

February 7, 2024

Hi All,

As we approach Super Bowl LVIII this Sunday, we look to a quarterback who has won more Super Bowl games than any other to remind us how important learning preparation is to our ability to win...

“If you want to perform at the highest level, you have to prepare at the highest level mentally.”

— Tom Brady

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Yes, AM/FM Radio Attribution For Site Traffic And Search Can Be Measured: LeadsRx 17-Campaign Analysis Reveals A +14% Average Increase In Website Traffic Due To AM/FM Radio Advertising**

WestwoodOne/Cumulus Media (Pierre Bouvard), February 5, 2024

<https://www.westwoodone.com/blog/2024/02/05/yes-am-fm-radio-attribution-for-site-traffic-and-search-can-be-measured-leadsrx-17-campaign-analysis-reveals-a-14-average-increase-in-website-traffic-due-to-am-fm-radio-advertising/>

#### **How LeadsRx Revolutionized AM/FM Radio Attribution: Insights from 17 Groundbreaking Campaign Studies**

LeadsRX (Cumulus Media/Westwood One), February 5, 2024

<https://leadsrx.com/resources/blog/how-leadsrx-revolutionized-am-fm-radio-attribution-insights-from-17-groundbreaking-campaign-studies/>

#### **Your Commute Can Change Your Prospecting**

Radio Ink (Rick Fink), February 5, 2024

<https://radioink.com/2024/02/05/rick-fink-your-commute-can-change-your-prospecting/>

#### **3 Tactics to Help You Close the Deal**

SalesFuel (Tim Londergan), February 3, 2024

[https://salesfuel.com/3-tactics-to-help-you-close-the-deal/?utm\\_source=SFW](https://salesfuel.com/3-tactics-to-help-you-close-the-deal/?utm_source=SFW)

#### **3 Sales Personality Traits That Buyers Want**

SalesFuel (Jessica Helinski), February 3, 2024

[https://salesfuel.com/3-sales-personality-traits-that-buyers-want/?utm\\_source=SFW](https://salesfuel.com/3-sales-personality-traits-that-buyers-want/?utm_source=SFW)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### \*Are Attack Ads Effective?

Knowledge by Wharton (Pinar Yildirim), February 6, 2024

[https://knowledge.wharton.upenn.edu/article/are-attack-ads-effective/?utm\\_campaign=CampaignMonitor2024&utm\\_medium=email&utm\\_source=kw\\_campaign\\_monitor&utm\\_term=2-7-2024&utm\\_content=Are Attack Ads Effective](https://knowledge.wharton.upenn.edu/article/are-attack-ads-effective/?utm_campaign=CampaignMonitor2024&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=2-7-2024&utm_content=Are%20Attack%20Ads%20Effective)

### Reach Pet Owners with Radio

RAB Radio Matters Blog (Annette Malave, SVP/Insights), February 6, 2024

[https://radiomatters.org/index.php/2024/02/06/reach-pet-owners-with-radio-2/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=5e44465074-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-5e44465074-582899012](https://radiomatters.org/index.php/2024/02/06/reach-pet-owners-with-radio-2/?utm_source=Radio%20Matters%20Blog&utm_campaign=5e44465074-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-5e44465074-582899012)

### Tax Prep Services Have Radio In Their 2024 Media Mix.

Inside Audio Marketing (Media Monitors), February 6, 2024

<https://www.insideaudiomarketing.com/post/tax-prep-services-have-radio-in-their-2024-media-mix>

### Consumers Want to Feel Appreciated by Brands

marketing charts, February 6, 2023

[https://www.marketingcharts.com/brand-related/brand-loyalty-228432?mc\\_cid=8d407ce775&mc\\_eid=c106971821](https://www.marketingcharts.com/brand-related/brand-loyalty-228432?mc_cid=8d407ce775&mc_eid=c106971821)

### \*SEO STRATEGIES FOR LEAD GENERATION: OPTIMIZING YOUR WEBSITE TO CAPTURE SALES-READY LEADS

LeadG2 (David Robinson), February 5, 2024

[https://leadg2.thecenterforsalesstrategy.com/blog/seo-strategies-for-lead-generation?utm\\_campaign=Lead%20G2%20Blog&utm\\_medium=email&hsmi=292800604&hsenc=p2ANqtz-8lv2LFRpXxnM4l60Kszhji6\\_dUbWKDFimgUBBfIUwH1yVFITs8E7Lh4MzS3UP-UOItFuXBsNKyWLn-iuXthG4Xm6axtQ&utm\\_content=292800604&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/seo-strategies-for-lead-generation?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=292800604&hsenc=p2ANqtz-8lv2LFRpXxnM4l60Kszhji6_dUbWKDFimgUBBfIUwH1yVFITs8E7Lh4MzS3UP-UOItFuXBsNKyWLn-iuXthG4Xm6axtQ&utm_content=292800604&utm_source=hs_email)

### \*Understanding the Marketing Channel

Radio Ink (Pat Bryson), February 5, 2024

<https://radioink.com/2024/02/05/pat-bryson-understanding-the-marketing-channel/>

### \*Interactive Sales Presentations Will Wow and Engage Audiences

SalesFuel (Jessica Helinski), February 3, 2024

[https://salesfuel.com/interactive-sales-presentations-will-wow-and-engage-audiences/?utm\\_source=SFw](https://salesfuel.com/interactive-sales-presentations-will-wow-and-engage-audiences/?utm_source=SFw)

**\*Survey: Devoted Fanbase Of Black Listeners Are Invested In Their Favorite Stations.**

Inside Radio (Katz Radio Group), February 2, 2024

[https://www.insideradio.com/free/survey-devoted-fanbase-of-black-listeners-are-invested-in-their-favorite-stations/article\\_e8c18556-c19a-11ee-bf08-67233718c77b.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+216](https://www.insideradio.com/free/survey-devoted-fanbase-of-black-listeners-are-invested-in-their-favorite-stations/article_e8c18556-c19a-11ee-bf08-67233718c77b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+216)

**Word Of Mouth Helps With Brand-Purchase Decisions**

MediaPost (Robert Williams), January 31, 2024

[https://www.mediapost.com/publications/article/393111/word-of-mouth-helps-with-brand-purchase-decisions.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=133220&hashid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/393111/word-of-mouth-helps-with-brand-purchase-decisions.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133220&hashid=o5sexdpQRQeeqa1Ux78qbw)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

**Sales Research: While Optimistic, Managers Say Reaching Goals Is Tougher Than Last Year.**

Inside Radio (The Center For Sales Strategy), February 5, 2024

[https://www.insideradio.com/free/sales-research-while-optimistic-managers-say-reaching-goals-is-tougher-than-last-year/article\\_0672c08e-c401-11ee-9a48-53ce98df98bc.html](https://www.insideradio.com/free/sales-research-while-optimistic-managers-say-reaching-goals-is-tougher-than-last-year/article_0672c08e-c401-11ee-9a48-53ce98df98bc.html)

**ATTACHMENT:** [Center for Sales Strategy 5<sup>th</sup> Annual Media Sales Report](#)

**US Offline Media Spend in 2023 and the Outlook for 2024**

marketing charts, February 5, 2024

[https://www.marketingcharts.com/advertising-trends/spending-and-spenders-231961?mc\\_cid=8d407ce775&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/spending-and-spenders-231961?mc_cid=8d407ce775&mc_eid=c106971821)

**More Political Dollars In Cue As Senate Ad Buys Begin Rolling.**

Inside Radio (AdImpact), February 5, 2024

[https://www.insideradio.com/free/more-political-dollars-in-cue-as-senate-ad-buys-begin-rolling/article\\_e46b9c54-c400-11ee-b3b6-73fb35a33576.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+217](https://www.insideradio.com/free/more-political-dollars-in-cue-as-senate-ad-buys-begin-rolling/article_e46b9c54-c400-11ee-b3b6-73fb35a33576.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+217)

#### **4 Ways Sales Managers Can Empower Sellers With Confidence**

Radio Ink (Loyd Ford), February 5, 2024

<https://radioink.com/2024/02/05/4-ways-sales-managers-can-empower-sellers-with-confidence/>

#### **The Innovation Arms Race: Visionary Insights from Rita McGrath.**

Inside Radio (Daniel Anstandig), January 5, 2024

[https://www.insideradio.com/free/the-innovation-arms-race-visionary-insights-from-rita-mcgrath/article\\_2b0df0a8-c401-11ee-becf-4b801e8597ae.html](https://www.insideradio.com/free/the-innovation-arms-race-visionary-insights-from-rita-mcgrath/article_2b0df0a8-c401-11ee-becf-4b801e8597ae.html)

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

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

#### **\*How to Improve a Salesperson's Performance in Less Than 30 Minutes**

The Center For Sales Strategy (Tirzah Thornburg), February 7, 2024

[https://blog.thecenterforsalesstrategy.com/improve-sales-performance-in-less-than-30-minutes?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=293144947&\\_hsenc=p2ANqtz-9gcNauezW5\\_66bOEq0PN-IKkPZn4qxxNrCR1W0IRnI0XFN6b3QHRmbtd8psv4kVqo8VbxzyZSUkiJlhs5kmmIK3qseGA&utm\\_content=293144947&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/improve-sales-performance-in-less-than-30-minutes?utm_campaign=subscriber&utm_medium=email&_hsmt=293144947&_hsenc=p2ANqtz-9gcNauezW5_66bOEq0PN-IKkPZn4qxxNrCR1W0IRnI0XFN6b3QHRmbtd8psv4kVqo8VbxzyZSUkiJlhs5kmmIK3qseGA&utm_content=293144947&utm_source=hs_email)

#### **FCC Considers Bringing Back Radio Duplication Rule For FMs.**

Inside Radio, February 7, 2024

[https://www.insideradio.com/free/fcc-considers-bringing-back-radio-duplication-rule-for-fms/article\\_05e8d44e-c58e-11ee-a44c-bfb171c21da1.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_219](https://www.insideradio.com/free/fcc-considers-bringing-back-radio-duplication-rule-for-fms/article_05e8d44e-c58e-11ee-a44c-bfb171c21da1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_219)

#### **\*Programmatic to Edge Direct Buying for Audio and Podcasts This Year**

marketing charts, February 6, 2024

[https://www.marketingcharts.com/advertising-trends/programmatic-and-rtb-231934?mc\\_cid=1e232b2b81&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/programmatic-and-rtb-231934?mc_cid=1e232b2b81&mc_eid=c106971821)

#### **\*Gmail's Hard Line: Messages That Fail New Rules Are Already Being Rejected**

MediaPost (Ray Schultz), February 6, 2024

[https://www.mediapost.com/publications/article/393281/gmails-hard-line-messages-that-fail-new-rules-ar.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=133239&hashid=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/393281/gmails-hard-line-messages-that-fail-new-rules-ar.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133239&hashid=Oo_vrjRtQN66NUEi-d4V6g)

### **\*The Middle Manager of the Future: More Coaching, Less Commanding**

Harvard Business School (Ben Rand), February 5, 2024

[https://hbswk.hbs.edu/item/the-middle-manager-of-the-future-more-coaching-less-commanding?utm\\_source=ActiveCampaign&utm\\_medium=email&utm\\_content=Why+middle+managers+still+matter+%7C+Hiring+for+attitude&utm\\_campaign=WK+Newsletter+2-07-2024](https://hbswk.hbs.edu/item/the-middle-manager-of-the-future-more-coaching-less-commanding?utm_source=ActiveCampaign&utm_medium=email&utm_content=Why+middle+managers+still+matter+%7C+Hiring+for+attitude&utm_campaign=WK+Newsletter+2-07-2024)

### **\*How to Win Over New Employees in Their First 30 Days**

The Center For Sales Strategy (Susan McCullin), February 5, 2024

[https://blog.thecenterforsalesstrategy.com/how-to-win-over-new-employees-in-30-days?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=292787769&\\_hsenc=p2ANqtz---8Ev7M3eTBvlu4gxNcr2O0ZcBhZARbu8I4ikEDo6S-iNe8BY5tjk7Xt9o1\\_i-nbLiRg03fEI9WMIOpEbVzsFrB5MCA&utm\\_content=292787769&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-win-over-new-employees-in-30-days?utm_campaign=subscriber&utm_medium=email&_hsmi=292787769&_hsenc=p2ANqtz---8Ev7M3eTBvlu4gxNcr2O0ZcBhZARbu8I4ikEDo6S-iNe8BY5tjk7Xt9o1_i-nbLiRg03fEI9WMIOpEbVzsFrB5MCA&utm_content=292787769&utm_source=hs_email)

### **\*Magellan AI: Podcast Ad Spending Grew In Q4. So Did Ad Loads.**

Inside Audio Marketing, February 5, 2024

<https://www.insideaudiomarketing.com/post/magellan-ai-podcast-ad-spending-grew-in-q4-so-did-ad-loads>

### **\*The Constant Cha-Ching Of The Plus**

Jacobs Media Strategies (Fred Jacobs), February 5, 2024

<https://jacobsmedia.com/the-constant-cha-ching-of-the-plus/>

### **\*Programmatic Ad Spend Growing Three Times As Fast As Nonprogrammatic.**

Inside Audio Marketing (eMarketer Insider Intelligence), February 5, 2024

<https://www.insideaudiomarketing.com/post/programmatic-ad-spend-growing-three-times-as-fast-as-nonprogrammatic>

### **Podcast Ad CPMs Stagnate In Sluggish Q1 Start**

Radio Ink (Libsyn), February 1, 2024

<https://radioink.com/2024/02/01/podcast-ad-cpms-stagnate-in-sluggish-q1-start/>

### **FCC Opens Door To GBS 'ZoneCasting' Implementation**

Radio+Television Business Report (By Adam Jacobson), January 31, 2024

[https://rbr.com/fcc-keeps-door-open-for-gbs-zonecasting-implementation/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+215](https://rbr.com/fcc-keeps-door-open-for-gbs-zonecasting-implementation/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+215)

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

The Nielsen Holiday Survey results are now posted for tracking/trending and the January Monthly is coming soon.

**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  
Hol Monthly - 511,600

**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  
Hol Monthly - 9,722,100

**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  
Hol Monthly - 87,600

**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  
Hol Monthly - 1,809,200

**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  
Hol Monthly - 99,700

**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  
Hol Monthly - 2,246,200