

April 10, 2024

Hi All,

We kick off this week's installment of the Midweek Resource Roundup by offering up well deserved kudos to some of our SCBA cohorts. Last week the Radio & Television News Association (RTNA) awarded Golden Mike Awards in multiple categories to iHearMedia's KFI and Audacy's KNX. KFI's Bill Handel and Chriss Little both received Radio Lifetime Achievement Awards. Congrats to all!

Now we move on to your specially curated lists of resources and articles to continue with our need for constant learning and improvement in order to be more effective and successful...

“The most effective, successful professionals are constantly learning, they take the time to apply what they have learned, and they continually work to improve themselves.”

— Joel Gardner

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

What B2B Buyers Really Want: 7 Stats to Inform Your 2024 Sales Strategy

LinkedIn Sales Blog (Paul Petrone), April 9, 2024

<https://www.linkedin.com/business/sales/blog/strategy/what-b2b-buyers-want-data-to-inform-your-sales-strategy>

To Be The Best, You Have To Outwork The Rest

Radio Ink (Loyd Ford), April 8, 2024

<https://radioink.com/2024/04/08/loyd-ford-to-be-the-best-you-have-to-outwork-the-rest/>

Which Sales Basics Do You Need to Improve?

SalesFuel (Jessica Helinski), April 6, 2024

https://salesfuel.com/which-sales-basics-do-you-need-to-improve/?utm_source=SFW

Why Sales Objections Are About More Than Price

SalesFuel (Tim Londergan), April 6, 2024

https://salesfuel.com/why-sales-objections-are-about-more-than-price/?utm_source=SFW

Resilience In Sales: Steps to Grow This Soft Skill

SalesFuel (Jessica Helinski), April 6, 2024

https://salesfuel.com/resilience-in-sales-steps-to-grow-this-soft-skill/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Digital Revenue for Radio Stations: Which Tactics Drive the Most Sales?

Aspire by Marketron, April 10, 2024

<https://aspire.marketron.com/digital-revenue-for-radio-stations-which-tactics-drive-the-most-sales/>

Ask the Expert: 6 Strategies for Local Financial Advertising

Aspire by Marketron, April 10, 2024

<https://aspire.marketron.com/ask-the-expert-6-strategies-for-local-financial-advertising/>

Are Local Radio Listeners Consuming More? A New Study Says They Think So.

Inside Audio Marketing (Point-To-Point Marketing), April 10, 2024

<https://www.insideaudiomarketing.com/post/are-local-radio-listeners-consuming-more-a-new-study-says-they-think-so>

BIA Says Changing Consumer Spending Habits Presents 'An Opportunity' For Marketers.

Inside Radio, April 10, 2024

(Note: You can see the full BIA report in the management section below)

[https://www.insideradio.com/free/bia-says-changing-consumer-spending-habits-presents-an-opportunity-for-marketers/article_221a0848-f704-11ee-9a3f-5b9aab7cb788.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 263](https://www.insideradio.com/free/bia-says-changing-consumer-spending-habits-presents-an-opportunity-for-marketers/article_221a0848-f704-11ee-9a3f-5b9aab7cb788.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20263)

How AM Radio Is Shaping The Sound of Politics In 2024

Radio Ink, April 10, 2024

https://radioink.com/2024/04/10/how-am-radio-is-shaping-the-sound-of-politics-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 263

Consumers Are Less Interested in DE&I and CSR Messaging in Ads

marketing charts, April 10, 2024

https://www.marketingcharts.com/advertising-trends/creative-and-formats-232709?mc_cid=b16e5db29a&mc_eid=c106971821

Local Auto Dealers Spent More On Ads In 2023. Radio's Share Increased To Near-Even With TV.

Inside Radio (NADA), April 9, 2024

https://www.insideradio.com/free/local-auto-dealers-spent-more-on-ads-in-2023-radio-s-share-increased-to-near/article_88ef0b38-f63f-11ee-8f48-cb59772d359b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_262

Use Radio for Office and BTS Supplies

RAB Radio Matters Blog (Victor Texcucano, Content), April 9, 2024

Coordinatorhttps://www.radiomatters.org/index.php/2024/04/09/use-radio-for-office-and-bts-supplies/?utm_source=Radio%20Matters%20Blog&utm_campaign=bab4f1a7b2-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-bab4f1a7b2-582899012

When It Comes To Retailer Priorities, Industry Experts Say 'Audio Will Be Next.'

Inside Audio Marketing, April 8, 2024

<https://www.insideaudiomarketing.com/post/when-it-comes-to-retailer-priorities-industry-experts-say-audio-will-be-next>

Dads Are The Wrong Target For Mother's Day Marketing Campaigns

MediaPost (Maria Bailey), April 8, 2024

https://www.mediapost.com/publications/article/395071/dads-are-the-wrong-target-for-mothers-day-marketi.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133910&hashid=0GmwUb-VQzGI9svJRwTNRa

Tax Prep Service Sees Positive Returns With Radio

Katz Radio Group, April 8, 2024

<https://insights.katzradiogroup.com/case-studies-tax-prep-service-2-web-lift?>

Nielsen: AM/FM Radio Elevates The Media Plan With Dramatic Lifts In Incremental Reach Among Light TV Viewers And Younger Demographics

Westwood One/Cumulus Media (Pierre Bouvard), April 8, 2024

<https://www.westwoodone.com/blog/2024/04/08/nielsen-am-fm-radio-elevates-the-media-plan-with-dramatic-lifts-in-incremental-reach-among-light-tv-viewers-and-younger-demographics/>

Nielsen: Radio Can Make Up For Audience Share That CTV Can't

Radio Ink, April 8, 2024

<https://radioink.com/2024/04/08/nielsen-radio-can-make-up-for-audience-share-that-ctv-cant/>

'How Do I Know If My Ad Is Working?'

Radio Ink (Pat Bryson), April 8, 2024

<https://radioink.com/2024/04/08/pat-bryson-how-do-i-know-if-my-ad-is-working/>

Consumer confidence continues to increase

Chain Store Age (Zachary Russell), April 8, 2024

<https://chainstoreage.com/consumer-confidence-continues-increase>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

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

BIA Advisory Services (Nicole Ovardia, VP, Forecasting and Analysis), April 9, 2024

[http://blog.biakelsey.com/index.php/2024/04/09/economic-pulse-april-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 262](http://blog.biakelsey.com/index.php/2024/04/09/economic-pulse-april-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20262)

[INFOGRAPHIC] Key Takeaways From The 5th Annual Media Sales Report

The Center For Sales Strategy (Matt Sunshine), April 9, 2024

https://blog.thecenterforsalesstrategy.com/infographic-media-sales-report?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--v5TiD7Gsv4xHCKq4PT7WjqHoT4i7tpVt18JhXxZMUui29H36zu1vbdGI31tE8K08EznsMMAKrxbvDHORDAeobw&hsmi=301861885&utm_content=301861885&utm_source=hs_email

ATTACHMENT: [Center for Sales Strategy 5th Annual Media Sales Report](#)

New Report Reveals Radio's Presence in Top-Selling US Vehicles

Radio Ink, April 9, 2024

[https://radioink.com/2024/04/09/new-report-reveals-radios-presence-in-top-selling-us-vehicles/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 262](https://radioink.com/2024/04/09/new-report-reveals-radios-presence-in-top-selling-us-vehicles/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20262)

ATTACHMENT: [Quu 2024 In-Vehicle Visuals Report](#)

5 TV UPFRONT PREDICTIONS FROM MEDIA BUYERS

Continued contraction of spend in TV as well as upticks in digital media persist

AdAge (Parker Herren), April 9, 2024.

<https://adage.com/article/special-report-tv-upfront/upfront-2024-media-buyer-ad-market-predictions/2552136>

The Four Takeaways You Need To Know From Infinite Dial.

Inside Radio, April 4, 2024

[https://www.insideradio.com/free/the-four-takeaways-you-need-to-know-from-infinite-dial/article_2a57aa0e-f24c-11ee-8f11-8b6e0efb2ca5.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 259](https://www.insideradio.com/free/the-four-takeaways-you-need-to-know-from-infinite-dial/article_2a57aa0e-f24c-11ee-8f11-8b6e0efb2ca5.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20259)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NBCUniversal Is Going for Gold With \$1.2 Billion in Olympic Ad Sales

Broadcasting & Cable (Jon Lafayette), April 9, 2024

https://www.nexttv.com/news/nbcu-going-for-gold-with-dollar12-billion-in-olympic-ad-sales?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=4FCA69EF-7357-4028-94E9-1615F16F64D3&utm_source=SmartBrief

Three Things All New Managers Should Be Doing

Knowledge by Wharton (Peter Cappelli), April 9, 2024

https://knowledge.wharton.upenn.edu/article/three-things-all-new-managers-should-be-doing/?utm_campaign=CampaignMonitor2024&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=4-10-2024&utm_content=Three Things All New Managers Should Be Doing

Lapham: Radio Must Find New Ways to Be Where Consumers Are

iHeartMedia exec shares industry insights ahead of the NAB show

RadioWorld, April 8, 2024

https://www.radioworld.com/news-and-business/show-news/nab-show/lapham-radio-must-find-new-ways-to-be-where-consumers-are?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=B7C0B6FD-74CE-440A-B0C1-DA01334CE808&utm_source=SmartBrief

Has Radio Lost Its Muscle Memory (And How To Get It Back)?

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

https://jacobsmedia.com/has-radio-lost-its-muscle-memory-and-how-to-get-it-back/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 261

Radio's Emotional Rescue

Radio Ink (Marc Greenspan), April 8, 2024

<https://radioink.com/2024/04/08/marc-greenspan-radios-emotional-rescue/>

New effort to "inoculate" U.S. voters against AI misinformation

Axios (Ryan Heath), April 8, 2024

<https://www.axios.com/2024/04/08/election-misinformation-ai-ads>

Audiences Remain Loyal To Radio Ads, But A Disconnect Remains

Radio Ink, April 4, 2024

https://radioink.com/2024/04/04/audiences-remain-loyal-to-radio-ads-but-a-disconnect-remains/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

Tracy Johnson's AI Endeavor Welcomed By Radio Vendor Alliance

Radio Ink, April 4, 2024

<https://radioink.com/2024/04/04/tracy-johnsons-ai-endeavor-welcomed-by-radio-vendor-alliance/>

The FCC's Final Rules for Geotargeting Are Still Pending

Radioworld (Randy J. Stine), April 3, 2024

https://www.radioworld.com/news-and-business/business-and-law/the-fccs-final-rules-for-geotargeting-are-still-pending?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

California Issues Enforcement Advisory On Ad Targeting Opt-Outs

MediaPost (Wendy Davis), April 2, 2024

https://www.mediapost.com/publications/article/394908/california-issues-enforcement-advisory-on-ad-target.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=133903&hashid=IZA7uSulTnimoAz9RMXvmQ

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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