

May 8, 2024

Hi All,

Save the dates! Our webinar "**Cutting Through The Noise With Radio**", presented by SCBA and Nielsen, will be held on Wednesday, May 22, 2024, at 2pm and again the next day, Thursday, May 23, at 10am. We are completing the invitation right now and expect to have it out to you and our extensive list of advertisers and agencies by tomorrow.

This event will be on GoToWebinar and it will feature a brief panel of well known Radio personalities discussing how they create relationships and bonds with listeners creating communities and trust. A great strength of Radio.

Then Tony Hereau, VP-Cross Platform Insights at Nielsen, will share the latest research on the strengths and best use of Radio in advertising campaigns.

Many stations have also generously provided some exciting prizes for our clients to win!

Watch your inbox for your invitation!

Now, moving on to this week's essential resources and articles. Since you're reading this it is clear that you are committed to ongoing learning and growth to keep your competitive advantage. But if you needed some reinforcement...

There are some aspects of work you need to keep working on and no matter what environment you are in. Continuous learning is very important. It's what I call 'competitive tension', which is about having a competition around.

-- Viswanathan Anand (five-time World Chess Champion)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Study: Radio Advertising's True Effect Underestimated By 92%

Radio Ink, May 6, 2024

https://radioink.com/2024/05/06/study-radio-advertisings-true-effect-underestimated-by-92/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily 281

ATTACHMENT: [Radiocentre – The Performance Multiplier](#)

Selling Curiosity and Initiative

Radio Ink (Loyd Ford), May 6, 2024

<https://radioink.com/2024/05/06/loyd-ford-selling-curiosity-and-initiative/>

The Best Sales Content to Share at Each Stage of the Buyer's Journey

SalesFuel (Jessica Helinski), May 4, 2024

https://salesfuel.com/the-best-sales-content-to-share-at-each-stage-of-the-buyers-journey/?utm_source=SFW

Your Monthly Quota Stress Can Be Channeled into Top Productivity

SalesFuel (Tim Londergan), May 4, 2024

https://salesfuel.com/your-monthly-quota-stress-can-be-channeled-into-top-productivity/?utm_source=SFW

How to Have Interesting Sales Conversations

SalesFuel (Jessica Helinski), May 4, 2025

https://salesfuel.com/how-to-have-interesting-sales-conversations/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Smart Moms & Smartphones**

Edison Research Weekly Insights, May 8, 2024

<https://www.edisonresearch.com/smart-moms-smartphones/>

***Audacy Tackles Common Media Myths With New 'Marketer's Guide.'**

Inside Audio Marketing, May 7, 2024

<https://www.insideaudiomarketing.com/post/audacy-tackles-common-media-myths-with-new-marketer-s-guide>

***Unveiling the Influence of Hispanic Women: Why They're the Key to Advertising Success**

Audacy (Reggie Shah, Senior Director Of Research & Insights), May 6, 2024

<https://audacyinc.com/insights/unveiling-the-influence-of-hispanic-women-why-theyre-the-key-to-advertising-success/>

***Your Personalities Are Influencers – Use Them!**

Radio Ink (Marc Greenspan), May 6, 2024

<https://radioink.com/2024/05/06/marc-greenspan-your-personalities-are-influencers-use-them/>

***'I Can't Measure Advertising'**

Radio Ink (Pat Bryson), May 6, 2024

<https://radioink.com/2024/05/06/i-cant-measure-advertising/>

***Want To Build A Brand? Audio Is At The Ready; What 1,300+ Nielsen Podcast Brand Lift Studies Reveal About Audio's Ability To Create Future Demand**

Westwood One/ Cumulus Media (Pierre Bouvard), May 6, 2024

<https://www.westwoodone.com/blog/2024/05/06/want-to-build-a-brand-audio-is-at-the-ready-what-1300-nielsen-podcast-brand-lift-studies-reveal-about-audios-ability-to-create-future-demand/>

Listen up for Sound Shopper Strategies!

Audacy (Deepika P Das, Sr. Manager Of Research & Insights), May 6, 2024

<https://audacyinc.com/insights/listen-up-for-sound-shopper-strategies/>

RAB and Ad Council Unite For Sponsorable Radio PSAs

Radio Ink, May 6, 2024

<https://radioink.com/2024/05/06/rab-and-ad-council-unite-for-sponsorable-radio-psas/>

Buyer Intent Data in Sales Navigator is Key to Sales and Marketing Alignment

LinkedIn (Justyna Brownbridge), May 6, 2024

<https://www.linkedin.com/business/sales/blog/sales-navigator/buyer-intent-in-sales-navigator-is-key-to-sales-and-marketing-alignment>

AM/FM Endorsements Give Liquor Brand's Web Traffic 14.3% Lift

Katz Radio Group, May 2, 2024

<https://insights.katzradiogroup.com/case-studies-liquor-brand-2-web-lift>

***From Rejection to Referral: How to Win Even When You Lose**

Radio Ink (Chris Stonick), May 2, 2024

<https://radioink.com/2024/05/02/chris-stonick-from-rejection-to-referral-how-to-win-even-when-you-lose/>

These Features Are Most Common on Small Business Home Pages

marketing charts, May 2, 2024

https://www.marketingcharts.com/cross-media-and-traditional/local-and-small-biz-232915?mc_cid=cca1fdcf64&mc_eid=c106971821

***Pew Finds Republicans And Democrats Agree On Something: Social Media's Negative Impact**

MediaPost (Colin Kirkland), April 30, 2024

https://www.mediapost.com/publications/article/395684/pew-finds-republicans-and-democrats-agree-on-somet.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134206&h_ashid=luLr_TMuTF6QRLmxCvE43g

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio Projected To Reap \$769 Million In Political Ad Buying, As It Plays To Its Strengths.

Inside Audio Marketing, May 8, 2024

<https://www.insideaudiomarketing.com/post/radio-projected-to-reap-769-million-in-political-ad-buying-as-it-plays-to-its-strengths>

Elections 2024: Initial Projections for 2024 Political Media Buying

RAB Radio Matters Blog, May 7, 2024

https://www.radiomatters.org/index.php/2024/05/07/elections-2024-initial-projections-for-2024-political-media-buying/?utm_source=Radio%20Matters%20Blog&utm_campaign=75239879a1-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-75239879a1-582899012

Audio Ad-Spend Fraud: Hackers Spoof More Than 500,000 Devices In March

MediaPost (Laurie Sullivan), May 7, 2024

https://www.mediapost.com/publications/article/395826/audio-ad-spend-fraud-hackers-spoof-more-than-500.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134235&hashid=WQXi43NhR1CWyuU6Uk3IQQ

DEA May Reclassify Marijuana, But Cannabis Ads Will Still Be Off-Limits To Radio.

Inside Radio, May 2, 2024

https://www.insideradio.com/free/dea-may-reclassify-marijuana-but-cannabis-ads-will-still-be-off-limits-to-radio/article_09f703f0-0858-11ef-83ed-1f5a54700695.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_279

Three Things All New Managers Should Be Doing

Knowledge At Wharton, April 9, 2024

https://knowledge.wharton.upenn.edu/article/three-things-all-new-managers-should-be-doing/?utm_campaign=CampaignMonitor-Monthly2024&utm_medium=email&utm_source=kw_campaign_monitor&utm_term=5-5-2024&utm_content=Three Things All New Managers Should Be Doing

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB Says Multilingual EAS Alert Plan Could Do More Harm Than Good During Emergencies.

Inside Radio, May 8, 2024

https://www.insideradio.com/free/nab-says-multilingual-eas-alert-plan-could-do-more-harm-than-good-during-emergencies/article_9d187ac6-0d0b-11ef-93cd-b335bc6408f0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20283

***Special Report: Behold the Potential of AI in Broadcast**

Can the technology possibly live up to its hype? Would it be a good thing for radio?

RadioWorld (Randy J. Stine), May 7, 2024

https://www.radioworld.com/news-and-business/headlines/special-report-behold-the-potential-of-ai-in-broadcast?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=34695C8F-037B-423A-82FC-8A6C484A0870&utm_source=SmartBrief

***5 Common Mistakes Brands Are Making With Influencers**

MediaPost (Maria Bailey), May 6, 2024

https://www.mediapost.com/publications/article/395789/5-common-mistakes-brands-are-making-with-influence.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134232&hashid=nPO6kNh8ToCb2_NBH4Mycg

***Are Contests Worthwhile? Unquestionably Yes, New Research Finds.**

Inside Radio, May 3, 2024

https://www.insideradio.com/free/are-contests-worthwhile-unquestionably-yes-new-research-finds/article_ecf92fb4-0990-11ef-a1ad-839a9b7cbdaf.html

FCC Commissioner Starks Fully Backs AM Radio In NAFB Address

Radio Ink, May 3, 2024

https://radioink.com/2024/05/03/fcc-commissioner-starks-fully-backs-am-radio-in-nafb-address/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20280

The Auto Industry To Radio: Crank It Up!

Jacobs Media (Fred Jacobs), May 3, 2024

https://jacobsmedia.com/the-auto-industry-to-radio-crank-it-up/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20280

***Our Addiction To “Busyness,” Not Business**

Partners In Excellence, May 1, 2024

https://partnersinexcellenceblog.com/our-addiction-to-busyness-not-business/?utm_medium=email&hsenc=p2ANqtz--Jjw-bMo2Gv7ATAGjg7dAfMBhISFZ4KGS78Z63R0eNVQowNyZ17sQKEubjrRIUeuJHRkopKP0ASgmXNs6tx5tbD-fP1w&hsmi=305512057&utm_content=305512057&utm_source=hs_email

Where to Begin Sales Training? Ask Those Being Trained

Also, it’s a good idea to have team members create training content

Sales And Marketing (Paul Nolan), April 29, 2024

https://salesandmarketing.com/where-to-begin-sales-training-ask-those-being-trained/?utm_medium=email&hsenc=p2ANqtz-8FYH1Oh83_Wnvt0tYQ7p3etDCfz074PhRknSi9uO9I0XudTDdTMjXi5fSs00PaY-EfHKRDNiMNYB3VuThiYEIs0iATkQ&hsmi=305512057&utm_content=305512057&utm_source=hs_email

Nielsen PPM Audience Monthly Trends

The **April Full Month** PPM audience trends for Los Angeles and Riverside/San Bernardino will be released on Monday, May 13, 2024 and San Diego on Tuesday, May 14, 2024. We expect to have those trend reports available for you in next week's Midweek Resource Roundup.

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

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