

May 1, 2024

Hi All,

It is a brand new month and we kick it off with a new installment of the Midweek Resource Roundup. Once again we have separated the grains of knowledge from the chaff to provide you with the most nutritious information so you can learn, adapt and grow more successful...

“The only person who is educated is the one who has learned how to learn and change.”

— Carl Rogers

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

It Had Better Be You

Radio Ink (Loyd Ford), April 29, 2024

<https://radioink.com/2024/04/29/loyd-ford-it-had-better-be-you/>

How to Have Interesting Sales Conversations

SalesFuel (Jessica Helinski), April 27, 2024

<https://salesfuel.com/how-to-have-interesting-sales-conversations/>

Auto Dealers Invest in These Digital Strategies to Boost Revenue

SalesFuel (rachel Cagle), April 26, 2024

https://salesfuel.com/auto-dealers-invest-in-these-digital-strategies-to-boost-revenue/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_275

Amp Up Your Sales Career with Terrific Relationship Management

SalesFuel (Tim Londergan), April 25, 2024

<https://salesfuel.com/amp-up-your-sales-career-with-terrific-relationship-management/>

What To Do With A Stalled Sale

SalesFuel (Jessica Helinski), April 24, 2024

<https://salesfuel.com/what-to-do-with-a-stalled-sale/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Nielsen, Edison Research Partner To Launch Quarterly 'The Record.'

Inside Radio, April 30, 2024

https://www.insideradio.com/free/nielsen-edison-research-partner-to-launch-quarterly-the-record/article_231894c2-06c1-11ef-9ed1-97eb4c20e0b4.html

*DOS AND DON'TS FOR CREATING LANDING PAGES THAT ACTUALLY CONVERT NEW, QUALIFIED LEADS

LeadG2 (Emily Hartzell), April 30, 2024

https://leadg2.thecenterforsalesstrategy.com/blog/creating-landing-pages-that-convert-new-qualified-leads?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsenc=p2ANqtz--T0Uxyz6sTxjOJVLGDGWHw4_vE8b6HdnzgpWTwMBckZ-BlyqwSziP_3QJ95VYnvvDebBlvHs6felaB7BH1OSv5-ksgfgg&hsmi=305003712&utm_content=305003712&utm_source=hs_email

In A Normalizing Post-Pandemic America, Travel Ads Take Flight.

Inside Audio Marketing, April 30, 2024

<https://www.insideaudiomarketing.com/post/in-a-normalizing-post-pandemic-america-travel-ads-take-flight>

*The 24%-18%-58% Rule And A Major New Study Reveal Audio Is A Major ROI Driver

Westwood One/Cumulus Media (Pierre Bouvard), April 29, 2024

<https://www.westwoodone.com/blog/2024/04/29/the-24-18-58-rule-and-a-major-new-study-reveal-audio-is-a-major-roi-driver/>

Elections 2024: The Great Unknowns

Highlights of the Data & Trends from PQ Media's preliminary Political Media Buying 2024

RAB Radio Matters Blog (Dr. Leo Kivijarv, EVP/Research, PQ Media), April 30, 2024

<https://mailchi.mp/rab/rmb-2801291?e=f2e000d1c7>

*New Study Shows Emotional Radio Ads Overcome Fear, Mistrust

Radio Ink, April 29, 2024

<https://radioink.com/2024/04/29/new-study-shows-emotional-radio-ads-overcome-fear-mistrust/>

*Radio: The Great Media Multiplier

Radio Ink (Jeffrey Hedquist), April 29, 2024

<https://radioink.com/2024/04/29/jeffrey-hedquist-radio-the-great-media-multiplier/>

Mom & Pop Shopping: Consumers Are Seeking Out Small Local Businesses

MediaPost (Ray Schultz), April 29, 2024

https://www.mediapost.com/publications/article/395632/mom-pop-shopping-consumers-are-seeking-out-smal.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134157&hashid=Oo_vrjRtQN66NUEi-d4V6g

Consumer interest in luxury goods rising

Chain Store Age (Zachary Russell), April 24, 2024

<https://chainstoreage.com/consumer-interest-luxury-goods-rising>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Five Myths About Generative AI That Leaders Should Know

Knowledge at Wharton, April 30, 2024

https://knowledge.wharton.upenn.edu/article/five-myths-about-generative-ai-that-leaders-should-know/?utm_campaign=CampaignMonitor2024&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=5-1-2024&utm_content=Five_Myths_About_Generative_AI_That_Leaders_Should_Know

Closing the Gap: Aligning Sales Expectations and Reality for Appointment Success

The Center For Sales Strategy (Alina McComas), April 30, 2024

https://blog.thecenterforsalesstrategy.com/aligning-sales-expectations-and-reality-for-appointment-success?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9vGL3KWNemFK5JII0B3OqW-giFDCP0ZSwaTO_iztaUi3MDORY2UL-aKjMkReyeOwKoSpsdk08sIOO6cE4PI2EW4A-E2w&hsmi=304991203&utm_content=304991203&utm_source=hs_email

U.S. Ad Market Expands For 11th Month In March

MediaPost (Joe Mandese), April 29, 2024

https://www.mediapost.com/publications/article/395612/us-ad-market-expands-for-11th-month-in-march.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_277

Techsurvey 2024: AI Is Here to Stay. Not Everyone Is Happy About It

Survey respondents express concern that the technology will replace live talent

RadioWorld (Elle Kehres), April 29, 2024

https://www.radioworld.com/news-and-business/techsurvey-2024-ai-is-here-to-stay-not-everyone-is-happy-about-it?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=FA36AECd-05F4-4587-AB5D-CFE789E74F80&utm_source=SmartBrief

TikTok's Now On The Clock. What Does It Mean For Radio?

Inside Audio Marketing, April 25, 2024

<https://www.insideaudiomarketing.com/post/tiktok-s-now-on-the-clock-what-does-it-mean-for-radio>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

First I Look At The Purse

Jacobs Media (Fred Jacobs), May 1, 2024

<https://jacobsmedia.com/first-i-look-at-the-purse/>

*U.S. Consumer Time Spent With Media Fell For First Time In 2023

MediaPost (Joe Mandese), May 1, 2024

https://www.mediapost.com/publications/article/395686/us-consumer-time-spent-with-media-fell-for-first.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134164&has_hid=XOWE7PwDT4-lekA7MLbhQg

Radio's Message To Congress: AM Radio Is 'A Lifesaver' And Needs To Stay In Cars.

Inside Radio, April 30, 2024

https://www.insideradio.com/free/radio-s-message-to-congress-am-radio-is-a-lifesaver-and-needs-to-stay-in/article_a11febfe-06c1-11ef-84ad-1f33bc165386.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20277

With AM Radio Bill Gaining Traction, Auto Industry Shifts Gears.

Inside Radio, May 1, 2024

https://www.insideradio.com/free/with-am-radio-bill-gaining-traction-auto-industry-shifts-gears/article_8275ad2c-0795-11ef-9e11-8b2c34914346.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20278

Senate Hits Critical 60 Supporters For Bill To Keep AM Radio In Car Dashboards.

Inside Radio, April 30, 2024

https://www.insideradio.com/free/senate-hits-critical-60-supporters-for-bill-to-keep-am-radio-in-car-dashboards/article_0dba24bc-0737-11ef-aa01-0b7f3910e51d.html

NAB: All Ads Should Be Exempt From Proposed FCC Rules On Lease Certifications.

Inside Radio, April 30, 2024

https://www.insideradio.com/free/nab-all-ads-should-be-exempt-from-proposed-fcc-rules-on-lease-certifications/article_3f029452-06c2-11ef-805c-5f30046053f3.html

***SMI: Smaller Ad Categories Drove Another Month Of Ad Market Expansion.**

Inside Radio, April 29, 2024

https://www.insideradio.com/free/smi-smaller-ad-categories-drove-another-month-of-ad-market-expansion/article_1148e160-0668-11ef-8a7f-43a9fc8250c4.html

***Car Radios Roiled by Tech**

LinkedIn (Roger C. Lanctot), April 29, 2024

[https://www.linkedin.com/pulse/car-radios-roiled-tech-roger-c-lanctot-r0ule/?trackingId=V%2BjXyDN5TkOpzO63Nip4Bw%3D%3D&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 276](https://www.linkedin.com/pulse/car-radios-roiled-tech-roger-c-lanctot-r0ule/?trackingId=V%2BjXyDN5TkOpzO63Nip4Bw%3D%3D&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20276)

Radio's Perception vs. Reality Problem

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

[https://jacobsmedia.com/radios-perception-vs-reality-problem/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 276](https://jacobsmedia.com/radios-perception-vs-reality-problem/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20276)

***"The One Thing" About Techsurvey 2024**

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

[https://jacobsmedia.com/the-one-thing-about-techsurvey-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 275](https://jacobsmedia.com/the-one-thing-about-techsurvey-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20275)

***What are the Legal Considerations of AI in Radio?**

Laws and best practices are only beginning to evolve

RadioWorld (Paul McLane) April 26, 2024

[https://www.radioworld.com/news-and-business/business-and-law/what-are-the-legal-considerations-of-ai-in-radio?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 276](https://www.radioworld.com/news-and-business/business-and-law/what-are-the-legal-considerations-of-ai-in-radio?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20276)

***5 ChatGPT Prompts To Increase Your Sales**

Forbes (Aytekin Tank), April 25, 2024

[https://www.forbes.com/sites/aytekintank/2024/04/25/5-chatgpt-prompts-to-increase-your-sales/?sh=62609e8e1933&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 276](https://www.forbes.com/sites/aytekintank/2024/04/25/5-chatgpt-prompts-to-increase-your-sales/?sh=62609e8e1933&utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20276)

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
805.701.0031