

March 27, 2024

Hi All,

It is time for your weekly installment of information, pertinent articles and essential research that you can quickly turn into action to achieve your goals...

“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

— Jack Welch

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Using The Consumer Journey to Sell Solutions

The Center For Sales Strategy (Alina McComas), March 26, 2024

https://blog.thecenterforsalesstrategy.com/using-the-consumer-journey-to-sell-solutions?utm_medium=email&hsmi=299944386&hsenc=p2ANqtz--ZevDnGRP1f2NCG0RhDkdQNDECVR2TONW6nU0IRREKejl4HZeL5gR78a5TiLunY0MeLV0bVtGwSDTXj57pahdqvMt5w&utm_content=299944386&utm_source=hs_email

The Hollywood Way To Higher Sales

Radio Ink (Loyd Ford), March 25, 2024

<https://radioink.com/2024/03/25/loyd-ford-the-hollywood-way-to-higher-sales/>

It’s Time To Put The Needs Back In Your CNAs

Radio Ink (Pat Bryson), March 25, 2024

<https://radioink.com/2024/03/25/pat-bryson-its-time-to-put-the-needs-back-in-your-cnas/>

Top Performers Use These Sales Research Techniques

SalesFuel (Jessica Helinski), March 23, 2024

https://salesfuel.com/top-performers-use-these-sales-research-techniques/?utm_source=SFW

How to Excel at Delivering the Right Client Experience

SaleFuel (Tim Londergan), March 23, 2024

https://salesfuel.com/how-to-excel-at-delivering-the-right-client-experience/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Is Radio the Ultimate Sidekick? CRA Study Says Yes.**

Inside Audio Marketing, March 27, 2024

<https://www.insideaudiomarketing.com/post/is-radio-the-ultimate-sidekick-cra-study-says-yes>

Paid Social Ads Work Across the Funnel, Consumers Say

marketing charts, March 27, 2024

https://www.marketingcharts.com/digital/social-media-232564?mc_cid=053e068c03&mc_eid=c106971821

***HOW CROSS-PLATFORM AUDIO DELIVERS FOR ADVERTISERS**

Ad Age (Paul Suchman/Audacy), March 26, 2024

<https://adage.com/article/media/how-cross-platform-audio-delivers-advertisers/2548361>

***Radio is the Perfect Partner**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), March 26, 2024

https://radiomatters.org/index.php/2024/03/26/radio-is-the-perfect-partner/?utm_source=Radio%20Matters%20Blog&utm_campaign=52adbf2d31-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-52adbf2d31-582899012

***Multithreading in Sales: Why It Matters and How to Do It Well**

LinkedIn Sales Blog (Paul Petrone), March 26, 2024

<https://www.linkedin.com/business/sales/blog/modern-selling/how-to-multithread-in-sales>

Tax Prep, Wireless, And Automotive Among Top Ad categories At Radio.

Inside Radio, March 26, 2024

https://www.insideradio.com/free/tax-prep-wireless-and-automotive-among-top-ad-categories-at-radio/article_aee81434-eb3a-11ee-9d46-cf0530b4b066.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_252

***Renewal Realities: Navigating the Challenges of Client Retention**

The Center For Sales Strategy (Susan McCullin), March 25, 2024

https://blog.thecenterforsalesstrategy.com/navigating-the-challenges-of-client-retention?utm_campaign=subscriber&utm_medium=email&hsmi=299692137&hsenc=p2ANqtz-91iV4IbUDWYfv5eu-LBKaWiJ1jOplg9IJQNNbbbH3PqZ1H_ma8hTs4xP8WQcntSCJO1a9yic1iozUDhJJDj16AfGRySQ&utm_content=299692137&utm_source=hs_email

***Mediaprobe Neuro Study Smashes The “Sight, Sound, And Motion” Myth: AM/FM Radio Advertising Is +12% More Engaging Than TV Ads**

Westwood One/Cumulus Media (Pierre Bouvard), March 25, 2024

<https://www.westwoodone.com/blog/2024/03/25/mediaprobe-neuro-study-smashes-the-sight-sound-and-motion-myth-am-fm-radio-advertising-is-12-more-engaging-than-tv-ads/>

***How to Sell a Streaming Audio and Radio Spot Campaign**

Aspire by Marketron, March 25, 2024

<https://aspire.marketron.com/how-to-sell-a-streaming-audio-and-radio-spot-campaign/>

***Radio Keeps the Top Spot**

Radio Ink (Marc Greenspan), March 25, 2024

[https://radioink.com/2024/03/25/marc-greenspan-radio-keeps-the-top-spot/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 251](https://radioink.com/2024/03/25/marc-greenspan-radio-keeps-the-top-spot/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20251)

How Hispanic Americans Get Their News Depends On Birthplace, Says Pew Report.

Inside Radio (Pew Research), March 25, 2024

https://www.insideradio.com/free/how-hispanic-americans-get-their-news-depends-on-birthplace-says-pew-report/article_bdc7c5ba-ea74-11ee-be05-8fccb64129aa.html

***These Stakeholders Can Sabotage Your Sale**

SalesFuel (Jessica Helinski), March 23, 2024

https://salesfuel.com/these-stakeholders-can-sabotage-your-sale/?utm_source=SFW

Subject Line Tweaks Can Boost Performance, Say Email Marketers

marketing charts, March 21, 2024

https://www.marketingcharts.com/digital/email-online-and-mobile-232417?mc_cid=e68dc16205&mc_eid=c106971821

***Putting The Creativity Back In Radio Commercials, On A Shoestring Budget.**

Inside Radio, March 21, 2024

[https://www.insideradio.com/free/putting-the-creativity-back-in-radio-commercials-on-a-shoestring-budget/article_18c9ffd8-e74f-11ee-b8e0-ef446a171e4b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 249](https://www.insideradio.com/free/putting-the-creativity-back-in-radio-commercials-on-a-shoestring-budget/article_18c9ffd8-e74f-11ee-b8e0-ef446a171e4b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20249)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Ad Buyers Growing Uneasy About First-Party CPM Premiums Tacked On To Digital Ads.

Inside Audio Marketing, March 26, 2024

<https://www.insideaudiomarketing.com/post/ad-buyers-growing-uneasy-about-first-party-cpm-premiums-tacked-on-to-digital-ads>

Wieser Revises '24 Upward, Again

MediaPost (Joe Mandese), March 25, 2024

<https://www.mediapost.com/publications/article/394672/wieser-revises-24-upward-again.html>

As Radio Buys In, Podcasting Could Be \$43B Industry By 2032

Radio Ink, March 25, 2024

<https://radioink.com/2024/03/25/as-radio-buys-in-podcasting-could-be-43b-industry-by-2032/>

Podcast Reach Grows, but Audience Profile Remains Largely the Same

marketing charts, March 22, 2024

https://www.marketingcharts.com/industries/media-and-entertainment-232403?mc_cid=e68dc16205&mc_eid=c106971821

2024 U.S. Political Ad Spend To Grow 16% Vs. 2020: Analys

Media Post (Wayne Friedman), March 21, 2024

https://www.mediapost.com/publications/article/394596/2024-us-political-ad-spend-to-grow-16-vs-2020.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_250

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Global Marketing & Advertising Spending Set for Renewed Growth This Year**

marketing charts March 27, 2024

https://www.marketingcharts.com/business-of-marketing/marketing-budgets-232576?mc_cid=053e068c03&mc_eid=c106971821

More Radio Groups Join Legal Fight Over FCC's Recent Media Ownership Decision.

Inside Radio, March 27, 2024

[https://www.insideradio.com/free/more-radio-groups-join-legal-fight-over-fcc-s-recent-media-ownership-decision/article_5f879b78-ec0a-11ee-9deb-d33e60008d93.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 253](https://www.insideradio.com/free/more-radio-groups-join-legal-fight-over-fcc-s-recent-media-ownership-decision/article_5f879b78-ec0a-11ee-9deb-d33e60008d93.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20253)

FCC Still Reviewing Plan to Expand Broadcasters' Obligations to Obtain Certifications from All Program Buyers on their Connection to Foreign Governments – What is Being Proposed?

Broadcast Law Blog (David Oxenford), March 26, 2024

[https://www.broadcastlawblog.com/2024/03/articles/fcc-still-reviewing-plan-to-expand-broadcasters-obligations-to-obtain-certifications-from-all-program-buyers-on-their-connection-to-foreign-governments-what-is-being-proposed/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 253](https://www.broadcastlawblog.com/2024/03/articles/fcc-still-reviewing-plan-to-expand-broadcasters-obligations-to-obtain-certifications-from-all-program-buyers-on-their-connection-to-foreign-governments-what-is-being-proposed/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20253)

***Radio, This Is Us**

Jacobs Media Strategies (Fred Jacobs), March 25, 2024

<https://jacobsmedia.com/radio-this-is-us/>

***Radio, This Is Us, Part 2**

Jacobs Media Strategies (Fred Jacobs), March 26, 2024

<https://jacobsmedia.com/radio-this-is-us-part-2/>

***Audire Enters U.S. Market With Audio Ad Personalization Engine.**

Inside Radio, March 26, 2024

https://www.insideradio.com/free/audire-enters-u-s-market-with-audio-ad-personalization-engine/article_2324a016-eb3a-11ee-ae0d-87d5c019a844.html

A Different Approach To Marketing Radio

Radio Ink (Mike McVay), March 26, 2024

[https://radioink.com/2024/03/26/mike-mcvay-a-different-approach-to-marketing-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 252](https://radioink.com/2024/03/26/mike-mcvay-a-different-approach-to-marketing-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20252)

Are You The Reinvigoration Station?

Radio Ink (Buzz Knight), March 26, 2024

[https://radioink.com/2024/03/26/are-you-the-reinvigoration-station/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 252](https://radioink.com/2024/03/26/are-you-the-reinvigoration-station/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20252)

FCC's EEO Audits Begin

RBR-TVBR, March 22, 2024

[https://rbr.com/fccs-eeo-audits-begin279130-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 251](https://rbr.com/fccs-eeo-audits-begin279130-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20251)

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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