

May 15, 2024

Hi All,

Our first **Cutting Through The Noise With Radio** webinar co-presented by SCBA and Nielsen is one week from today and, in case you haven't yet registered, here is the link to do so:

Cutting Through The Noise With Radio Invitation:

https://pp.events/radio_works

You are also encouraged to forward the link to your clients and ask them to join the fun!

There are a lot of opportunities to keep learning and growing in the curated lists below and there are also the results of the April Full Month Nielsen audience estimates for our PPM measured markets...

Love challenges, be intrigued by mistakes, enjoy the effort and keep on learning'
– Carol Dweck

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

They'll Only Respect What You Inspect

Radio Ink (Rick Fink), May 15, 2024

<https://radioink.com/2024/05/15/rick-fink-theyll-only-respect-what-you-inspect/>

Securing Appointments Through Social Selling

The Center For Sales Strategy (Dean Moothart), May 14, 2024

https://blog.thecenterforsalesstrategy.com/securing-appointments-through-social-selling?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9MCwxoGUZjJLGmg7Syj8pA5EZcGe9P-Vykq-Km4JHRjUWsjMNXpSw2b4tFhFcFgzclNAnULu3qM2CF0DLT3J0thbyi8w&hsmi=306985171&utm_content=306985171&utm_source=hs_email

Powerful Sales Questions to Ask Prospects

SalesFuel (Jessica Helinski), May 11, 2024

https://salesfuel.com/powerful-sales-questions-to-ask-prospects/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_284

How to Set Sales Meetings That Prospects Attend

SalesFuel (Jessica Helinski), May 11, 2024

https://salesfuel.com/how-to-set-sales-meetings-that-prospects-attend/?utm_source=SFW

3 Types of Difficult Prospects and How to Handle Them

SalesFuel (Jessica Helinski), May 11, 2024

https://salesfuel.com/3-types-of-difficult-prospects-and-how-to-handle-them/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Radio is a Must for Homeowner Services**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), May 14, 2024

https://www.radiomatters.org/index.php/2024/05/14/radio-is-a-must-for-homeowner-services/?utm_source=Radio%20Matters%20Blog&utm_campaign=ff2d9bbd31-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-ff2d9bbd31-582899012

***Spanglish is increasingly being used to reach Latino voters**

Axios (Astrid Galván), May 14, 2024

https://www.axios.com/2024/05/14/us-election-latinos-spanglish-biden-trump?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_287

***Mind Over Time: 6 Lessons to Boost Your Productivity**

The Center For Sales Strategy (Matt Sunshine), May 13, 2024

https://blog.thecenterforsalesstrategy.com/6-lessons-to-boost-productivity?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--uLQQ1nE7JVVWpgej1GHjpAbOo2Hc6myi3SKFwsgHoDT08hApjMatSz11T5ePr2fdgyh1ub2UOlyF3Q98oL4xG4n20dHw&hsmi=306796157&utm_content=306796157&utm_source=hs_email

***New Measurement Capabilities For Radio Illuminate The Medium's ROI.**

Inside Radio, May 13, 2024

[https://www.insideradio.com/free/new-measurement-capabilities-for-radio-illuminate-the-medium-s-roi/article_2629e09c-10fa-11ef-967b-974458e83bfd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 286](https://www.insideradio.com/free/new-measurement-capabilities-for-radio-illuminate-the-medium-s-roi/article_2629e09c-10fa-11ef-967b-974458e83bfd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20286)

Everybody, Somebody, Anybody, and Nobody

Radio Ink (Pat Bryson), May 13, 2024

<https://radioink.com/2024/05/13/pat-bryson-everybody-somebody-anybody-and-nobody/>

***How To Advertise In An Election Year**

MediaPost (Kambrya Blake), May 13, 2024

https://www.mediapost.com/publications/article/395989/how-to-advertise-in-an-election-year.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134329&hashid=nPO6kNh8ToCb2_NBH4Mycg

Cost Per Lead Increased For 19 Of 23 Industries

MediaPost (Laurie Sullivan), May 13, 2024

https://www.mediapost.com/publications/article/395977/cost-per-lead-increased-for-19-of-23-industries.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134327&hashid=WQXi43NhR1CWyuU6Uk3IQQ

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Digital drives growth in audio ad market, as radio broadcast advertising shrinks

eMarketer (Meaghan Yuen), May 13, 2024

<https://www.emarketer.com/content/digital-drives-growth-audio-ad-market>

What Women Want: Media Habits, Content Desires, And How AM/FM Radio Plays A Major Role In The Lives Of American Women

Westwood One/Cumulus Media (Pierre Bouvard and Alan Burns), May 13, 2024

<https://www.westwoodone.com/blog/2024/05/13/what-women-want-media-habits-content-desires-and-how-am-fm-radio-plays-a-major-role-in-the-lives-of-american-women/>

With A Political Spending Surge Predicted, Radio Awaits Rest Of 2024.

Inside Radio, May 13, 2024

[https://www.insideradio.com/free/with-a-political-spending-surge-predicted-radio-awaits-rest-of-2024/article_94334290-10fa-11ef-b321-4366f4256448.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 286](https://www.insideradio.com/free/with-a-political-spending-surge-predicted-radio-awaits-rest-of-2024/article_94334290-10fa-11ef-b321-4366f4256448.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20286)

The Radio Revenue Problem

Radio Ink (Loyd Ford), May 13, 2024

<https://radioink.com/2024/05/13/loyd-ford-the-radio-revenue-problem/>

Don't Start Counting Marijuana Advertising Dollars Yet – Cautions Despite Possible Changes in Its Federal Classification

Broadcast Law Blog (David Oxenford), May 10, 2024

[https://www.broadcastlawblog.com/2024/05/articles/dont-start-counting-marijuana-advertising-dollars-yet-cautions-despite-possible-changes-in-its-federal-classification/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 286](https://www.broadcastlawblog.com/2024/05/articles/dont-start-counting-marijuana-advertising-dollars-yet-cautions-despite-possible-changes-in-its-federal-classification/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20286)

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

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***BIA Shows Radio's Revenue Winners, Losers From 2019-2023.**

Inside Radio, May 15, 2024

[https://www.insideradio.com/free/bia-shows-radio-s-revenue-winners-losers-from-2019-2023/article_ef8fe47a-1287-11ef-88a3-5fb2cf20b8c8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 288](https://www.insideradio.com/free/bia-shows-radio-s-revenue-winners-losers-from-2019-2023/article_ef8fe47a-1287-11ef-88a3-5fb2cf20b8c8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20288)

***Think Younger Consumers Don't Want In-Vehicle AM Radio? Think Again.**

Inside Radio (Automotive News), May 15, 2024

[https://www.insideradio.com/free/think-younger-consumers-don-t-want-in-vehicle-am-radio-think-again/article_21d7dc76-1288-11ef-88e2-efcc1cf03819.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 288](https://www.insideradio.com/free/think-younger-consumers-don-t-want-in-vehicle-am-radio-think-again/article_21d7dc76-1288-11ef-88e2-efcc1cf03819.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20288)

Fixing Starbucks, Fixing Radio

Jacobs Media (Fred Jacobs), May 14, 2024

[https://jacobsmedia.com/fixing-starbucks-fixing-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 287](https://jacobsmedia.com/fixing-starbucks-fixing-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

What Does The FCC Have Planned Next For Radio?

Radio Ink, May 14, 2024

[https://radioink.com/2024/05/14/what-does-the-fcc-have-planned-next-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 287](https://radioink.com/2024/05/14/what-does-the-fcc-have-planned-next-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

***Broadcasters and Other Media Employers Must Navigate the New 2024 Overtime Requirements**

CommLawCenter (Scott R. Flick), May 14, 2024

https://www.commlawcenter.com/2024/05/broadcasters-and-other-media-employers-must-navigate-the-new-2024-overtime-requirements.html?utm_source=CommLawCenter&utm_campaign=97ea3e77fa-jwfeeds_2024-05-14&utm_medium=email&utm_term=0_ad2b1de64e-97ea3e77fa-102019889

PQ Report: Radio Use Expected To Grow In 2024, Powered By Election Coverage, Trump Trials.

Inside Radio, May 13, 2024

[https://www.insideradio.com/free/pq-report-radio-use-expected-to-grow-in-2024-powered-by-election-coverage-trump-trials/article_69e69a1e-10fa-11ef-967f-978cde11b46f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 286](https://www.insideradio.com/free/pq-report-radio-use-expected-to-grow-in-2024-powered-by-election-coverage-trump-trials/article_69e69a1e-10fa-11ef-967f-978cde11b46f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

***Which Media Users Are US Advertisers Spending the Most to Reach?**

Marketing Charts, May 13, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-232981?mc_cid=56e185694f&mc_eid=c106971821

***In Advertising Evolution, eMarketer Says Spending Growing At 'Healthy Pace' In 2024.**

Inside Audio Marketing, May 13, 2024

<https://www.insideaudiomarketing.com/post/in-advertising-evolution-emarketer-says-spending-growing-at-healthy-pace-in-2024>

How Television Advertising Lost Its Relevance

Brands turn to retailers, Google, Meta and TikTok for additional reach

WSJ (Suzanne Vranica), May 12, 2024

https://www.wsj.com/business/media/streaming-was-supposed-to-rescue-the-ailing-tv-ad-business-it-hasnt-9fa2d855?st=lcub3uovv3l82ge&reflink=article_email_share

***Horizon: Audio Is The Next New Thing In Performance Media**

MediaPost (Joe Mandese), May 9, 2024

https://www.mediapost.com/publications/article/395882/horizon-audio-is-the-next-new-thing-in-performanc.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134305&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

Nielsen PPM Audience Monthly Trends

The **April Full Month** PPM audience trends for Los Angeles, Riverside/San Bernardino and San Diego 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
Mar Monthly - 543,200

Apr Monthly - 519,800

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

Apr Monthly - 9,522,400

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

Apr Monthly - 91,000

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

Apr Monthly - 1,815,900

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
Mar Monthly - 104,200

Apr Monthly - 110,200

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

Apr Monthly - 2,275,600

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