

February 28, 2024

Hi All,

It's a Leap Year and you get a bonus day in February tomorrow. So let's leap into this week's curated collection of essential articles, research and information to help you prepare for success in 2024...

Before anything else, preparation is the key to success.

-- Alexander Graham Bell

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

They Don't Know – And They Don't Know They Don't Know!

Radio Ink (Rick Fink), February 28, 2024

https://radioink.com/2024/02/28/they-dont-know-and-they-dont-know-that-they-dont-know/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20233

AM/FM Radio And Podcasts Deliver Decision Makers For Business-To-Business Advertisers

Westwood One/Cumulus Media (Pierre Bouvard), February 26, 2024

<https://www.westwoodone.com/blog/2024/02/26/am-fm-radio-and-podcasts-deliver-decision-makers-for-business-to-business-advertisers/>

The Advance Agreement: Take Control of the Sales Process

Radio Ink (Pat Bryson), February 26, 2024

<https://radioink.com/2024/02/26/pay-bryson-the-advance-agreement-take-control-of-the-sales-process/>

The Sales Secrets You Should Always Be Using

Radio Ink (Loyd Ford), February 26, 2024

<https://radioink.com/2024/02/26/the-sales-secrets-you-should-always-be-using/>

Use A Pipeline Generation Strategy to Attract Sales Leads

SalesFuel (Jessica Helinski), February 24, 2024

https://salesfuel.com/use-a-pipeline-generation-strategy-to-attract-sales-leads/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Consumers Are Still Planning Discretionary Spending Pullbacks

marketing charts, February 27, 2024

https://www.marketingcharts.com/customer-centric/spending-trends-232213?mc_cid=2d23850da5&mc_eid=c106971821

Prospective Auto Buyers Are Taking Their Time

marketing charts, February 27, 2024

https://www.marketingcharts.com/industries/automotive-industries-232220?mc_cid=2d23850da5&mc_eid=c106971821

*Political Ads in 2024: Don't Forget Your Own Backyard.

RAB Radio Matters Blog (Steve Passwaiter, President, Silver Oak Political), February 27, 2024

https://radiomatters.org/index.php/2024/02/27/political-ads-in-2024-dont-forget-your-own-backyard/?utm_source=Radio%20Matters%20Blog&utm_campaign=88ffb3caf-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-88ffb3caf-582899012

*Social media is the No. 1 source of disinformation, according to US internet users

eMarketer Insider Intelligence (Sara Lebow), February 27, 2024

https://www.insiderintelligence.com/content/social-media-no-1-source-of-disinformation-according-us-internet-users?utm_source=Newsletter&utm_medium=Email&utm_campaign=cotd+2.27.2024&utm_id=cotd+2.27.2024&utm_content=cotd+2.27.2024

Why Top Of Marketing Funnel Should Be Top of Mind For CMOs

MediaPost (Diana Brooks), February 27, 2024

https://www.mediapost.com/publications/article/393879/why-top-of-marketing-funnel-should-be-top-of-mind.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133466&has_hid=nPO6kNh8ToCb2_NBH4Mycg

*Ad Buyer Interest Said To Be Helping Give A Fresh Push To Local Radio's Podcast Efforts.

Inside Audio Marketing, February 26, 2024

<https://www.insideaudiomarketing.com/post/ad-buyer-interest-said-to-be-helping-give-a-fresh-push-to-local-radio-s-podcast-efforts>

***5 Best Ways to Gather Competitive Intelligence in the Sales Environment**

SalesFuel (Tim Londergan), February 24, 2024

https://salesfuel.com/5-best-ways-to-gather-competitive-intelligence-in-the-sales-environment/?utm_source=SFW

***iHeart CMO Gayle Troberman: Radio Helps Beat Marketer Bias**

Radio Ink, February 23, 2024

<https://radioink.com/2024/02/23/iheart-cmo-gayle-troberman-radio-helps-beat-marketer-bias/>

***Your Path to Boosting Revenue and Crushing Your Quota in 2024**

LinkedIn Sales Blog (Raul Murguia), February 21, 2024

<https://www.linkedin.com/business/sales/blog/trends/your-path-to-crushing-quota-in-2024-deep-sales-habits>

Top 25 US newspaper circulations: Largest print titles fall 14% in year to September 2023

Press Gazette (Aisha Majid), February 19, 2024

[https://pressgazette.co.uk/media-audience-and-business-data/media_metrics/us-newspaper-circulation-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 230](https://pressgazette.co.uk/media-audience-and-business-data/media_metrics/us-newspaper-circulation-2023/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20230)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Valued and Recognized: The Key to a Motivated Sales Team

The Center For Sales Strategy (Kate Rehling), February 28, 2024

https://blog.thecenterforsalesstrategy.com/the-key-to-a-motivated-sales-team?utm_campaign=subscriber&utm_medium=email&_hsmi=296047003&_hsenc=p2ANqtz-9aio4eKi6rgLbi7ougvdzcRLbVzr4B30bweVB64JdVAqxIQw7JGZH7a9PIL99dimiuaJhTCV8A0alhRUatZ3cwpiKkQ&utm_content=296047003&utm_source=hs_email

2024 Begins On An Upward Note, U.S. Ad Market Posts Best January Ever

MediaPost (Joe Mandese), February 27, 2024

<https://www.mediapost.com/publications/article/393863/2024-begins-on-an-upward-note-us-ad-market-post.html>

Reinstating FCC Form 395-B Reporting on the Race and Gender of Broadcast Employees – What the Action Means for Broadcasters

Broadcast Law Blog (David Oxenford), February 27, 2024

<https://www.broadcastlawblog.com/2024/02/articles/reinstating-fcc-form-395-b-reporting-on-the-race-and-gender-of-broadcast-employees-what-the-action-means-for-broadcasters/>

What the Digital Ad Industry Shifts Mean for 2024 Political Campaigns

ANA (John Speyer), February 22, 2024

https://www.ana.net/miccontent/show/id/ii-2024-02-political-ads-shift?st3=240228smartbrief&utm_medium=email&utm_source=smartbrief&utm_campaign=mkc2402-ml

Digital Revenue Grows 6.8%, Bolstering Industry

Borrell/RAB Presentation, February 21, 2024

ATTACHMENT: [Borrell 12th Annual Benchmarking Report](#)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Forecast: Political Ad Spending To Top \$12 Billion; Most Will Go To Traditional Media.

Inside Audio Marketing, February 28, 2024

<https://www.insideaudiomarketing.com/post/forecast-political-ad-spending-to-top-12-billion-most-will-go-to-traditional-media>

*NAB Outlines Four Facets Of Radio Its Fighting For On Capitol Hill

Radio Ink, February 28, 2024

[https://radioink.com/2024/02/28/nab-outlines-four-facets-of-radio-its-fighting-for-in-congress/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 233](https://radioink.com/2024/02/28/nab-outlines-four-facets-of-radio-its-fighting-for-in-congress/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20233)

Radio And TV Industries Unite In Multi-Court Appeal To FCC Ownership Decision.

Inside Radio, February 28, 2024

https://www.insideradio.com/free/radio-and-tv-industries-unite-in-multi-court-appeal-to-fcc-ownership-decision/article_2b3552e0-d60f-11ee-838b-af588b6f176d.html

***Kagan: Radio Industry Revenue Topped \$15 Billion In 2023.**

Inside Radio, February 27, 2024

https://www.insideradio.com/free/kagan-radio-industry-revenue-topped-15-billion-in-2023/article_9460e25e-d545-11ee-aead-035bdc846ad3.html

***Embracing Digital: A Radio Roundtable**

Radio Ink (Mike McVay), February 27, 2024

[https://radioink.com/2024/02/27/mike-mcvay-embracing-digital-a-radio-roundtable/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 232](https://radioink.com/2024/02/27/mike-mcvay-embracing-digital-a-radio-roundtable/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20232)

What Radio Can Learn From Big Brands That Copy Radio Promotions

Jacobs Media Strategies (Fred Jacobs), February 27, 2024

[https://jacobsmedia.com/what-radio-can-learn-from-big-brands-that-copy-radio-promotions/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 232](https://jacobsmedia.com/what-radio-can-learn-from-big-brands-that-copy-radio-promotions/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20232)

Reactions Are Mixed To FCC's Move To Collect Employee Data.

Inside Radio, February 26, 2024Feb 26, 2024

[https://www.insideradio.com/free/reactions-are-mixed-to-fcc-s-move-to-collect-employee-data/article_b15db790-d47f-11ee-a191-17632be5d946.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 231](https://www.insideradio.com/free/reactions-are-mixed-to-fcc-s-move-to-collect-employee-data/article_b15db790-d47f-11ee-a191-17632be5d946.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20231)

Former FEMA Admin Gaynor: Where Cell Signals Fail, AM Is There

Radio Ink, February 26, 2024

[https://radioink.com/2024/02/26/former-fema-admin-gaynor-where-cell-signals-fail-am-is-there/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 231](https://radioink.com/2024/02/26/former-fema-admin-gaynor-where-cell-signals-fail-am-is-there/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20231)

***Content Marketing Methods that Drive B2B Leads**

SalesFuel (Rachel Cagle), February 24, 2024

https://salesfuel.com/content-marketing-methods-that-drive-b2b-leads/?utm_source=SFW

Tech Lab Updates Podcast Ad Measurement, Grapples With File Downloads

MediaPost (Laurie Sullivan), February 22, 2024

<https://www.mediapost.com/publications/article/393731/tech-lab-updates-podcast-ad-measurement-grapples.html>

Automotive TV Spending Drops 12.9% In January

MediaPost (Tanya Gazdik), February 21, 2024

[https://www.mediapost.com/publications/article/393722/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 229](https://www.mediapost.com/publications/article/393722/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20229)

***How Do You Hire for Attitude?**

Harvard Business School (James Heskett), February 5, 2024

https://hbswk.hbs.edu/item/how-do-you-hire-for-attitude?utm_source=ActiveCampaign&utm_medium=email&utm_content=Machine++unlearning++%7C+Revealing+vs++concealing+workforce+data&utm_campaign=WK+Newsletter+2-28-2024

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

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031