

February 14, 2024

Hi All,

Happy Valentine's Day! A very good day to continue the constant learning on the work we love. The constant learning process can sometimes lead to discomfort too as it challenges us to step outside our comfort zone...

“If you always do what is easy and choose the path of least resistance, you never step outside your comfort zone. Great things don't come from comfort zones.”

— Roy Bennett

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Beyond the Inbox: Rethinking Email Strategies in Modern Sales**

The Center For Sales Strategy (Brent Tripp), February 14, 2024

[https://blog.thecenterforsalesstrategy.com/rethinking-email-strategies?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=294103590&hsenc=p2ANqtz-9RWfyGesQw8HDDN\\_jni7ujrnlZoNCzfV2D7Tra2M51nWz5OHeWX\\_lT9DSOtaB990TQcNfflioEu9TilBRNHnW2Z1EV\\_oQ&utm\\_content=294103590&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/rethinking-email-strategies?utm_campaign=subscriber&utm_medium=email&hsmi=294103590&hsenc=p2ANqtz-9RWfyGesQw8HDDN_jni7ujrnlZoNCzfV2D7Tra2M51nWz5OHeWX_lT9DSOtaB990TQcNfflioEu9TilBRNHnW2Z1EV_oQ&utm_content=294103590&utm_source=hs_email)

#### **6 Thoughts To Create More Opportunities In Your Sales Process**

Radio Ink (Loyd Ford), February 12, 2024

<https://radioink.com/2024/02/12/loyd-ford-6-thoughts-to-create-more-opportunities-in-your-sales-process/>

#### **Is Your Sales Calendar On Target?**

Radio Ink (Pat Bryson), February 12, 2024

<https://radioink.com/2024/02/12/pat-bryson-are-you-on-target/>

#### **Are You Using These Top Negotiation Skills to Win More Sales?**

SalesFuel (Tim Londergan), February 10, 2024

[https://salesfuel.com/are-you-using-these-top-negotiation-skills-to-win-more-sales/?utm\\_source=SFw](https://salesfuel.com/are-you-using-these-top-negotiation-skills-to-win-more-sales/?utm_source=SFw)

#### **Upsell Customers Without Seeming Sleazy**

SalesFuel (Jessica Helinski), February 10, 2024

[https://salesfuel.com/upsell-customers-without-seeming-sleazy/?utm\\_source=SFw](https://salesfuel.com/upsell-customers-without-seeming-sleazy/?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)

**\*Analysis Shows How Important Digital Audio Is Becoming For Retailers.**

Inside Radio (Million Ads), February 14, 2024

[https://www.insideradio.com/free/analysis-shows-how-important-digital-audio-is-becoming-for-retailers/article\\_98287b60-cb11-11ee-aba3-13d4f5dc1078.html](https://www.insideradio.com/free/analysis-shows-how-important-digital-audio-is-becoming-for-retailers/article_98287b60-cb11-11ee-aba3-13d4f5dc1078.html)

**\*Email's Still A Top Purchase Driver, but Not for Everybody**

Marketing Charts, February 14, 2024

[https://www.marketingcharts.com/brand-related/brand-loyalty-231994?mc\\_cid=e9fa8bd0a1&mc\\_eid=c106971821](https://www.marketingcharts.com/brand-related/brand-loyalty-231994?mc_cid=e9fa8bd0a1&mc_eid=c106971821)

**\*World Radio Day: Seven Ways Radio Builds Brands.**

Inside Radio (World Radio Alliance), February 13, 2024

[https://www.insideradio.com/free/world-radio-day-seven-ways-radio-builds-brands/article\\_58a7af96-cabd-11ee-89e0-ef27f521ca68.html](https://www.insideradio.com/free/world-radio-day-seven-ways-radio-builds-brands/article_58a7af96-cabd-11ee-89e0-ef27f521ca68.html)

Here is a copy of the full pptx deck for your use and adaptation:

**ATTACHMENT:** [World Radio Alliance – Radio Builds Brands](#)

**\*January's Retail Uptrends Bring Good News For Radio Advertisers.**

Inside Radio (National Retail Federation), February 13, 2024

[https://www.insideradio.com/free/januarys-retail-uptrends-bring-good-news-for-radio-advertisers/article\\_a219c0b2-ca43-11ee-b953-333ee87511e7.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20223](https://www.insideradio.com/free/januarys-retail-uptrends-bring-good-news-for-radio-advertisers/article_a219c0b2-ca43-11ee-b953-333ee87511e7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20223)

**\*4 Common Mistakes Salespeople Make on LinkedIn — And What to Do Instead**

LinkedIn (Paul Petrone), February 13, 2024

<https://www.linkedin.com/business/sales/blog/modern-selling/the-biggest-mistakes-salespeople-make-on-linkedin-and-what-to-do-instead>

### **Boomers are a Sales Opportunity for Businesses**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), February 13, 2024

[https://radiomatters.org/index.php/2024/02/13/boomers-are-a-sales-opportunity-for-businesses/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=2cf83d9f19-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-2cf83d9f19-582899012](https://radiomatters.org/index.php/2024/02/13/boomers-are-a-sales-opportunity-for-businesses/?utm_source=Radio%20Matters%20Blog&utm_campaign=2cf83d9f19-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-2cf83d9f19-582899012)

### **Delivery, Promotions Drive Restaurant Industry Sales Forecast Of \$1.1 Trillion**

MediaPost (Teresa Buyikian), February 13, 2024

[https://www.mediapost.com/publications/article/393499/delivery-promotions-drive-restaurant-industry-sal.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=133315&has\\_hid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/393499/delivery-promotions-drive-restaurant-industry-sal.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133315&has_hid=akE-7z-LS1W9CYmV5M9xXA)

### **U.S. Driving Up 2.1% In 2023, Hits New Record.**

Inside Radio (U.S. Transportation Department), February 13, 2024

[https://www.insideradio.com/free/u-s-driving-up-2-1-in-2023-hits-new-record/article\\_490d0eca-ca43-11ee-9c30-a7b253a75e8c.html](https://www.insideradio.com/free/u-s-driving-up-2-1-in-2023-hits-new-record/article_490d0eca-ca43-11ee-9c30-a7b253a75e8c.html)

### **\*Prepping for 2024's Top 4 Advertising Categories**

Radio Ink (Marc Greenspan), February 12, 2024

<https://radioink.com/2024/02/12/prepping-for-2024s-top-4-advertising-categories/>

### **P&G Ran More Than 230,000 National Radio Ads Last Week.**

Inside Audio Marketing, February 12, 2024

<https://www.insideaudiomarketing.com/post/p-g-ran-more-than-230-000-national-radio-ads-last-week>

### **Want A Better LinkedIn Profile? Try These 3 Tips**

SalesFuel (Jessica Helinski), February 10, 2024

[https://salesfuel.com/want-a-better-linkedin-profile-try-these-3-tips/?utm\\_source=SFW](https://salesfuel.com/want-a-better-linkedin-profile-try-these-3-tips/?utm_source=SFW)

### **Here's What An Advertiser Could Get On Radio For The Price Of A Super Bowl Ad.**

Inside Radio, February 9, 2024

[https://www.insideradio.com/free/here-s-what-an-advertiser-could-get-on-radio-for-the-price-of-a-super/article\\_cacc9b72-c725-11ee-9cfc-2b97c637fafa.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_221](https://www.insideradio.com/free/here-s-what-an-advertiser-could-get-on-radio-for-the-price-of-a-super/article_cacc9b72-c725-11ee-9cfc-2b97c637fafa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_221)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **RAB/Borrell: Radio Billed \$1.9 Billion In Digital Revenue In 2023.**

Inside Radio, February 14, 2024

[https://www.insideradio.com/free/rab-borrell-radio-billed-1-9-billion-in-digital-revenue-in-2023/article\\_adcf3008-cb52-11ee-b25a-ab14d7457abe.html](https://www.insideradio.com/free/rab-borrell-radio-billed-1-9-billion-in-digital-revenue-in-2023/article_adcf3008-cb52-11ee-b25a-ab14d7457abe.html)

#### **US Online Media Spend in 2023 and the Outlook for 2024**

Marketing Charts, February 14, 2024

[https://www.marketingcharts.com/advertising-trends/spending-and-spenders-232051?mc\\_cid=e9fa8bd0a1&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/spending-and-spenders-232051?mc_cid=e9fa8bd0a1&mc_eid=c106971821)

#### **How To Hurdle 2024's Top Sales Challenges With Matt Sunshine**

Radio Ink, February 12, 2024

[https://radioink.com/2024/02/12/how-to-hurdle-2024s-top-sales-challenges-with-matt-sunshine/?vgo\\_ee=vhzv3YBKONZw2vdUdYLy6GPpvo8GDlQERA0pL34gUNe1kL7rKuK1%3A0BjHuto4%2Bq3w966liUlx0rsCBlurmZBh](https://radioink.com/2024/02/12/how-to-hurdle-2024s-top-sales-challenges-with-matt-sunshine/?vgo_ee=vhzv3YBKONZw2vdUdYLy6GPpvo8GDlQERA0pL34gUNe1kL7rKuK1%3A0BjHuto4%2Bq3w966liUlx0rsCBlurmZBh)

#### **Marketron 2024 Radio Revenue Outlook**

Marketron, February 12, 2024

<https://www.marketron.com/2024outlook/>

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

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

#### **Veritonic Says It's 'Democratizing' Access To Essential Data For Audio Ad Success.**

Inside Radio, February 14, 2024

[https://www.insideradio.com/free/veritonic-says-it-s-democratizing-access-to-essential-data-for-audio-ad-success/article\\_bb141ebe-cb10-11ee-91c2-371752f1f123.html](https://www.insideradio.com/free/veritonic-says-it-s-democratizing-access-to-essential-data-for-audio-ad-success/article_bb141ebe-cb10-11ee-91c2-371752f1f123.html)

### **\*The Power of Saying No: 12 Lessons on Setting Boundaries**

The Center For Sales Strategy (Amanda Meade), February 13, 2024

[https://blog.thecenterforsalesstrategy.com/the-power-of-saying-no?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=293922941&\\_hsenc=p2ANqtz-8\\_H0\\_LHMoZPO7Gw\\_2ZciPQfluP98FeiwrMrNL1TEhUFs2QVlwkeulWkGRPAVseQSzQzqbVVm4OC\\_g\\_oIQcCAxwK\\_G37jQ&utm\\_content=293922941&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-power-of-saying-no?utm_campaign=subscriber&utm_medium=email&_hsmt=293922941&_hsenc=p2ANqtz-8_H0_LHMoZPO7Gw_2ZciPQfluP98FeiwrMrNL1TEhUFs2QVlwkeulWkGRPAVseQSzQzqbVVm4OC_g_oIQcCAxwK_G37jQ&utm_content=293922941&utm_source=hs_email)

### **Proposal To Outlaw Fake Reviews Too Vague, IAB Says**

MediaPost (Wendy Davis), February 13, 2024

<https://www.mediapost.com/publications/article/393492/proposal-to-outlaw-fake-reviews-too-vague-iab-say.html>

### **\*Podcast Consumers Engage With Social Media And Listen To Episodes Within A Day Of Release According to Cumulus Media And Signal Hill Insights' Podcast Download – Fall 2023 Report**

Westwood One/Cumulus Media (Lauren Vetrano), February 12, 2024

<https://www.westwoodone.com/blog/2024/02/12/podcast-consumers-engage-with-social-media-and-listen-to-episodes-within-a-day-of-release-according-to-cumulus-media-and-signal-hill-insights-podcast-download-fall-2023-report/>

### **Instead of keeping peace, make peace**

TB&P (Erik Dees), February 11, 2024

<https://talkbusiness.net/2024/02/instead-of-keeping-peace-make-peace>

### **Everywhere & Nowhere: Jacobs Recaps CES 2024 For AI & Radio**

Radio Ink, February 9, 2024

<https://radioink.com/2024/02/09/everywhere-nowhere-jacobs-recaps-ces-2024-for-ai-radio/>

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

The January Full Month PPM data releases on the 21st for Los Angeles and Riverside/San Bernardino and on the 22nd for San Diego so we should have those trends for you in next week's update.

### **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

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