

April 24, 2024

Hi All,

We sift through the bulk to mine for the gold and provide you just the best nuggets that can give you the power and knowledge to achieve your goals...

**“The only people who achieve much are those who want knowledge”**

– C.S. Lewis

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### How to Build a Referral Machine in Five Steps

The Center for Sales Strategy, April 23, 2024

[https://blog.thecenterforsalesstrategy.com/how-to-build-a-referral-machine-in-five-steps?utm\\_medium=email&hsenc=p2ANqtz-9zJL6gKHplD4YASbGrfZKOAzvVuHpfFcAT9ThVOsZP91zM4S3RWZJhFYPAQ6Wguy5DxJfJKkdomchNp1qKYmT5pkaeoA&hsmi=303947838&utm\\_content=303947838&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-build-a-referral-machine-in-five-steps?utm_medium=email&hsenc=p2ANqtz-9zJL6gKHplD4YASbGrfZKOAzvVuHpfFcAT9ThVOsZP91zM4S3RWZJhFYPAQ6Wguy5DxJfJKkdomchNp1qKYmT5pkaeoA&hsmi=303947838&utm_content=303947838&utm_source=hs_email)

#### A Totally Free Way To Encourage Your Sellers Now

Radio Ink (Loyd Ford), April 22, 2024

<https://radioink.com/2024/04/22/loyd-ford-a-totally-free-way-to-encourage-your-sellers-now/>

#### Building Trust – Setting Appointments

Radio Ink (Rick Fink), April 22, 2024

<https://radioink.com/2024/04/22/rick-fink-building-trust-setting-appointments/>

#### How To Succeed in Sales by Reading Emotions

SalesFuel (Tim Londergan), April 20, 2024

[https://salesfuel.com/how-to-succeed-in-sales-by-reading-emotions/?utm\\_source=SFW](https://salesfuel.com/how-to-succeed-in-sales-by-reading-emotions/?utm_source=SFW)

#### How to Add More Personalization In Sales

SalesFuel (Jessica Helinski), April 20, 2024

[https://salesfuel.com/how-to-add-more-personalization-in-sales/?utm\\_source=SFW](https://salesfuel.com/how-to-add-more-personalization-in-sales/?utm_source=SFW)

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## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### Radio Takes A Digital Audio Lead Over Pureplays In Edison Data

Radio Ink, April 23, 2024

<https://radioink.com/2024/04/23/radio-takes-a-digital-audio-lead-over-pureplays-in-new-edison-data/>

### Radio Delivers Furniture Buyers

RAB Radio Matters Blog (Annette Malave, SVP/Insights), April 23, 2024

[https://www.radiomatters.org/index.php/2024/04/23/radio-delivers-furniture-buyers/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=aa9b653fc8-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-aa9b653fc8-582899012](https://www.radiomatters.org/index.php/2024/04/23/radio-delivers-furniture-buyers/?utm_source=Radio%20Matters%20Blog&utm_campaign=aa9b653fc8-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-aa9b653fc8-582899012)

### Marketing Shy: Small Business Owners Often Lack Time For This Task

MediaPost (Ray Schultz), April 23, 2024

[https://www.mediapost.com/publications/article/395471/marketing-shy-small-business-owners-often-lack-ti.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=134084&hashid=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/395471/marketing-shy-small-business-owners-often-lack-ti.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134084&hashid=Oo_vrjRtQN66NUEi-d4V6g)

### Home Depot Tops Weekly Media Monitors Spot Count; Wendy's The Biggest Gainer.

Inside Radio (Media Monitors), Apr 23, 2024

[https://www.insideradio.com/free/home-depot-tops-weekly-media-monitors-spot-count-wendy-s-the-biggest-gainer/article\\_68b8b5a4-012e-11ef-b0e0-675c93ee10f5.html](https://www.insideradio.com/free/home-depot-tops-weekly-media-monitors-spot-count-wendy-s-the-biggest-gainer/article_68b8b5a4-012e-11ef-b0e0-675c93ee10f5.html)

### \*Marketers Vastly Understate The Sales Effect Of Creative And Significantly Overestimate The Impact Of Targeting

Westwood One/Cumulus Media (Pierre Bouvard), April 22, 2024

<https://www.westwoodone.com/blog/2024/04/22/marketers-vastly-understate-the-sales-effect-of-creative-and-significantly-overestimate-the-impact-of-targeting/>

### We're Back!

Radio Ink (Pat Bryson), April 22, 2024

<https://radioink.com/2024/04/22/pat-bryson-were-back/>

### \*J.D. Power's Jominy: 'Radio Remains Vital' For Auto Advertisers.

Inside Audio Marketing, April 22, 2024

<https://www.insideaudiomarketing.com/post/j-d-power-s-jominy-radio-remains-vital-for-auto-advertisers>

### **P&G Boosts Total Ad Spend By \$360 Million In Latest Quarter.**

Inside Audio Marketing, August 22, 2024

<https://www.insideaudiomarketing.com/post/p-g-boosts-total-ad-spend-by-360-million-in-latest-quarter>

### **\*Using Video In Social Selling Pays Off For Sellers**

SalesFuel (Jessica Helinski), April 20, 2024

[https://salesfuel.com/using-video-in-social-selling-pays-off-for-sellers/?utm\\_source=SFW](https://salesfuel.com/using-video-in-social-selling-pays-off-for-sellers/?utm_source=SFW)

### **\*Study: Radio Puts Pedal To The Metal For Auto Dealers.**

Inside Radio, April 19, 2024

[https://www.insideradio.com/free/study-radio-puts-pedal-to-the-metal-for-auto-dealers/article\\_3db879ba-fe28-11ee-99f5-97f50580777f.html](https://www.insideradio.com/free/study-radio-puts-pedal-to-the-metal-for-auto-dealers/article_3db879ba-fe28-11ee-99f5-97f50580777f.html)

### **\*Get Your Free Radio Ads? Take It To the Bank!**

Jacobs Media Strategies (Fred Jacobs), April 19, 2024

[https://jacobsmedia.com/get-your-free-radio-ads-take-it-to-the-bank/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 270](https://jacobsmedia.com/get-your-free-radio-ads-take-it-to-the-bank/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20270)

### **Sports Audio Listeners More Wealthy and Passionate**

Radio Ink. April 19, 2024

<https://radioink.com/2024/04/19/siriusxm-sports/>

### **\*Radio & Car Continue to Ride Together**

Edison Research, April 17, 2024

[https://www.edisonresearch.com/radio-amp-car-continue-to-ride-together/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 269](https://www.edisonresearch.com/radio-amp-car-continue-to-ride-together/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20269)

### **Techsurvey: Faced With Subscription Fatigue, 'Free Radio' Is More Appealing Than Ever.**

Inside Radio, April 17, 2024

[https://www.insideradio.com/free/techsurvey-2024-radio-listeners-are-concerned-about-media-subscription-fees/article\\_9e704768-fcdb-11ee-9e5a-1bd46fe13dba.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 269](https://www.insideradio.com/free/techsurvey-2024-radio-listeners-are-concerned-about-media-subscription-fees/article_9e704768-fcdb-11ee-9e5a-1bd46fe13dba.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20269)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### On 3-2 Vote, FTC Puts An End To Non-Compete Clauses

RBR-TVBR, April 23, 2024

[https://rbr.com/on-3-2-vote-ftc-puts-an-end-to-non-compete-clauses/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 273](https://rbr.com/on-3-2-vote-ftc-puts-an-end-to-non-compete-clauses/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%26%20Media%26%20Technology%20Daily%20273)

#### Three Stories From The Techsurvey Trenches

Jacobs Media Strategies (Fred Jacobs), April 23, 2024

<https://jacobsmedia.com/three-stories-from-the-techsurvey-trenches/>

#### How to Personalize Coaching to Increase Team Productivity

SalesFuel (C. Lee Smith), April 20, 2024

[https://salesfuel.com/how-to-personalize-coaching-to-increase-team-productivity/?utm\\_source=SFW](https://salesfuel.com/how-to-personalize-coaching-to-increase-team-productivity/?utm_source=SFW)

#### Are Brand Dollars Returning To Radio? That's The Buzz At NAB Show.

Inside Radio, April 19, 2024

[https://www.insideradio.com/free/are-brand-dollars-returning-to-radio-that-s-the-buzz-at-nab-show/article\\_a673426e-fe28-11ee-bc7b-b31598201e9c.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 270](https://www.insideradio.com/free/are-brand-dollars-returning-to-radio-that-s-the-buzz-at-nab-show/article_a673426e-fe28-11ee-bc7b-b31598201e9c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%26%20Media%26%20Technology%20Daily%20270)

#### Unveiling Sales Process Bottlenecks: A Data-Driven Approach to Sales Optimization

The Center For Sales Strategy (Alina McComas), April 24, 2024

[https://blog.thecenterforsalesstrategy.com/a-data-driven-approach-to-sales-optimization?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz-8\\_B3KwkCLKrgmbnx\\_Pw-zNNxVCmtcC7c7sBNrBUILTgid85aBl12p5rvc4PFrEbj9L\\_Mnu0uVtzOxXY9aP9aME5PXuQ&hsmi=304130508&utm\\_content=304130508&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/a-data-driven-approach-to-sales-optimization?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8_B3KwkCLKrgmbnx_Pw-zNNxVCmtcC7c7sBNrBUILTgid85aBl12p5rvc4PFrEbj9L_Mnu0uVtzOxXY9aP9aME5PXuQ&hsmi=304130508&utm_content=304130508&utm_source=hs_email)

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## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**\*Research: Local Radio Could Gain From More App Activations.**

Inside Audio Marketing ( Point-To-Point Marketing and Strategic Solutions Research) April 24, 2024

<https://www.insideaudiomarketing.com/post/research-local-radio-could-gain-from-more-app-activations>

**\*Upfront Scorecard: Three Down, 11 To Go**

MediaPost (Adam Buckman), April 23, 2024

[https://www.mediapost.com/publications/article/395385/upfront-scorecard-three-down-11-to-go.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=134080&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/395385/upfront-scorecard-three-down-11-to-go.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134080&hashid=XOWE7PwT4-lekA7MLbhQg)

**NAB Signs Contract Extension With CEO Curtis LeGejt.**

Inside Radio, April 23, 2024

[https://www.insideradio.com/free/nab-signs-contract-extension-with-ceo-curtis-legejt/article\\_6b39e706-01a8-11ef-a287-7bf1b842b563.html](https://www.insideradio.com/free/nab-signs-contract-extension-with-ceo-curtis-legejt/article_6b39e706-01a8-11ef-a287-7bf1b842b563.html)

**\*11 States Now Have Laws Limiting Artificial Intelligence, Deep Fakes, and Synthetic Media in Political Advertising – Looking at the Issues**

Broadcast Law Blog (David Oxenford), April 22, 2024

<https://www.broadcastlawblog.com/2024/04/articles/11-states-now-have-laws-limiting-artificial-intelligence-deep-fakes-and-synthetic-media-in-political-advertising-looking-at-the-issues/#more-8598>

**Congress Takes Action To Incentivize Diverse Broadcast Ownership**

Radio Ink, April 22, 2024

[https://radioink.com/2024/04/22/congress-takes-action-to-incentivize-diverse-broadcast-ownership/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_271](https://radioink.com/2024/04/22/congress-takes-action-to-incentivize-diverse-broadcast-ownership/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_271)

**BIA Releases Latest Hispanic Radio Station Directory**

Radio+Television Business Report (Adam Jacobson), April 22, 2024

[https://rbr.com/bia-releases-latest-hispanic-radio-station-directory/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_272](https://rbr.com/bia-releases-latest-hispanic-radio-station-directory/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_272)

**ATTACHMENT:** [BIA Hispanic Radio Stations Directory Report 2<sup>nd</sup> Edition 2024](#)

### **Media Spend By New National TV Advertisers Grew 2.3% In 2023**

MediaPost (Robert Williams), April 22, 2024

[https://www.mediapost.com/publications/article/395445/media-spend-by-new-national-tv-advertisers-grew-2.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=primaryimage&utm\\_campaign=134080&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/395445/media-spend-by-new-national-tv-advertisers-grew-2.html?utm_source=newsletter&utm_medium=email&utm_content=primaryimage&utm_campaign=134080&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **Forecast: Podcast Ad Revenue To Grow 16% This Year, Topping \$3 Billion In 2027.**

Inside Audio Marketing (eMarketer), April 22, 2024

<https://www.insideaudiomarketing.com/post/forecast-podcast-ad-revenue-to-grow-16-this-year-topping-3-billion-in-2027>

### **\*Political Spending May Have Quietened Down For Now, But Lots Of Airtime Is Being Reserved.**

Inside Radio, April 19, 2024

[https://www.insideradio.com/free/political-spending-may-have-quieted-down-for-now-but-lots-of-airtime-is-being-reserved/article\\_c22d3fde-fe26-11ee-a044-3ff89286f552.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 270](https://www.insideradio.com/free/political-spending-may-have-quieted-down-for-now-but-lots-of-airtime-is-being-reserved/article_c22d3fde-fe26-11ee-a044-3ff89286f552.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20270)

### **Are Targeted Ads Free Speech? Facing Limits, Two Ad Groups Tell Congress They Are.**

Inside Radio, April 19, 2024

[https://www.insideradio.com/free/are-targeted-ads-free-speech-facing-limits-two-ad-groups-tell-congress-they-are/article\\_e361825a-fe26-11ee-8b1a-f701db2ed575.html](https://www.insideradio.com/free/are-targeted-ads-free-speech-facing-limits-two-ad-groups-tell-congress-they-are/article_e361825a-fe26-11ee-8b1a-f701db2ed575.html)

### **With The 2024 Upfront, Negotiators Are Evaluating Measurement Providers**

Forbes (Brad Adgate), April 18, 2024

[https://www.forbes.com/sites/bradadgate/2024/04/18/with-the-2024-upfront-negotiators-are-evaluating-measurement-providers/?sh=465bb7f81292&utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 269](https://www.forbes.com/sites/bradadgate/2024/04/18/with-the-2024-upfront-negotiators-are-evaluating-measurement-providers/?sh=465bb7f81292&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20269)

### **FCC Seeks Additional Comments On FM Geotargeting Rollout**

Radio Ink, April 17, 2024

[https://radioink.com/2024/04/17/fcc-seeks-additional-comments-on-fm-geotargeting-rollout/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 269](https://radioink.com/2024/04/17/fcc-seeks-additional-comments-on-fm-geotargeting-rollout/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20269)

### **Nielsen PPM Audience Monthly Trends**

The **March Full Month** PPM audience trends are posted below. It is worth noting that all metrics, except for a slight Cume wobble in Riverside/San Bernardino, are up. Even with that slight wobble in Cume the AQH is up nicely in Riverside/San Bernardino. All looks solid moving into Q2.

### **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  
Mar Monthly - 543,200

**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  
Mar Monthly - 9,648,200

**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  
Mar Monthly - 87,200

**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  
Feb Monthly - 1,758,900  
Mar Monthly - 1,753,000



**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  
Mar Monthly - 104,200

**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  
Mar Monthly - 2,250,800



Miles W. Sexton  
President  
Southern California Broadcasters Association  
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