

December 20, 2023

Hi All,

This will be the last installment of the Roundup for this year since we will take a break for the Holiday week next week. But never fear, this edition is packed with enough great information and resources to carry you well into the new year!

Speaking of the new year, this is a good time to remind everyone that the California Primary Election is moved up to March 5, 2024, since it is a Presidential Election year. That means the 45-day window for lowest unit rate protection (LUR) for Candidates' Use begins on January 20, 2024.

But, there is also some good news since there will likely be several opportunities for open rate pricing for political advertising too. For example, there are at least 5 Ballot Measures that have already qualified for the March Primary Election. You can read the attachment below from Tom Ross of Swing Strategies with an update on the status of all ballot measures in the works for either the Primary or General Election in 2024:

Swing Strategies 2024 Statewide Ballot Initiative Tracker

ATTACHMENT: [12.18.2023 – Swing Strategies Ballot Initiative Tracker](#)

The Midweek Resource Roundup will return on January 3, 2024. So read on and put to work what you learn to help you succeed in the New Year!

“The only place where success comes before work is in the dictionary.”

– Vidal Sassoon

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Supercharge Your Sales Game: How AI is Fueling Effective Prospecting

The Center For Sales Strategy (Elissa Nauful), December 19, 2023

https://blog.thecenterforsalesstrategy.com/how-ai-is-fueling-effective-prospecting?utm_campaign=subscriber&utm_medium=email&hsmi=287111667&hsenc=p2ANqtz--H4yDBZCYQi7bziJ1Ue4otWXg11gXb5JImZe5djdZSrXzbD8DBJF_LXiznppkheuuVqQLAvZm_i6ix0wv8PdZY8y-Qqg&utm_content=287111667&utm_source=hs_email

10 Ailments and Cures For The Common Sales Call

Radio Ink (Loyd Ford), December 18, 2023

<https://radioink.com/2023/12/18/10-ailments-and-cures-for-the-common-sales-call/>

Galvanize Your Basic Negotiation Skills With Trust

SalesFuel (Tim Londergan), December 16, 2023

<https://salesfuel.com/galvanize-your-basic-negotiation-skills-with-trust/>

How to Quickly Get Your Prospect's Attention During a Discovery Call

SalesFuel (Jessica Helinski), December 16, 2023

<https://salesfuel.com/how-to-quickly-get-your-prospects-attention-during-a-discovery-call/>

How to Improve Prospects' Sale Experience Before the Close

SalesFuel (Jessica Helinski), December 16, 2023

<https://salesfuel.com/how-to-improve-prospects-sale-experience-before-the-close/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Do You Believe In Radio? Prove It

Radio Ink (Rick Fink), December 20, 2023

https://radioink.com/2023/12/20/rick-fink-do-you-believe-in-radio-prove-it/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=LocalMedia%26TechnologyDaily189

With Hiring Still A Challenge For Managers, Radio Sees An Ad Opening.

Inside Audio Advertising, December 20, 2023

<https://www.insideaudiomarketing.com/post/with-hiring-still-a-challenge-for-managers-radio-sees-an-ad-opening>

5 REASONS YOUR PROSPECTS CAN'T FIND YOU ONLINE

Lead2G (Emily Hartzell), December 19, 2023

https://leadg2.thecenterforsalesstrategy.com/blog/5-reasons-your-prospects-cant-find-you-online-1?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsmi=287122160&hsenc=p2ANqtz--HIIW_6WY-SUdk5uLdSvIbTDZnGxidOY-NZUJ9oNnJqIIAdb2QD5Erl_KwmnwDz7LGTVRsSnSBCOu6oC3SFrje5Ctcuqg&utm_content=287122160&utm_source=hs_email

Personalization in Sales: Why it Matters And 6 Tips For Doing it Well

LinkedIn Sales Blog (Jack McKissen), December 19, 2023

<https://www.linkedin.com/business/sales/blog/modern-selling/personalization-in-sales-why-it-matters-and-how-to-do-it-well>

Selling to an Executive? Follow These 10 Steps to Win their Respect

LinkedIn Sales Blog (Paul Petrone), December 19, 2023

<https://www.linkedin.com/business/sales/blog/b2b-sales/how-to-sell-to-executives-and-ceos>

Let's Start with Great Customer Service

Radio Ink (Pat Bryson), December 18, 2023

<https://radioink.com/2023/12/18/pay-bryson-lets-start-with-great-customer-service/>

2023's Top 5 Most Popular Cumulus Media | Westwood One Audio Active Group® Blog Posts

Westwood One/Cumulus Media (Lauren Vetrano), December 18, 2023

<https://www.westwoodone.com/blog/2023/12/18/2023s-top-5-most-popular-cumulus-media-westwood-one-audio-active-group-blog-posts/>

Wireless, Retail, Pharma Dominate Pre-Christmas Airwaves.

Inside Audio Marketing (Media Monitors), December 18, 2023

<https://www.insideaudiomarketing.com/post/wireless-retail-pharma-dominate-pre-christmas-airwaves>

More Young Users Choosing Audio As Escape From Screen-Time

Radio Ink, December 14, 2023

https://radioink.com/2023/12/14/more-young-users-choosing-audio-as-escape-from-screen-time/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20185

Why Radio Listeners Are on the Nice List This Holiday Season

Katz Radio Group Sound Answers, December 15, 2023

https://insights.katzradiogroup.com/sound-answers-92-radio-listeners-on-the-nice-list-this-holiday-season?utm_campaign=Sound%20Answers%202023&utm_medium=email&hsmi=286562172&hsenc=p2ANqtz--SZMf8S1HXAFygpWOIU2XgOGck0OFaUI-eAYf1_zGC0_xVJ4-mny-XRVyzrunVKMAIkbAKII11kNL8MOQH0pBcc-qXA&utm_content=286562172&utm_source=hs_email

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

TOP FIVE SELECTED ARTICLES/RESOURCES

NRF 2024: Retail media networks go mainstream

Chain Store Age (Dan Berthiaume), December 19, 2023

<https://chainstoreage.com/nrf-2024-retail-media-networks-go-mainstream>

When Selling Digital, Sales Reps Say Biggest Hurdle Is Growing Demand For Performance.

Inside Radio (Frequence), December 19, 2023

https://www.insideradio.com/free/when-selling-digital-sales-reps-say-biggest-hurdle-is-growing-demand-for-performance/article_bf6ac21e-9e48-11ee-9c4b-df61aa9f7d3a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20188

Coaching Moment: How to Turn Any Failure into an Opportunity

The Center For Sales Strategy (Deborah Fulghum), December 11, 2023

https://blog.thecenterforsalesstrategy.com/how-to-turn-any-failure-into-an-opportunity?utm_medium=email&_hsmt=286674145&_hsenc=p2ANqtz-kv21oCjBjsCNfez0142s3-r_9sIpIE1g3JTthfyBndJN8DXHuqPO7-ZztQCG_3lv-AxUijbHSbnJo403loPQGxmUjSg&utm_content=286674145&utm_source=hs_email

12 Expert Tips for Starting 2024 Strong

The Center For Sales Strategy (Amanda Meade), December 20, 2023

https://blog.thecenterforsalesstrategy.com/12-expert-tips-for-starting-2024-strong?utm_campaign=subscriber&utm_medium=email&_hsmt=287282909&_hsenc=p2ANqtz-YfJ8UC0QRcy14N3wQEaUUD5dbq-1Rj-DtxuD29v1Cn36d8g5TjKWEJ6hF9_pXQir0dhk3EBp4NlfqQwegayZNMjYlFA&utm_content=287282909&utm_source=hs_email

Leading Local Insights

The 2024 Local Advertising Marketplace: Trends to Watch

(Note: This is a 25 minute podcast)

BIA Advisory Services, December 14, 2023

https://www.buzzsprout.com/1663015/14146985-the-2024-local-advertising-marketplace-trends-to-watch?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%2B185

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

FDA Adopts New Rules On Radio And TV Ads.

Inside Radio, December 20, 2023

https://www.insideradio.com/free/fda-adopts-new-rules-on-radio-and-tv-ads/article_04bf9b8c-9f0c-11ee-a2e6-07ea6186a909.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%2B189

Multicultural Ad Spend Accelerates, Albeit Mostly For Hispanics

MediaPost (Joe Mandese), December 19, 2023

https://www.mediapost.com/publications/article/392015/multicultural-ad-spend-accelerates-albeit-mostly.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=132705&hashid=0GmwUb-VQzGI9svJRwTNRa

Top 6 Streaming Platforms See 8% Decline In Ad Spend

MediaPost (Robert Williams), December 19, 2023

https://www.mediapost.com/publications/article/392040/top-6-streaming-platforms-see-8-decline-in-ad-spe.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=132708&hashid=o5sexdpQRQeega1Ux78qbw

Radio Stations Seek Ownership Deregulation From FCC

Policyband (Ted Hearn), December 19, 2023

https://policyband.com/blog/radio-stations-seek-ownership-deregulation-from-fcc-2?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20189

Magellan AI Update Seeks Podcast Attribution Details

Radio Ink, December 19, 2023

<https://radioink.com/2023/12/19/magellan-ai-update-seeks-podcast-attribution-details/>

Ad Trends In 2024: Digital Deceleration, AI Rising, More Ad-Supported Streaming.

Inside Audio Marketing (eMarketer Insider Intelligence), December 18, 2023

<https://www.insideaudiomarketing.com/post/ad-trends-in-2024-digital-deceleration-ai-rising-more-ad-supported-streaming>

Ad Exec Sees Programmatic Shift In Audio Ad Buys In 2024

Radio Ink (Odeeo/IAB), December 15, 2023

<https://radioink.com/2023/12/15/ad-exec-sees-programmatic-shift-in-audio-ad-buys-in-2024/>

“The (Car)Play’s The Thing”

Jacobs Media Strategies (Fred Jacobs), December 15, 2023

https://jacobsmedia.com/the-carplays-the-thing/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20186

Two Dozen Members Of Congress Want FCC To Restart Employee Data Collection From Stations.

Inside Radio, December 15, 2023

https://www.insideradio.com/free/two-dozen-members-of-congress-want-fcc-to-restart-employee-data-collection-from-stations/article_92b13b0e-9b73-11ee-b040-97d99fe30a59.html

Future of TV Advertising: The Debate About Decline and Pathways To Growth

Madison and Wall (Brian Wieser), December 15, 2023

https://madisonandwall.substack.com/p/future-of-tv-advertising-the-debate?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20187

Nielsen PPM Audience Monthly Trends

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

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

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

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

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

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

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