

February 21, 2024

Hi All,

A short holiday week but one long on content that will keep you informed, knowledgeable and able to remain a strong competitor. And that is a good thing...

"Competition is always a good thing. It forces us to do our best. A monopoly renders people complacent and satisfied with mediocrity." -- Nancy Pearcy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Improving Sales Performance Often Requires Changing Focus

The Center for Sales Strategy, February 20, 2024

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-requires-changing-focus?utm_campaign=subscriber&utm_medium=email&_hsmt=294885670&_hsenc=p2ANqtz-82OFO_vO-Z8aUc2NTtZHE6W4EU179pb4s7OM5GibKDK-UF6kS3u2Jp5OOW7-z24wfbOd7qyzCaNAhQbv5s374ysT3lDQ&utm_content=294885670&utm_source=hs_email

Nielsen: Radio Is The Answer To Political Campaign Reach

Radio Ink, February 19, 2024

<https://radioink.com/2024/02/19/nielsen-radio-is-the-answer-to-political-campaign-reach/>

The Value of Authentic Gold

Radio Ink (Loyd Ford), February 19, 2024

<https://radioink.com/2024/02/19/loyd-ford-the-value-of-authentic-gold/>

Average Seller vs. Average Invoice

Radio Ink (Rick Fink), February 19, 2024

<https://radioink.com/2024/02/19/rick-fink-average-seller-vs-average-invoice/>

Why You Need To Consider Trial Closes In Sales

SalesFuel (Jessica Helinski), February 17, 2024

https://salesfuel.com/why-you-need-to-consider-trial-closes-in-sales/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*That Ad Sounded Good, Now Where's The Buy Button? Study Finds Link Between The Two.

Inside Audio Marketing, February 21, 2024

<https://www.insideaudiomarketing.com/post/that-ad-sounded-good-now-where-s-the-buy-button-study-finds-link-between-the-two>

ATTACHMENT: [Veritonic Audio Attention Report](#)

*Social Media Platforms' User Demographics Update and Trends

marketing charts, February 21, 2024

https://www.marketingcharts.com/digital/social-media-232154?mc_cid=79fdbeca54&mc_eid=c106971821

Social Media Still Getting the Job Done for B2C Customer Acquisition

marketing charts, February 21, 2024

https://www.marketingcharts.com/business-of-marketing-232127?mc_cid=79fdbeca54&mc_eid=c106971821

*The Black American Consumer, A Major Influence on Spending and the Economy

Katz Radio Group (Lisa Cirigliano), February 20, 2024

https://insights.katzradiogroup.com/the-black-american-consumer-influence-feb-2024-1?utm_campaign=Radio%20Insights%202024&utm_medium=email&hsmi=294372283&hsenc=p2ANqtz-9oJ4fH4BRaA83cK_pxNwavDHCWdLPKJ2_PyElkvUGxV9A1Gn1WgBOmcMmR9PemIUUE9sjz5-AAuRBKqbiYoHj7tVobHw&utm_content=294372283&utm_source=hs_email

Study: Mobile apps, websites show different signals in 2023

Chain Store Age (Dan Berthiaume), February 21, 2024

<https://chainstoreage.com/study-mobile-apps-websites-show-different-signals-2023>

*As Ad Opposition Fades, Radio Can Reap The Rewards

Radio Ink, February 20, 2024

<https://radioink.com/2024/02/20/as-ad-opposition-fades-radio-can-reap-the-rewards/>

Harmonizing B2C: How The Channels Work Together

MediaPost (Ray Schultz), February 19, 2024

https://www.mediapost.com/publications/article/393626/harmonizing-b2c-how-the-channels-work-together.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133372&hashid=Oo_vrjRtQN66NUEi-d4V6g

Democratic Party Invests Six Figures Into Multicultural Radio Ads

Radio Ink, February 19, 2024

https://radioink.com/2024/02/19/democratic-party-invests-six-figures-into-multicultural-radio-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_227

***What's Your Why?**

Radio Ink (Pat Bryson), February 19, 2024

<https://radioink.com/2024/02/19/pat-bryson-whats-your-why/>

New Nielsen Political Study: AM/FM Radio (Not Connected TV) Is The Solution For Campaigns To Expand Voter Reach, Especially Among Independent/Swing Voters

Westwood One/Cumulus Media (Pierre Bouvard), February 16, 2024

<https://www.westwoodone.com/blog/2024/02/16/new-nielsen-political-study-am-fm-radio-not-connected-tv-is-the-solution-for-campaigns-to-expand-voter-reach-especially-among-independent-swing-voters/>

How Confident Is Your Sales Approach?

Radio Ink (Chris Stonick), February 15, 2024

<https://radioink.com/2024/02/15/chris-stonick-how-confident-is-your-sales-approach/>

***On Disrupted Media Landscape, Political Campaigns Need To Rethink Their Strategy.**

Inside Radio, February 16, 2024

https://www.insideradio.com/free/on-disrupted-media-landscape-political-campaigns-need-to-rethink-their-strategy/article_9983abfc-cca0-11ee-ad51-0781e10c593b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_226

***Radio Amplifies Big Game Impact**

Katz Radio Group, February 15, 2024

<https://insights.katzradiogroup.com/sound-answers-95-radio-amplifies-big-game-impact>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

B2B Sales Teams Number One Complaint (And What To Do About It)

The Center For Sales Strategy (Dean Moothart), February 21, 2024

https://blog.thecenterforsalesstrategy.com/b2b-sales-teams-number-one-complaint?utm_campaign=subscriber&utm_medium=email&hsmi=295063818&hsenc=p2ANqtz-9huLK6-Uu4vsuZBoDz2AeSfYnKmxW_PrqkgTqAHGB79IeAJnl7gEWvNIRYsZqybET-pNi4QH-zr_GTixh2-IYH-yYoVQ&utm_content=295063818&utm_source=hs_email

MediaRadar: Ad Spending Surged by Nine Percent in December.

Inside Audio Marketing, February 20, 2024

<https://www.insideaudiomarketing.com/post/mediaradar-ad-spending-surged-by-nine-percent-in-december>

Here Come The Super Tuesday Political Ad Dollars.

Inside Radio (AdImpact), February 20, 2024

https://www.insideradio.com/free/here-come-the-super-tuesday-political-ad-dollars/article_7f64101a-cfd2-11ee-be04-f3d530fcb20.html

The 20% Dilemma: Managing Underperformance in Sales

The Center For Sales Strategy (Susan McCullin), February 19, 2024

https://blog.thecenterforsalesstrategy.com/managing-underperformance-in-sales?utm_campaign=subscriber&utm_medium=email&_hsmi=294724752&_hsenc=p2ANqtz-8mFRpPpvvB0jKJ1_-H3atLezSvgyzQJeoMTlgWOY9g6-gw8dhf4GjNYEVyDds0s3hrF7lQAenLlmzwMvKbakauFbzenA&utm_content=294724752&utm_source=hs_email

Having The Integrity To Admit You Made The Wrong Choice

Radio Ink (James Bahm), February 15, 2024

<https://radioink.com/2024/02/15/james-bahm-having-the-integrity-to-admit-you-made-the-wrong-choice/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB Says Proposal To Revive Radio Duplication Rule For FMs Needs More Study.

Inside Radio, February 21, 2024

https://www.insideradio.com/free/nab-says-proposal-to-revive-radio-duplication-rule-for-fms-needs-more-study/article_d68b686c-d094-11ee-85dc-bf337ee1b503.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20228

Radio Listeners Don't Get Tired Of Music, Only PDs And Music Directors Do

Jacobs Media Strategies (Fred Jacobs), February 21, 2024

https://jacobsmedia.com/radio-listeners-dont-get-tired-of-music-only-pds-and-music-directors-do/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20228

Nielsen's New Mobile Survey Aims To Track More Holistic Audio Pie, Including Podcasts.

Inside Audio Marketing, February 21, 2024

<https://www.insideaudiomarketing.com/post/nielsen-s-new-mobile-survey-aims-to-track-more-holistic-audio-pie-including-podcasts>

***2024 is a huge year for political advertising. What does that mean for other advertisers?**

eMarketer Insider Intelligence (Sara Lebow), February 20, 2024

[https://www.insiderintelligence.com/content/2024-huge-year-political-advertising-what-that-mean-other-advertisers?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_content=edaily%202.20.2024&utm_id=edaily%202.20.2024&utm_medium=web&utm_source=Local Media %26 Technology Daily 227](https://www.insiderintelligence.com/content/2024-huge-year-political-advertising-what-that-mean-other-advertisers?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_content=edaily%202.20.2024&utm_id=edaily%202.20.2024&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20227)

FCC Moves To Add 13 New Languages To EAS On Radio

Radio Ink, February 20, 2024

<https://radioink.com/2024/02/20/fcc-moves-to-add-13-new-languages-to-eas-on-radio/>

The Inside Story On Nielsen's Plans To Reinvent The Diary Ratings Service.

Inside Radio, February 20, 2024

https://www.insideradio.com/free/the-inside-story-on-nielsen-s-plans-to-reinvent-the-diary-ratings-service/article_1800a918-cfd4-11ee-8f73-5753b337eb1c.html

TOP NIELSEN COMPETITORS AND WHERE THEY STAND IN 2024

New contracts and legacy measures keep Nielsen on top, but rivals persist

Ad Age (Jack Neff), February 15, 2024.

[https://adage.com/article/ad-measurement/where-nielsen-competitors-stand-2024/2540126?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 226](https://adage.com/article/ad-measurement/where-nielsen-competitors-stand-2024/2540126?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20226)

***Digital Now Accounts For 21% Of All Radio Ad Revenue**

Radio Ink (Borrell/RAB), February 14, 2024

<https://radioink.com/2024/02/14/digital-now-accounts-for-21-of-all-radio-ad-revenue/>

Nielsen PPM Audience Monthly Trends

The January Full Month PPM audience trends are posted below.

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

Jan Monthly - 523,400

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

Jan Monthly - 9,533,600

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

Jan Monthly - 84,200

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

Jan Monthly - 1,725,900

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

Jan Monthly - 94,500

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

Jan Monthly - 2,240,600

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