

April 3, 2024

Hi All,

First Quarter is now in the books and we move into Q2 and Springtime. We hope that the first little green shoots of growth that popped up in Q1 will continue to grow. The year may still be young but we continue our constant learning because we are in this for the long run...

“Over the long run, superior performance depends on superior learning.”

— Peter Senge, founding chair Society of Organizational Learning,

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How to Apologize to A Client In Sales

SalesFuel (Jessica Helinski), March 30, 2024

https://salesfuel.com/how-to-apologize-to-a-client-in-sales/?utm_source=SFW

Sales Skills List: How to Create Impactful Emails

SalesFuel (Tim Londergan), March 30, 2024

https://salesfuel.com/sales-skills-list-how-to-create-impactful-emails/?utm_source=SFW

Voicemail Techniques Sellers Should Use

SalesFuel (Jessica Helinski), March 30, 2024

https://salesfuel.com/voicemail-techniques-sellers-should-use/?utm_source=SFW

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_medium=email&_hsenc=p2ANqtz-9MRHf34odwCYMipKdQSnev5ITsQGFw6k--CpCUYBcKqKXpaLxAX1r4pXVpflCFurCXSCB67t6n_3VHFJCZVyiUKs-pEQ&_hsmi=300421373&utm_content=300421373&utm_source=hs_email

10 Techniques To Enhance Charisma, Likability And Success

Forbes (Jack Kelly), March 9, 2024

ATTACHMENT: [10 Techniques To Enhance Charisma, Likability and Success](#)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Marketron ROI Calculator Gets 2024 Update For Radio Sellers

Radio Ink, April 3, 2024

<https://radioink.com/2024/04/03/marketron-roi-calculator-gets-2024-update-for-radio-sellers/>

Sell Like You Don't Know

Radio Ink (Chris Stonick), April 3, 2024

<https://radioink.com/2024/04/03/chris-stonick-sell-like-you-dont-know/>

Radio's Strength in Fitness

RAB Radio Matters Blog (Nick Arias, Research & Insights), April 2, 2024

Assistanthttps://www.radiomatters.org/index.php/2024/04/02/radios-strength-in-fitness/?utm_source=Radio%20Matters%20Blog&utm_campaign=55c14a552d-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-55c14a552d-582899012

As Tax Day Nears, Tax Prep Services Pile Up Radio Spots.

Inside Radio (Media Matters), April 2, 2024

<https://www.insideaudiomarketing.com/post/as-tax-day-nears-tax-prep-services-pile-up-radio-spots>

Break In Case Of Sales Emergency

Radio Ink (Loyd Ford), April 1, 2024

<https://radioink.com/2024/04/01/break-in-case-of-sales-emergency/>

Audio: The Pathway to the Human Mind

Radio Ink (Pat Bryson), April 1, 2024

<https://radioink.com/2024/04/01/pat-bryson-audio-the-pathway-to-the-human-mind/>

Over 100 Million Americans Listen To A Podcast Each Week, Survey Shows

Forbes (Brad Adgate), April 2, 2024

https://www.forbes.com/sites/bradadgate/2024/04/02/over-100-million-americans-listen-to-a-podcast-each-week/?sh=77c5b1b83d4d&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20257

Infinite Dial: 2024 Was 'A Year Of Change For Social Media.'

Inside Radio, April 1, 2024

https://www.insideradio.com/free/infinite-dial-2024-was-a-year-of-change-for-social-media/article_b38d6d56-eff7-11ee-b504-d768db45b1d7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20256

CredTalk: How to Prepare for Meeting a High-Dollar Prospect

SalesFuel, March 30, 2024

(Note, this is a 90 second video interview)

https://vimeo.com/922561897?utm_source=SFW

April Regulatory Dates for Broadcasters – EEO Reports, Quarterly Issues/Programs Lists, LUC Windows, Rulemaking Comments, and More

Broadcast Law Blog (David Oxenford & Keenan Adamchak), March 27, 2024

https://www.broadcastlawblog.com/2024/03/articles/april-regulatory-dates-for-broadcasters-eeo-reports-quarterly-issues-programs-lists-luc-windows-rulemaking-comments-and-more/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_256

Share of Time Spent Listening to Radio Sources In-Car

Edison Research, March 27, 2024

https://www.edisonresearch.com/share-of-time-spent-listening-to-radio-sources-in-car/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_254

HOW CROSS-PLATFORM AUDIO DELIVERS FOR ADVERTISERS

AdAge (Paul Suchman), March 26, 2024.

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

Creating Text Is Top Way For Marketers To Use Artificial Intelligence

MediaPost (Robert Williams), March 25, 2024

https://www.mediapost.com/publications/article/394681/creating-text-is-top-way-for-marketers-to-use-arti.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133817&has_hid=o5sexdpQRQeeqa1Ux78qbw

Why You're Selling Drills, Not Holes: B2B Sales Insights

The Sales Blog (Anthony Iannarino), March 22, 2024

https://www.thesalesblog.com/blog/why-youre-selling-drills-not-holes-b2b-sales-insights?utm_medium=email&hsenc=p2ANqtz-AZTgEK6zSgsT4wBH-JhNxHHCvHfOQu-cOq0WESHoo8RHnkj85QOviHMnn1WZXZvuHCdOKM1esiv9IO00sez8AYUQ4Hw&hsmi=300421373&utm_content=300421373&utm_source=hs_email

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

TOP FIVE SELECTED ARTICLES/RESOURCES

FCC Unanimously Approves ‘ZoneCasting’ NPRM

Radio+Television Business Report (Adam Jacobson), April 2, 2024

[https://rbr.com/fcc-unanimously-approves-zonecasting-nprm/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 258](https://rbr.com/fcc-unanimously-approves-zonecasting-nprm/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20258)

Television Is Imploding; Why Radio Won’t Anytime Soon

Jacobs Media Strategies (Fred Jacobs), April 2, 2024

[https://jacobsmedia.com/television-is-imploding-why-radio-wont-anytime-soon/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 257](https://jacobsmedia.com/television-is-imploding-why-radio-wont-anytime-soon/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20257)

Stronger Economy Leads Magna To Raise Ad Outlook; Digital Audio Growing Faster Than Broadcast.

Inside Audio Marketing, March 29, 2024

<https://www.insideaudiomarketing.com/post/stronger-economy-leads-magna-to-raise-ad-outlook-digital-audio-growing-faster-than-broadcast>

Infinite Dial: Podcast and Streaming Audio Trends Surge in 2024

Radio Ink, March 28, 2024

[https://radioink.com/2024/03/28/infinite-dial-podcast-and-streaming-audio-trends-surge-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 255](https://radioink.com/2024/03/28/infinite-dial-podcast-and-streaming-audio-trends-surge-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20255)

Q1 2024 – Not So Random Numbers

Jacobs Media Strategies (Fred Jacobs), March 29, 2024

[https://jacobsmedia.com/q1-2024-not-so-random-numbers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 255](https://jacobsmedia.com/q1-2024-not-so-random-numbers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20255)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Prices Are Up For Political TV Ads. That's A Good Sign For Radio.

Inside Radio, April 3, 2024

https://www.insideradio.com/free/prices-are-up-for-political-tv-ads-that-s-a-good-sign-for-radio/article_e3c0ad04-f186-11ee-9c92-775c7947a5d1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_258

Digital Media Remain Popular Amid Loss Of Identifiers

MediaPost (Robert Williams), April 2, 2024

https://www.mediapost.com/publications/article/394911/digital-media-remain-popular-amid-loss-of-identifi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=133848&hashid=o5sexdpQRQeeqa1Ux78qbw

Techsurvey Finds Core Listeners Opposed to AI Voices “Even Gen Zs are leery of AI and want humans behind the mic”

RadioWorld (Nick Langan), April 2, 2024

https://www.radioworld.com/tech-and-gear/techsurvey-finds-core-listeners-opposed-to-ai-voices?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=554A8469-BD65-4D84-87C8-F247C3E49CBA&utm_source=SmartBrief

Five Automakers Band Together For Anti-AM Radio Lobbying

Radio Ink, April 1, 2024

https://radioink.com/2024/04/01/five-automakers-band-together-for-anti-am-radio-lobbying/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_256

This Year Marks Near-Total ‘Triumph’ Of The Smart Device.

Inside Radio, March 29, 2024

https://www.insideradio.com/free/this-year-marks-near-total-triumph-of-the-smart-device/article_3d9f6352-ed9e-11ee-935b-3bf21f7ec445.html

Combined TV, Streaming Ad Spend Projected To Decline 2%

MediaPost (Wayne Friedman), March 29, 2024

https://www.mediapost.com/publications/article/394825/combined-tv-streaming-ad-spend-projected-to-decli.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133815&hashid=0GmwUb-VQzGI9svJRwTNRa

Run Your Business Like A Jungle: Tips For Leaders Looking To Drive Their Company's Future

Forbes (Jane Hanson), March 28, 2024

ATTACHMENT: [Run Your Business Like A Jungle](#)

Six Questions For Jim Peck, CEO, NielsenIQ (NIQ)

Forbes (Brad Adgate), March 28, 2024

https://www.forbes.com/sites/bradadgate/2024/03/28/six-questions-for-jim-peck-ceo-of-niq-formerly-nielseniq/?sh=7b70b6974b98&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_254

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

Ten Principles to Keep Our Anger in Check

Leadership Blog, March 26, 2024

https://www.leadershipnow.com/leadingblog/2024/03/ten_principles_to_keep_our_ang.html

Nielsen PPM Audience Monthly Trends

Nielsen has done their annual update on market populations and I have updated those numbers for each market below.

In Los Angeles we had a net gain of +62,800.

In Riverside/San Bernardino we had a net gain of +76,600.

In San Diego we had a net loss of -800.

The February Full Month PPM audience trends are posted below.

Los Angeles (Metro 12+ Population 11,297,500)

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 2,243,200)

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 2,874,000)

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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