansion in 2024**

Chain Store Age (Marianne Wilson), January 17, 2024

<https://chainstoreage.com/restaurants-bullish-expansion-2024>

### **Mid-market retailers optimistic about growth in 2024**

Chain Store Age (Marianne Wilson), January 16, 2024

<https://chainstoreage.com/mid-market-retailers-optimistic-about-growth-2024>

### **Inflation expected to decrease Valentine's Day spending**

Chain Store Age (Zachary Russell), January 12, 2024

<https://chainstoreage.com/inflation-expected-decrease-valentines-day-spending>

---

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

---

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

#### **What Would Nick Saban See In Your Sales Team?**

Radio Ink (Loyd Ford), January 22, 2024

<https://radioink.com/2024/01/22/loyd-ford-what-would-nick-saban-see-in-your-sales-team/>

#### **Look At Your Account List, Then Look At This**

Radio Ink (Rick Fink), January 22, 2024

<https://radioink.com/2024/01/22/rick-fink-look-at-your-account-list-then-look-at-this/>

#### **The end of workplace loyalty. Why work feels so broken right now — and how it can be repaired**

Business Insider (Aki Ito), January 22, 2024

[https://www.businessinsider.com/loyalty-employee-employer-job-security-broken-work-companies-bosses-2024-1?utm\\_source=Iterable&utm\\_medium=email&utm\\_campaign=campaign\\_8829901&utm\\_term=marketing\\_email&=#](https://www.businessinsider.com/loyalty-employee-employer-job-security-broken-work-companies-bosses-2024-1?utm_source=Iterable&utm_medium=email&utm_campaign=campaign_8829901&utm_term=marketing_email&=#)

#### **How The Political Mix Is Changing, Or Not**

MediaPost (Joe Mandese), January 19, 2023

[https://www.mediapost.com/publications/article/392743/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20207](https://www.mediapost.com/publications/article/392743/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20207)

#### **HOW LEADER'S BAD MOODS AFFECT US AT WORK**

The Horizons Tracker, January 18, 2024

<https://adigaskell.org/2024/01/18/how-leaders-bad-moods-affect-us-at-work/>

---

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

---

(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### **\*Nielsen To Move Scores Of U.S. Jobs Overseas Amidst New Round Of Layoffs.**

Inside Radio, January 24, 2024

[https://www.insideradio.com/free/nielsen-to-move-scores-of-u-s-jobs-overseas-amidst-new-round-of-layoffs/article\\_815875a6-ba87-11ee-9ffa-8bfc9c16c1cb.html](https://www.insideradio.com/free/nielsen-to-move-scores-of-u-s-jobs-overseas-amidst-new-round-of-layoffs/article_815875a6-ba87-11ee-9ffa-8bfc9c16c1cb.html)

### **\*LA Times to Lay Off 20% of Newsroom in Newspaper's Largest Staff Reduction in Its History**

AdWeek (Brad Pareso), January 24, 2024

[https://www.adweek.com/blognetwork/la-times-to-lay-off-20-of-newsroom-in-newspapers-largest-staff-reduction-in-its-history/106781/?utm\\_source=postup&utm\\_medium=email&utm\\_campaign=MorningMediaNewsfeed Newsletter 240124080159&recip\\_id=1385784&lyt\\_id=1385784](https://www.adweek.com/blognetwork/la-times-to-lay-off-20-of-newsroom-in-newspapers-largest-staff-reduction-in-its-history/106781/?utm_source=postup&utm_medium=email&utm_campaign=MorningMediaNewsfeed%20Newsletter%20240124080159&recip_id=1385784&lyt_id=1385784)

### **Seekr Introduces Brand Safety Platform To Help Podcast Industry Keep Attracting Ad Dollars.**

Inside Radio, January 24, 2024

[https://www.insideradio.com/free/seekr-introduces-brand-safety-platform-to-help-podcast-industry-keep-attracting-ad-dollars/article\\_b6789230-ba86-11ee-84ea-0f73ff0a017f.html](https://www.insideradio.com/free/seekr-introduces-brand-safety-platform-to-help-podcast-industry-keep-attracting-ad-dollars/article_b6789230-ba86-11ee-84ea-0f73ff0a017f.html)

### **\*P&G Says It's 'Not The Time' To Pull Back On Marketing Spend**

MediaPost (Erik Oster), January 23, 2024

[https://www.mediapost.com/publications/article/392910/pg-says-its-not-the-time-to-pull-back-on-marketing-spend.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=133081&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/392910/pg-says-its-not-the-time-to-pull-back-on-marketing-spend.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133081&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **Amazon's Alexa: The Free Ride is Over**

MediaPost (Steven Rosenbaum), January 22, 2024

[https://www.mediapost.com/publications/article/392850/amazons-alexa-the-free-ride-is-over.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=133063&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/392850/amazons-alexa-the-free-ride-is-over.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133063&hashid=13ziehw8S-6SGyiO6J0RFg)

### **\*What AI Can't Replace**

Radio Ink (Buzz Knight), January 23, 2024

[https://radioink.com/2024/01/23/buzz-knight-what-ai-cant-replace/?utm\\_campaign=Local%20Media%20Technology%20Daily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 208](https://radioink.com/2024/01/23/buzz-knight-what-ai-cant-replace/?utm_campaign=Local%20Media%20Technology%20Daily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20208)

### **\*Situational Leadership: When to Coach, When to Manage**

The Center For Sales Strategy (Stephanie Stoll), January 22, 2024

[https://blog.thecenterforsalesstrategy.com/situational-leadership-when-to-coach-when-to-manage?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=290932301&\\_hsenc=p2ANqtz-9XgJd\\_QR3T0hfckF7odHvIaDxl13t1n7wTlwS3b1ZijMVIDegPk8RcutHZZkMnuQkq5YrUH5GFYxvvqWJRktdsQvyYbw&utm\\_content=290932301&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/situational-leadership-when-to-coach-when-to-manage?utm_campaign=subscriber&utm_medium=email&_hsmi=290932301&_hsenc=p2ANqtz-9XgJd_QR3T0hfckF7odHvIaDxl13t1n7wTlwS3b1ZijMVIDegPk8RcutHZZkMnuQkq5YrUH5GFYxvvqWJRktdsQvyYbw&utm_content=290932301&utm_source=hs_email)

### **\*Saving Local News, One Ad at a Time**

Radio Ink (Deborah Parenti), January 19, 2024

[https://radioink.com/2024/01/19/deborah-parenti-saving-local-news-one-ad-at-a-time/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_206](https://radioink.com/2024/01/19/deborah-parenti-saving-local-news-one-ad-at-a-time/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_206)

### **FCC Proposes To Reward Stations That Provide Local-Originated Programming.**

Inside Radio, January 18, 2024

[https://www.insideradio.com/free/fcc-proposes-to-reward-stations-that-provide-local-originated-programming/article\\_016e8d24-b5d4-11ee-883a-43fcc73eae18.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_205](https://www.insideradio.com/free/fcc-proposes-to-reward-stations-that-provide-local-originated-programming/article_016e8d24-b5d4-11ee-883a-43fcc73eae18.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_205)

### **New NAB Report Shows AM Radio's Unrivaled Power In A Crisis**

Radio Ink, January 18, 2024

<https://radioink.com/2024/01/18/new-nab-report-shows-am-radios-unrivaled-power-in-a-crisis/>

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

The Nielsen Holiday Survey results are late getting to us so they will get posted next week.

### **Los Angeles (Metro 12+ Population 11,234,700)**

#### **AQH:**

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

Jan Monthly -

**Cume:**

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

Jan Monthly -

**Riverside/San Bernardino (Metro 12+ Population 2,166,600)**

**AQH:**

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

Jan Monthly -

**Cume:**

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

Jan Monthly -

**San Diego (Metro 12+ Population 2,881,200)**

**AQH:**

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



Jan Monthly -

**Cume:**

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

Jan Monthly -

--

Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031