

March 14, 2024

Hi All,

Are you ready to keep growing your superpowers? Then just keep reading and learning...

“If knowledge is a power, then learning is a superpower.”

— Jim Kwik, author and podcaster.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Why People Give You Money

Radio Ink (Loyd Ford), March 11, 2024

<https://radioink.com/2024/03/11/loyd-ford-why-people-give-you-money/>

A Prospecting System That Works

Radio Ink (Pat Bryson) March 11, 2024

<https://radioink.com/2024/03/11/pat-bryson-a-prospecting-system-that-works/>

2 Habits of Sellers Who Hit Sales Quotas

SalesFuel (Jessica Helinski), March 9, 2024

https://salesfuel.com/2-habits-of-sellers-who-hit-sales-quotas/?utm_source=SFW

Start Your Prospecting Calls With These Phrases

SalesFuel (Jessica Helinski), March 9, 2024

https://salesfuel.com/start-your-prospecting-calls-with-these-phrases/?utm_source=SFW

Edison’s “Share Of Ear” Q4 2023: Podcasts And AM/FM Radio Represent The Vast Majority Of Time On The U.S. Ad-Supported Audio Clock; Advertiser Perceptions Of Pandora And Spotify’s Audiences Far Exceed Reality

Westwood One/Cumulus Media (Pierre Bouvard), March 11, 2024

<https://www.westwoodone.com/blog/2024/03/11/edisons-share-of-ear-q4-2023-podcasts-and-am-fm-radio-represent-the-vast-majority-of-time-on-the-u-s-ad-supported-audio-clock-advertiser-perceptions-of-pandora-and-spotif/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Jacobs' Techsurvey Shows Radio Listeners' Interest In 2024 Election, And Party Affiliation.**

Inside Radio, March 13, 2024

https://www.insideradio.com/free/jacobs-techsurvey-shows-radio-listeners-interest-in-2024-election-and-party-affiliation/article_aea26952-e105-11ee-9483-5f04bff06ce5.html

***NRF: Consumer Spending Continues To Grow In February.**

Inside Radio, March 13, 2024

https://www.insideradio.com/free/nrf-consumer-spending-continues-to-grow-in-february/article_9b201572-e104-11ee-9cdd-2317678ce402.html

Who's On Your Board of Directors?

Radio Ink (Rick Fink), March 13, 2024

<https://radioink.com/2024/03/13/rick-fink-whos-on-your-board-of-directors/>

In The Connected Car, Radio Remains The Favored Audio Source

Radio Ink, March 12, 2024

<https://radioink.com/2024/03/12/in-the-connected-car-radio-remains-the-favored-audio-source/>

***Here's Where Consumers Get Info About Local Businesses**

marketing charts, March 12, 2024

https://www.marketingcharts.com/cross-media-and-traditional/local-and-small-biz-232363?mc_cid=fb9eb9f7f0&mc_eid=c106971821

***Resources for Consultants: Account List Management**

The Center For Sales Strategy (Susan McCullin), March 12, 2024

https://blog.thecenterforsalesstrategy.com/resources-for-consultants-account-list-management?utm_campaign=subscriber&utm_medium=email&_hsmt=297860586&_hsenc=p2ANqtz-8YtworwhFOsyr0qNVEU2Z0GihyKGX9w6mrq3Pk7tXITXKzke0gQKimUosD1cOJckK4uohTS_-Hx32Oq4yta3P3suQ&utm_content=297860586&utm_source=hs_email

***ZIPPING Through the Data**

Radio Ink (Marc Greenspan), March 11, 2024

<https://radioink.com/2024/03/11/marc-greenspan-zipping-through-the-data/>

***Research: In-Car Radio App And Voice Users Show Higher Engagement With Advertising.**

Inside Radio, March 11, 2024

https://www.insideradio.com/free/research-in-car-radio-app-and-voice-users-show-higher-engagement-with-advertising/article_af2c2b30-dfe9-11ee-a3c5-cf913387e3f1.html

High-Quality Video Content Offers Best Ad Experience

MediaPost (Robert Williams), March 11, 2024

(Note - Radio performs well too)

https://www.mediapost.com/publications/article/394269/high-quality-video-content-offers-best-ad-experien.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133608&hashid=o5sexdpQRQeeqa1Ux78qbw

Biden & Trump Pour Big Money Into AM/FM As Radio Proves Vital

Radio Ink, March 11, 2024

https://radioink.com/2024/03/11/biden-trump-pour-big-money-into-am-fm-as-radio-proves-vital/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20241

Want To Get The Most Out Of Your Audio Ad? You'll Need Music

Radio Ink, March 8, 2024

<https://radioink.com/2024/03/08/want-to-get-the-most-out-of-your-audio-ad-youll-need-music/>

***Media Consumption Shifts Influence Voters' Receptivity To Political Ads, Study Finds**

MediaPost (Laurie Sullivan), March 8, 2024

(Note the finding about Podcasts and Radio in the next to last paragraph of this article)

https://www.mediapost.com/publications/article/394224/media-consumption-shifts-influence-voters-recepti.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133607&hashid=0GmwUb-VQzGl9svJRwTNRa

Trump PAC Turns To Radio With Ads Targeting Black Voters.

Inside Radio, Mar 7, 2024

https://www.insideradio.com/free/trump-pac-turns-to-radio-with-ads-targeting-black-voters/article_fd581354-dc66-11ee-bbdc-0b60e91dda32.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20239

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Economic Pulse: BIA's Monthly Quick Take for March 2024

Bia Advisory Services (Nicole Ovadia, VP, Forecasting BIA), March 13, 2024

http://blog.biakelsey.com/index.php/2024/03/13/economic-pulse-bias-monthly-quick-take-for-march-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

BIA Updates U.S. Local Advertising Estimate for 2024 to \$172 Billion; Indicating 9.3 Percent Growth from Prior Year

BIA Advisory Services, March 13, 2024

https://www.bia.com/bia-updates-u-s-local-advertising-estimate-for-2024-to-172-billion-indicating-9-3-percent-growth-from-prior-year/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

Nurturing a Positive Sales Leader-Salesperson Dynamic

The Center For Sales Strategy (Tirzah Thornburg), March 13, 2024

https://blog.thecenterforsalesstrategy.com/nurturing-a-positive-sales-leader-salesperson-dynamic?utm_campaign=subscriber&utm_medium=email&_hsmt=298040357&_hsenc=p2ANqtz-lyk_gteMsxMffwhZ7RrMW-JAbcRHfXtAUVx5mothmayVcp8_RoNUqr9LUhPnWHiFUsSRhNxyIzvcNTTDBin_HksUSZQ&utm_content=298040357&utm_source=hs_email

Deep Sales Wins Today. Here Are 3 Ways Sales Managers Can Instill It into Their Teams.

LinkedIn Sales Blog (Lisa Earle McLeod), March 12, 2024

<https://www.linkedin.com/business/sales/blog/strategy/sales-managers-role-in-driving-deep-sales-culture>

Lessons From The Pandemic

Radio Ink (Mike McVay), March 12, 2024

<https://radioink.com/2024/03/12/mike-mcvay-lessons-from-the-pandemic/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

A Blueprint For Radio

Jacobs Media Strategies (Paul Jacobs), March 12, 2024

[https://jacobsmedia.com/a-blueprint-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 242](https://jacobsmedia.com/a-blueprint-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20242)

A Blueprint For Radio, Part 2 (The Fine Print)

Jacobs Media Strategies (Paul Jacobs), March 13, 2024

[https://jacobsmedia.com/a-blueprint-for-radio-part-2-the-fine-print/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 243](https://jacobsmedia.com/a-blueprint-for-radio-part-2-the-fine-print/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20243)

***House passes bill that could ban TikTok in U.S.**

Chain Store Age (Dan Berthiaume), March 13, 2024

<https://chainstoreage.com/house-passes-bill-could-ban-tiktok-us>

***How Do US Adults Use TikTok?**

marketing charts, March 13, 2024

https://www.marketingcharts.com/digital/social-media-232474?mc_cid=fb9eb9f7f0&mc_eid=c106971821

FCC Requests 14.8% Increase in Regulatory Fee Authority

TVTech (George Winslow), March 12, 2024

[https://www.tvtechnology.com/news/fcc-requests-148-increase-in-regulatory-fee-authority?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 243](https://www.tvtechnology.com/news/fcc-requests-148-increase-in-regulatory-fee-authority?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20243)

Milestone Reached In Fight Against Radio Royalty As House Majority Now Opposes Law Change.

Inside Radio, March 12, 2024

[https://www.insideradio.com/free/milestone-reached-in-fight-against-radio-royalty-as-house-majority-now-opposes-law-change/article_5c0c3db8-e07b-11ee-9be5-43026381375f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 242](https://www.insideradio.com/free/milestone-reached-in-fight-against-radio-royalty-as-house-majority-now-opposes-law-change/article_5c0c3db8-e07b-11ee-9be5-43026381375f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20242)

***Radio Companies Partner with Local News Sites to Fill News Gap, Generate Revenue.**

Inside Radio (Borrell), Mar 12, 2024

https://www.insideradio.com/free/with-local-news-sites-these-radio-companies-are-helping-fill-news-void-and-turning-a/article_dbdcb0f2-e03c-11ee-a18f-3f7832b3ba64.html

***At Borrell Miami, Media and Advertisers Face the Future ‘Full Tilt.’**

Inside Audio Marketing, March 11, 2024

<https://www.insideaudiomarketing.com/post/at-borrell-miami-media-and-advertisers-face-the-future-full-tilt>

***National Linear TV Ad Market Fell 7% In Q4 2023**

Media Post (Joe Mandese), March 11, 2024

https://www.mediapost.com/publications/article/394264/national-linear-tv-ad-market-fell-7-in-q4-2023.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133607&has_hid=0GmwUb-VQzGI9svJRwTNRa

Radio’s Impact: Championing Children’s Health and Building Transformative Business Partnerships

RAB Radio Matters Blog (Fleur Voruz), March 12, 2024 Hospitals

https://radiomatters.org/index.php/2024/03/12/radios-impact-championing-childrens-health-and-building-transformative-business-partnerships/?utm_source=Radio%20Matters%20Blog&utm_campaign=fd1643d13f-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-fd1643d13f-582899012

FCC Proposal Targeting Programming Leases Faces Familiar Doubts From Broadcasters.

Inside Radio, March 11, 2024

https://www.insideradio.com/free/fcc-proposal-targeting-programming-leases-faces-familiar-doubts-from-broadcasters/article_46f696a0-df75-11ee-b354-43589a9e74bc.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily_241

How Bad Can It Get For Radio?

Jacobs Media Strategies (Fred Jacobs), March 8, 2024

https://jacobsmedia.com/how-bad-can-it-get-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily_240

Price Brothers Introduce AI Voice-Cloning For Host-Read Ads

Radio Ink, March 7, 2024

<https://radioink.com/2024/03/07/price-brothers-introduce-ai-voice-cloning-for-host-read-ads/>

‘AM Radio For Every Vehicle’ Bill Hits Key Co-Sponsor Number

Radio + Television Business Report (Adam Jacobson), March 7, 2024

https://rbr.com/am-radio-for-every-vehicle-030724/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily_239

Nielsen PPM Audience Monthly Trends

The January Full Month PPM audience trends are posted below. The trends for February Full Month will be released on March 18th for Los Angeles and Riverside/San Bernardino and March 19 for San Diego. We will post them here for you next week.

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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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031