

March 6, 2024

Hi All,

Technology is awesome....until it breaks! Despite a delay due to those dreaded technological problems, your Midweek Resource Roundup has arrived. Afterall, our dedication to training and development must never stop...

“Every enterprise is a learning and teaching institution. Training and development must be built into it on all levels—training and development that never stops.”

— Peter Drucker, management consultant and author.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How Sellers Can Successfully Justify Price Increases

SalesFuel (Jessica Helinski), March 2, 2024

https://salesfuel.com/how-sellers-can-successfully-justify-price-increases/?utm_source=SFW

How Sellers With Challenging Jobs Stay Motivated

SalesFuel (Jessica Helinski), March 2, 2024

https://salesfuel.com/how-sellers-with-challenging-jobs-stay-motivated/?utm_source=SFW

Don't Be Scared To Sell To The Big Kids

Radio Ink (Loyd Ford), March 4, 2024

<https://radioink.com/2024/03/04/loyd-ford-dont-be-scared-to-sell-to-the-big-kids/>

If Tomorrow Never Comes

Radio Ink (Pat Bryson), March 4, 2024

<https://radioink.com/2024/03/04/pat-bryson-if-tomorrow-never-comes/>

Calculate Your Empathy Index Score In Sales

Radio Ink (Rick Fink), March 4, 2024

<https://radioink.com/2024/03/04/rick-fink-calculate-your-empathy-index-score-in-sales/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***As Elections Near, Radio Is The US' Most-Trusted News Medium**

Radio Ink, March 6, 2024

https://radioink.com/2024/03/06/as-elections-near-radio-is-the-us-most-trusted-news-medium/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_238

***Study: AI-Created Ads Increase Brand Favorability, Awareness, And Purchase Intent.**

Inside Radio, March 6, 2024

https://www.insideradio.com/free/study-ai-created-ads-increase-brand-favorability-awareness-and-purchase-intent/article_6d7c5e8a-db8e-11ee-94cd-e76511e5efc2.html

B2C Brands Are Still Enjoying Success with Email

marketing charts, March 6, 2024

https://www.marketingcharts.com/digital/email-online-and-mobile-232251?mc_cid=372ea93281&mc_eid=c106971821

CRAFTING CAMPAIGNS THAT DRIVE SALES-QUALIFIED LEADS

LEADG2 (David Robinson), March 5, 2024

https://leadg2.thecenterforsalesstrategy.com/blog/crafting-campaigns-that-drive-sales-qualified-leads?utm_campaign=Lead%20G2%20Blog&utm_medium=email&_hsmi=296905753&_hsenc=p2ANqtz-nDDDvJI_OF_HvkV1AZb-G_-2-21IQafjWTXw1JkIWBSsyonYmwTnMR-R8K_Od3DenjyBqskN7KtSO-4xfRHU_dt-6w&utm_content=296905753&utm_source=hs_email

***Nielsen: AM/FM Radio Expands Its Ratings Lead Over TV And Smashing AM/FM Radio's Drive Time Myth**

Westwood One/Cumulus Media (Pierre Bouvard), March 4, 2024

<https://www.westwoodone.com/blog/2024/03/04/nielsen-am-fm-radio-expands-its-ratings-lead-over-tv-and-smashing-am-fm-radios-drive-time-myth/>

Research Shows There's No Clear Winning Strategy For Political Ads.

Inside Radio, March 4, 2024

https://www.insideradio.com/free/research-shows-theres-no-clear-winning-strategy-for-political-ads/article_40e1d2d6-da00-11ee-aea2-f7fb39a36b86.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_236

***Edison: Rural Rules Radio, While Podcasts Lean Urban**

Radio Ink, February 29, 2024

<https://radioink.com/2024/02/29/edison-rural-rules-radio-while-podcasts-lean-urban/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Forecast: U.S. Ad Spend Expected To Increase 8.2%, With Radio/Audio Up 6.4% In 2024.

Inside Radio, March 6, 2024

https://www.insideradio.com/free/forecast-u-s-ad-spend-expected-to-increase-8-2-with-radio-audio-up-6/article_b01b89f0-db8e-11ee-a0f8-6fc26d64a87f.html

Breaking Down the 76% Barrier: Strategies for Transforming Sales Teams

The Center For Sales Strategy (Kelly George), March 6, 2024

https://blog.thecenterforsalesstrategy.com/strategies-for-transforming-sales-teams?utm_campaign=subscriber&utm_medium=email&hsmi=297069872&hsenc=p2ANqtz-8kFM3Jr6lOx8A9Gal_a7lCAQ8R1hq78ppYYQo8Z4NdxoCW-TcESdOWe_8MtMmdLCco-hOI-hwiRRAi_cexEZfyU0aluw&utm_content=297069872&utm_source=hs_email

Global Marketing Spending Rebounds, U.S. Gains Share

MediaPost (Joe Mandese), March 5, 2024

<https://www.mediapost.com/publications/article/394102/global-marketing-spending-rebounds-us-gains-sha.html>

Advertisers slowly acknowledge that measurement, not targeting, might be the bigger cookie deprecation challenge

DIGIDAY (Seb Joseph), March 5, 2024

<https://digiday.com/marketing/advertisers-slowly-acknowledge-that-measurement-not-targeting-might-be-the-bigger-cookie-deprecation-challenge/>

Ad Price Inflation Continues To Decelerate, TV Remains Deflationary

MediaPost (Joe Mandese), February 29, 2024

https://www.mediapost.com/publications/article/393944/ad-price-inflation-continues-to-decelerate-tv-rem.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133550&has_hid=GWJ6GPi1TLWXEk8Yy-UdXA

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB Seeks Pause In FCC Move To Revive FM Simulcast Rules.

Inside Radio, March 6, 2024

[https://www.insideradio.com/free/nab-seeks-pause-in-fcc-move-to-revive-fm-simulcast-rules/article_4c651a8e-db8e-11ee-b891-ab9d3d266cb7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 238](https://www.insideradio.com/free/nab-seeks-pause-in-fcc-move-to-revive-fm-simulcast-rules/article_4c651a8e-db8e-11ee-b891-ab9d3d266cb7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20238)

***Let The Lobbying Begin: Broadcasters Descend On Capitol Hill.**

Inside Radio, March 6, 2024

https://www.insideradio.com/free/let-the-lobbying-begin-broadcasters-descend-on-capitol-hill/article_91f1d556-db8e-11ee-91db-3f1623fd997c.html

***Ad Buying Executive Says Programmatic Sales Help Connect Podcasts To Other Digital Channels.**

Inside Audio Marketing, March 5, 2024

<https://www.insideaudiomarketing.com/post/ad-buying-executive-says-programmatic-sales-help-connect-podcasts-to-other-digital-channels>

***Political Spend No Longer Keeping Pace With 2020 As Presidential Primary Season Fades.**

Inside Radio, March 5, 2024

[https://www.insideradio.com/free/political-spend-no-longer-keeping-pace-with-2020-as-presidential-primary-season-fades/article_7b287e66-dac0-11ee-b676-fba25150657d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 238](https://www.insideradio.com/free/political-spend-no-longer-keeping-pace-with-2020-as-presidential-primary-season-fades/article_7b287e66-dac0-11ee-b676-fba25150657d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20238)

What Radio Listeners Think About Stations Using AI

Jacobs Media Strategies (Fred Jacobs), March 5, 2024

<https://jacobsmedia.com/what-radio-listeners-think-about-stations-using-ai/>

ASCAP Tells Court It Should Get More Than What GMR Or SESAC Collect From Radio.

Inside Radio, March 4, 2024

https://www.insideradio.com/free/ascap-tells-court-it-should-get-more-than-what-gmr-or-sesac-collect-from-radio/article_2308c224-da00-11ee-aa2e-3764057e8a57.html

***Nothing Is Certain -- Except Death, Taxes AND Yearly Media Inflation**

MediaPost (Maarten Albarda), March 1, 2024

https://www.mediapost.com/publications/article/393997/nothing-is-certain-except-death-taxes-and-year.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133562&has_hid=13ziehw8S-6SGyiO6J0RFg

Just Because the FCC Can Regulate Broadcasting, Should It?

Broadcast Law Blog (David Oxenford), February 28, 2024

<https://www.broadcastlawblog.com/2024/02/articles/just-because-the-fcc-can-regulate-broadcasting-should-it/>

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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