

March 20, 2024

Hi All,

Time again for your Midweek Resource Roundup that is chock full of great material, articles and resources that have the content to help you learn and improve your skills...if you choose to...

"The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice."

-- Brian Herbert

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Sales Research Really Matters. Here Are 3 Tips for Being Great At It.

LinkedIn Sales Blog (Paul Petrone), March 19, 2024

<https://www.linkedin.com/business/sales/blog/b2b-sales/how-to-do-sales-research-tactics-from-great-sellers-what-to-look-for>

Become An Advertiser's Asset: 11 Keys To Active Listening

Radio Ink (Loyd Ford), March 18, 2024

https://radioink.com/2024/03/18/become-an-advertisers-asset-11-keys-to-active-listening/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_246

The Clients' Bill of Rights

Radio Ink (Rick Fink), March 18, 2024

<https://radioink.com/2024/03/18/rick-fink-the-clients-bill-of-rights/>

5 Ways To Be The Best Seller In Your Market

Radio Ink (Pat Bryson) March 18, 2024

<https://radioink.com/2024/03/18/5-ways-to-be-the-best-seller-in-your-market/>

Buyers Are Changing; Here Is How Sellers Should Respond

SalesFuel (Jessica Helinski), March 16, 2024

https://salesfuel.com/buyers-are-changing-here-is-how-sellers-should-respond/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Make Sure Your Client Knows Their Own Worth**

Radio Ink (Chris Stonick), March 20, 2024

https://radioink.com/2024/03/20/chris-stonick-make-sure-your-client-knows-their-own-worth/?vgo_ee=rJrfJaepRvY4T6gdZBQ6ijmF4Z0e19MFaBc3ig0leENWgI3jAEF8%3AGMxsBjB9QDCZ2De98ZeV69I BzIRvRTM8

What Do Consumers Want from Brands on Social Media?

marketing charts, March 20, 2024

https://www.marketingcharts.com/digital/social-media-232558?mc_cid=149962f7c9&mc_eid=c106971821

***Marketers Show Marked Confidence In AM/FM Advertising**

Radio Ink, March 19, 2024

https://radioink.com/2024/03/19/marketers-show-marked-confidence-in-am-fm-advertising/?vgo_ee=x03uC3tUL4R1zecvQa%2FGROCYOAqqftsezEGrOWy%2FMKzH9SYVdtNe%3AfpMvgY%2BKYuHBPxbJj883mgD3tMRY%2FvjA

Pace Of Political Ad Spend Slips Behind 2020, But Senate Races Are Starting To Heat Up.

Inside Radio, March 19, 2024

https://www.insideradio.com/free/pace-of-political-ad-spend-slips-behind-2020-but-senate-races-are-starting-to-heat/article_2994c9e6-e5b6-11ee-8463-4f5f129cfe85.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_247

Top 15 Podcast Advertisers Spent Nearly \$50M During Feb.

Inside Audio Marketing (Magellan AI), March 19, 2024

<https://www.insideaudiomarketing.com/post/top-15-podcast-advertisers-spent-nearly-50m-during-feb>

Why AM/FM Radio And Quick Service Restaurants Are Made For Each Other

Westwood One/Cumulus Media (Pierre Bouvard), March 18, 2024

<https://www.westwoodone.com/blog/2024/03/18/why-am-fm-radio-and-quick-service-restaurants-are-made-for-each-other/>

***11 Social Media Trends Marketers Should Watch in 2024 [New Data]**

HubSpot (Martina Bretous), March 18, 2024

https://blog.hubspot.com/marketing/social-media-predictions-2017?hubs_content=www.hubspot.com%252F&hubs_content-cta=hsg-nav_box-link

ATTACHMENT: [HubSpot – 2024 State of Marketing](#)

2 Easy Steps to Nurture Your Well-Being In Sales

SalesFuel (Jessica Helinski), March 16, 2024

https://salesfuel.com/2-easy-steps-to-nurture-your-well-being-in-sales/?utm_source=SFW

***How to Increase the Influence of B2B Marketing: The Content Value Equation**

Customer Think (Ardath Albee), March 15, 2024

<https://customerthink.com/how-to-increase-the-influence-of-b2b-marketing-the-content-value-equation/>

MusicWatch: AM/FM Made Impressive Gain In 2023 Driven By Auto

Radio Ink, March 15, 2024

<https://radioink.com/2024/03/15/musicwatch-am-fm-made-impressive-gain-in-2023-driven-by-auto/>

Easter spending on track to reach \$22.4 billion

Chain Store Age (Marianne Wilson & NRF), March 15, 2024

<https://chainstoreage.com/easter-spending-track-reach-224-billion>

Jacobs Media Releases Radio's Road Map for Political Marketers

Jacobs Media, March 13, 2024

https://jacobsmedia.com/jacobs-media-releases-radios-road-map-for-political-marketers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_245

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

TOP FIVE SELECTED ARTICLES/RESOURCES

You Can't Coach from the Locker Room: 5 Ways to Boost Sales Productivity in the Field

The Center For Sales Strategy (Trey Morris), March 19, 2024

https://blog.thecenterforsalesstrategy.com/maximize-in-field-days-with-these-sales-coaching-tips?utm_medium=email&_hsmt=298884278&_hsenc=p2ANqtz--cqg4UhFXMsroj6jgH82ClfvTQHflgxS4ql6tB8ScwQFzaG7GMBh6bm8GVaYefPC-xAp7R6Knl_XMnTKgZmmrooBktTw&utm_content=298884278&utm_source=hs_email

Perspective: How To Reduce Attrition Among Your Cluster's Key Accounts.

Inside Radio (Creative Resources Group) March 18, 2024

https://www.insideradio.com/free/how-to-reduce-attrition-among-your-cluster-s-key-accounts/article_1feb5ba8-e502-11ee-841c-13a708d9fe1a.html

Gen AI Will Impact Media And Advertising In Multiple Ways, Experts Say.

Inside Audio Marketing, March 18, 2024

<https://www.insideaudiomarketing.com/post/gen-ai-will-impact-media-and-advertising-in-multiple-ways-experts-say>

BIA Lowers Forecast for 2024 Local Ad Revenue To \$172 Billion

Broadcasting & Cable (Jon Lafayette) March 13, 2024

https://www.nexttv.com/news/bia-lowers-forecast-for-2024-local-ad-revenue-to-dollar172-billion?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_244

Leading Local Insights

Decoding the \$172 Billion Puzzle of Local Ad Spending in 2024

BIA Advisory Services, March 14, 2024

(Note - this is a 13 minute podcast)

https://www.buzzsprout.com/1663015/14689768-decoding-the-172-billion-puzzle-of-local-ad-spending-in-2024?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_248

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Guard Yourself Before Moving Forward When Accepting or Engaging in Advertising or Promotions that Use FINAL FOUR or Other NCAA Trademarks: 2024 Update – Part I**

Broadcast Law Blog (Mitchell Stabbe) March 19, 2024

<https://www.broadcastlawblog.com/2024/03/articles/guard-yourself-before-moving-forward-when-accepting-or-engaging-in-advertising-or-promotions-that-use-final-four-or-other-ncaa-trademarks-2024-update-part-i/>

***Guard Yourself Before Moving Forward When Accepting or Engaging in Advertising or Promotions that Use FINAL FOUR or Other NCAA Trademarks: 2024 Update – Part II**

Broadcast Law Blog (Mitchell Stabbe) March 20, 2024

<https://www.broadcastlawblog.com/2024/03/articles/guard-yourself-before-moving-forward-when-accepting-or-engaging-in-advertising-or-promotions-that-use-final-four-or-other-ncaa-trademarks-2024-update-part-ii/>

Radio's Election Dilemma

Radio Ink (Randy Lane), March 20, 2024

https://radioink.com/2024/03/20/randy-lane-radios-election-dilemma/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20248

Innovative Recruitment Strategies: Thinking Beyond Traditional Approaches

The Center For Sales Strategies (Mindy Murphy), March 20, 2024

https://blog.thecenterforsalesstrategy.com/innovative-recruitment-strategies?utm_campaign=subscriber&utm_medium=email&_hsmi=299053707&_hsenc=p2ANqtz-8lvFLxKCM4rqh4tx_QNRnFQ8lkADm9wNpvo4LrScfv4A4WiXcguStqr1uccla3r5ePyZ6IN05FZGvaUd-D_hBoPIXwg&utm_content=299053707&utm_source=hs_email

***NAB Launches 2024 Election Toolkit for Broadcasters**

RBR-TVBR, March 19, 2024

https://rbr.com/nab-launches-2024-election-toolkit-for-broadcasters/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20248

Analyst Calls 2024 The Year Linear TV Advertising Officially Broke

Broadcasting & Cable (Jon Lafayette) March 19, 2024

https://www.nexttv.com/news/analyst-calls-2024-the-year-linear-tv-advertising-officially-broke?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20247

Veritonic Teams With Adjust For Mobile Device Measurement

Radio Ink, March 19, 2024

<https://radioink.com/2024/03/19/veritonic-teams-with-adjust-for-mobile-device-measurement/>

***Here's How One Radio Company Is Cashing In During A Breakout Year For OTT.**

Inside Radio, March 15, 2024

https://www.insideradio.com/free/here-s-how-one-radio-company-is-cashing-in-during-a-breakout-year-for-ott/article_e71b4b16-e29b-11ee-bea8-7b38799bf9e8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_245

Strategies for Cultivating Open Communication and Feedback

The Center For Sales Strategies (Stephanie Stoll), March 18, 2024

https://blog.thecenterforsalesstrategy.com/strategies-for-cultivating-feedback?utm_campaign=subscriber&utm_medium=email&_hsmi=298687000&_hsenc=p2ANqtz-90aofYger1K_HE3raoHgGOEl6KbXNHfNOD5cSzcr6NcZ0EZ97zfmCXyepCfJcO4_67fDup0fgSGw9KMgYtxFVSiNxJwQ&utm_content=298687000&utm_source=hs_email

OOH Will See Record Political Ad Spending in 2024

STREETFIGHT (Kathleen Sampe) March 18, 2024

https://streetfightmag.com/2024/03/18/ooH-will-see-record-political-ad-spending-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_247

***Digital Profit Margins Are Rising At Radio.**

Inside Radio (Borrell), March 14, 2024

https://www.insideradio.com/free/digital-profit-margins-are-rising-at-radio/article_332caab2-e1d5-11ee-ab85-439465c15f44.html

Broadcasters Predict Small Results And Big Headaches From FCC Plan To Reward Local Stations.

Inside Radio, March 14, 2024

https://www.insideradio.com/free/broadcasters-predict-small-results-and-big-headaches-from-fcc-plan-to-reward-local-stations/article_0f92bb1e-e1d5-11ee-b04b-5bfbd4fed28.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_244

***With U.S. Prices Rising At Less Than Half The Rate Of The Rest Of The World, How Will It Impact Budgets?**

MediaPost (Joe Mandese), March 4, 2024

https://www.mediapost.com/publications/article/394045/with-us-prices-rising-at-less-than-half-the-rate.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133694&has_hid=GWJ6GPI1TLWXEk8Yy-UdXA

Nielsen PPM Audience Monthly Trends

The February 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
Feb Monthly - 524,200

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

Feb Monthly - 9,528,300

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

Feb Monthly - 83,800

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
Feb Monthly - 1,758,900

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
Feb Monthly - 96,300

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

Feb Monthly - 2,243,400

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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031