

January 31, 2024

Hi All,

Burn Baby Burn! It's time for another Learning Inferno!...

“Education is not the filling of a pail, but the lighting of a fire.”

— W.B. Yeats

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The 7 Elements You Need For 2024 Sales Growth

Radio Ink (Loyd Ford), January 29, 2024

https://radioink.com/2024/01/29/loyd-ford-the-7-elements-you-need-for-2024-sales-growth/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily

3 Common ROI Misconceptions In Sales

SalesFuel (Jessica Helinski), January 27, 2024

https://salesfuel.com/3-common-roi-misconceptions-in-sales/?utm_source=SFW

Top 15 Social Selling Statistics and Trends Every Salesperson Must Know

SalesFuel (Tim Londergan), January 27, 2024

https://salesfuel.com/top-15-social-selling-statistics-and-trends-every-salesperson-must-know/?utm_source=SFW

How Sellers Should Deal With Toxic Customers

SalesFuel (Jessica Helinski), January 27, 2024

https://salesfuel.com/how-sellers-should-deal-with-toxic-customers/?utm_source=SFW

Audacy Releases "The Future of Audio" Report

RADIO ONLINE, Thursday, January 25, 2024

https://news.radio-online.com/cgi-bin/rol.exe/headline_id=b17713?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily

ATTACHMENT: [Audacy – Fall 2023 State of Audio](#)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Top Strategies To Introduce Digital Advertising To Radio Clients

Radio Ink, January 30, 2024

<https://radioink.com/2024/01/30/top-strategies-to-introduce-digital-advertising-to-radio-clients/>

*Radio Has Auto Insurance Covered

RAB Radio Matters Blog (Annette Malave, SVP/Insights), January 30, 2024

https://radiomatters.org/index.php/2024/01/30/radio-has-auto-insurance-covered/?utm_source=Radio%20Matters%20Blog&utm_campaign=ad04810957-EMAIL_CAMPAIGN_2018_01_05_COPY_02&utm_medium=email&utm_term=0_66c3360299-ad04810957-582899012

Remarkable Consistency Among Radio's Top 10 Advertisers.

Inside Radio, January 30, 2024

https://www.insideradio.com/free/remarkable-consistency-among-radio-s-top-10-advertisers/article_bb9754fe-bf40-11ee-817e-8ffe05430050.html

*Mastering Influence: Lessons and Strategies from 'Influence: The Psychology of Persuasion'

The Center For Sales Strategy (Amanda Meade), January 29, 2024

https://blog.thecenterforsalesstrategy.com/influence-the-psychology-of-persuasion?utm_campaign=subscriber&utm_medium=email&hsmi=291834933&hsenc=p2ANqtz-9QXO2rBcD_8xF0YPAKogmSllzhuXzN0lmI93D4OlcglyMYemG232oQikZ6DixS7tEmCaEiNij5dL6fYsvVRjz-6lLXA&utm_content=291834933&utm_source=hs_email

*How Bryan Hamblin Sells: Always Remember, It's Not About You

LinkedIn Sales Blog (Paul Petrone), January 29, 2024

<https://www.linkedin.com/business/sales/blog/real-sales/how-bryan-hamblin-sells-cro-muck-rack>

*Is There a Right Approach to Using Qualitative Data?

Radio Ink (Marc Greenspan), January 29, 2024

<https://radioink.com/2024/01/29/marc-greenspan-is-there-a-right-approach-to-using-qualitative-data/>

*Are You Starting 2024 With Profit In 2026?

Radio Ink (Pat Bryson), January 29, 2024

https://radioink.com/2024/01/29/pat-bryson-are-you-starting-2024-with-profit-in-2026/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_212

***These Are Digital Advertisers' Biggest Challenges This Year**

marketing charts, January 29, 2024

https://www.marketingcharts.com/advertising-trends-231907?mc_cid=71e480f9e2&mc_eid=c106971821

Radio Matters. So Does Social Media.

Inside Radio, January 29, 2024

https://www.insideradio.com/free/radio-matters-so-does-social-media/article_9f0f1f7e-be73-11ee-a171-d78be25a78b6.html

Brand Safety At Risk As Viewers See More Objectionable Content Online

MediaPost (Robert Williams), January 26, 2024

https://www.mediapost.com/publications/article/393000/brand-safety-at-risk-as-viewers-see-more-objection.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133146&hashid=o5sexdpQRQeeqa1Ux78qbw

Email With A Caveat: Consumers Prefer It, But Heartily Dislike Spam

MediaPost (Ray Schultz), January 25, 2024

https://www.mediapost.com/publications/article/392951/email-with-a-caveat-consumers-prefer-it-but-hear.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133151&has_hid=Oo_vrjRtQN66NUEi-d4V6g

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

TOP FIVE SELECTED ARTICLES/RESOURCES

RAB: Difficult 2023 Brought Radio Industry Closer Together.

Inside Radio, January 30, 2024

https://www.insideradio.com/free/rab-difficult-2023-brought-radio-industry-closer-together/article_2acab06e-bf41-11ee-aa09-373ebe7fcc1d.html

Another Sign Of Strengthening Ad Market. MediaRadar Sees Spending Jump 23% In November.

Inside Audio Marketing, January 29, 2024

<https://www.insideaudiomarketing.com/post/another-sign-of-strengthening-ad-market-mediadar-sees-spending-jump-23-in-november>

Radio's Revenue Portrait, Painted By Marketron

Radio + Television Business Report (Adam Jacobson), January 29, 2024

https://rbr.com/radios-revenue-portrait-painted-by-marketron/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20213

2024 Radio Revenue Outlook

Marketron, January 29, 2024

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

It's Official: U.S. Ad Market Expanded In 2023, Albeit A Smidgen

MediaPost (Joe Mandese), January 25, 2024

https://www.mediapost.com/publications/article/392948/its-official-us-ad-market-expanded-in-2023-al.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133109&hashid=IZA7uSulTnimoAz9RMXvmQ

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

The Ripple Effects of Sales Team Turnover: A Deep Dive into Short, Mid, and Long-Term Impacts

The Center For Sales Strategy (Elissa Blankenship), January 31, 2024

https://blog.thecenterforsalesstrategy.com/ripple-effects-of-sales-team-turnover?utm_campaign=subscriber&utm_medium=email&_hsmi=292196203&_hsenc=p2ANqtz-85XSQJUrxqHvwEd0ptOgjJNZpz4rEHpDIOUpWRbsb2jHJ883yn7NEjb_IQVZuISxAO1IDvflplbIVdBtnAVrsNo64ngQ&utm_content=292196203&utm_source=hs_email

Commercial Radio Station Revenue Must Be Reported to ASCAP, BMI, and SESAC by April 1

Broadcast Law Blog (David Oxenford), January 31, 2024

https://www.broadcastlawblog.com/2024/01/articles/commercial-radio-station-revenue-must-be-reported-to-ascap-bmi-and-sesac-by-april-1/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_214

*Starting Your Sellers Right: 9 Steps To Successful Onboarding

Radio Ink (Rick Fink), January 31, 2024

https://radioink.com/2024/01/31/rick-fink/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_214

Triton Reports Podcast Listening Up 12% During Past Two Years.

Inside Audio Marketing, January 31, 2024

<https://www.insideaudiomarketing.com/post/triton-reports-podcast-listening-up-12-during-past-two-years>

***The Quest for 100% Superstars: Rethinking Recruitment and Training**

The Center For Sales Strategy (Stephanie Stoll), January 30, 2024

https://blog.thecenterforsalesstrategy.com/rethinking-recruitment-and-training?utm_campaign=subscriber&utm_medium=email&_hsmi=292006187&_hsenc=p2ANqtz--KJN60EV3fiUBmb5P8v7saw73iOjLRMXjB5a9CKFLMlgEwEzLxpOYa9Vw8y04y6Py0peNA7FtPlywTECSqTbON7rWTqQ&utm_content=292006187&utm_source=hs_email

Congressman Wants ‘Warning Labels’ On Cars That Don’t Have AM Radio.

Inside Radio, January 30, 2024

https://www.insideradio.com/free/congressman-wants-warning-labels-on-cars-that-don-t-have-am-radio/article_e50a65e6-bf41-11ee-94b8-57454428dde6.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20213

As Promised, Ford Reactivates AM Radio In 2023 Electric Vehicles.

Inside Radio, January 29, 2024

https://www.insideradio.com/free/as-promised-ford-reactivates-am-radio-in-2023-electric-vehicles/article_27c4a816-be74-11ee-a592-7b2bc99537e5.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20212

***The Forces That Will Shape TV Advertising in 2024**

TV Tech (Tom McLoughlin), January 29, 2024

https://www.tvtechnology.com/opinion/the-forces-that-will-shape-tv-advertising-in-2024?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20212

Radio’s Pillar-To-Pillar Dashboard Dilemma

Jacobs Media Strategies (Fred Jacobs), January 26, 2024

https://jacobsmedia.com/radios-pillar-to-pillar-dashboard-dilemma/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20211

FCC Advances Proposal To Make Radio’s Disaster Reporting Mandatory.

Inside Radio, January 26, 2024

https://www.insideradio.com/free/fcc-advances-proposal-to-make-radio-s-disaster-reporting-mandatory/article_fc43b988-bc21-11ee-8bcc-f7d90d6d7752.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20211

Farm Bureau Votes AM Radio Support Into 2024 Policy Direction

Radio Ink, January 26, 2024

<https://radioink.com/2024/01/26/farm-bureau-votes-am-radio-support-into-2024-policy-direction/>

Nielsen PPM Audience Monthly Trends

The Nielsen Holiday Survey results are now posted for tracking/trending.

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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