

May 22, 2024

Hi All,

Okay, just in case you have just come out of a month long coma, today is our first webinar session of **Cutting Through The Noise With Radio**. It is at 2pm today and the second session will be tomorrow morning at 10am. And here is the link to RSVP once more:

Cutting Through The Noise With Radio Invitation:

https://pp.events/radio_works

Moving on to this week's installment of curated articles and resources to provide you with the power of knowledge, it is important to remember that knowledge alone is not enough...

"Knowledge is power, but enthusiasm pulls the switch."

-- Ivern Ball

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

5 Productive Lead Sources for Fast Revenue

The Center For Sales Strategy (Dean Moothart), May 21, 2024

https://blog.thecenterforsalesstrategy.com/5-productive-lead-sources-for-fast-revenue?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8PLjt0bOvBJ53L49kty2hsfINsYeBBpKDPbSjihEgxi0VvTduxvm-zReTy8FKquv5fbky_bwORqabbn5_w18Ls_8SGaw&hsmi=308037465&utm_content=308037465&utm_source=hs_email

Can You Sail Past The Sales Tide?

Radio Ink (Loyd Ford), May 20, 2024

<https://radioink.com/2024/05/20/loyd-ford-can-you-sail-past-the-sales-tide/>

Is Poor Organization Sinking Your Career as a Successful Sales Rep?

SalesFuel (Tim Londergan), May 18, 2024

https://salesfuel.com/is-poor-organization-sinking-your-career-as-a-successful-sales-rep/?utm_source=SFW

Tips to Upsell and Cross-Sell to Current Clients

SalesFuel (Jessica Helinski), May 18, 2024

https://salesfuel.com/tips-to-upsell-and-cross-sell-to-current-clients/?utm_source=SFW

5 Ways to Develop a Top-Notch Sales Pitch Presentation

https://salesfuel.com/5-ways-to-develop-a-top-notch-sales-pitch-presentation/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

How Geico, Farmers, and Progressive Make Ads that Stick

Radio Ink (Rick Fink), May 22, 2024

<https://radioink.com/2024/05/22/how-geico-farmers-and-progressive-make-ads-that-stick/>

***AI Is Making Ad Creation Faster. Early Studies Show It's Also Having An Impact On Results.**

Inside Radio, May 21, 2024

https://www.insideradio.com/free/ai-is-making-ad-creation-faster-early-studies-show-it-s-also-having-an-impact/article_4ce6d416-17bb-11ef-a938-931566ea6b12.html

Magellan AI: Majority Of April's Top Advertisers Increased Spending

Inside Audio Marketing, May 21, 2024

<https://www.insideaudiomarketing.com/post/magellan-ai-majority-of-april-s-top-advertisers-increased-spending>

***Back To The Office: Marketers And Agencies Increase Days In The Office, Slightly Out-Commuting Average Americans For the First Time Post-Pandemic**

Westwood One/Cumulus Media (Pierre Bouvard), May 20, 2024

<https://www.westwoodone.com/blog/2024/05/20/back-to-the-office-marketers-and-agencies-increase-days-in-the-office-slightly-out-commuting-average-americans-for-the-first-time-post-pandemic/>

***Raised Radio Ad Spend Arrives Ahead Of Memorial Day**

Radio Ink, May 20, 2024

<https://radioink.com/2024/05/20/raised-radio-ad-spend-arrives-ahead-of-memorial-day/>

Podcast Listening Time Still Rising, With Women Listening More.

Inside Radio, May 17, 2024

https://www.insideradio.com/free/podcast-listening-time-still-rising-with-women-listening-more/article_adc6337e-1493-11ef-be5b-cb5b0cd95771.html

***Advertisers Are Still Significantly Under-Investing in the Hispanic Audience, Despite 'Latin Boom'**

Adweek (Michael Roca), May 13, 2024

<https://www.adweek.com/convergent-tv/advertisers-are-still-significantly-under-investing-in-the-hispanic-audience-despite-latin-boom/>

OXj7rLs3hkYEpar086GFArVQJj3PfrFrtkm0NAaaqAQ_aP3r0DOQA9TRI81lbdA&_hsmi=307833701&utm_content=307833701&utm_source=hs_email

***Negative Political Ads Aren't Likely To Damage Consumer Brands**

MediaPost (Robert Williams), May 20, 2024

https://www.mediapost.com/publications/article/396162/negative-political-ads-arent-likely-to-damage-con.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134359&has

[hid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/396162/negative-political-ads-arent-likely-to-damage-con.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134359&has)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Horizon Next Attribution Service Promises Better View Of Audio ROI.

Inside Audio Marketing, May 21, 2024

<https://www.insideaudiomarketing.com/post/horizon-next-attribution-service-promises-better-view-of-audio-roi-1>

FCC Appears To Have Votes Needed For Foreign Disclosure Rules.

Inside Radio, May 21, 2024

https://www.insideradio.com/free/fcc-appears-to-have-votes-needed-for-foreign-disclosure-rules/article_9efb446a-173b-11ef-b048-6bd6d6eb6e8a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_292

[m_source=Local_Media_%26_Technology_Daily_292](https://www.insideradio.com/free/fcc-appears-to-have-votes-needed-for-foreign-disclosure-rules/article_9efb446a-173b-11ef-b048-6bd6d6eb6e8a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_292)

NAB Stresses Potential Disruptions As FCC Rolls Out ZoneCasting

Radio Ink, May 20, 2024

https://radioink.com/2024/05/20/nab-stresses-potential-disruptions-as-fcc-rolls-out-zonecasting/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_291

[ce=Local_Media_%26_Technology_Daily_291](https://radioink.com/2024/05/20/nab-stresses-potential-disruptions-as-fcc-rolls-out-zonecasting/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_291)

FCC Quizzed At House Hearing On How It's Helping Broadcasters.

Inside Radio, May 20, 2024

https://www.insideradio.com/free/fcc-quizzed-at-house-hearing-on-how-it-s-helping-broadcasters/article_cbfd8b46-1676-11ef-bd13-3b75a68fd253.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+292

Digital Video Forecast to Overtake Linear TV in US Ad Spend This Year

marketing charts, May 20, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233067?mc_cid=936291b9f4&mc_eid=c106971821
https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233067?mc_cid=936291b9f4&mc_eid=c106971821

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Enhancing Sales Collateral Quality to Boost Conversions**

The Center For Sales Strategy (Stephanie Downs), May 22, 2024

https://blog.thecenterforsalesstrategy.com/enhancing-sales-collateral-quality?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9BdfQn4lHSWEMwZ2LYgtwQv7KanEmrvrykMIBjVkhoeHVd1RS4bTZPqoSxfcl1soPw_2AjllCu0kCTuNUxn65O69LYPA&hsmi=308232660&utm_content=308232660&utm_source=hs_email

***It's Nearly Memorial Day, But Political Ad Focus Already Looking Past Labor Day.**

Inside Radio, May 22, 2024

https://www.insideradio.com/free/it-s-nearly-memorial-day-but-political-ad-focus-already-looking-past-labor-day/article_82ee4278-1807-11ef-9d24-5b3795625660.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+293

***Deep Fake Disclosure: FCC Moves To Rein In AI In Political Ads**

Radio Ink, May 22, 2024

<https://radioink.com/2024/05/22/deep-fake-disclosure-fcc-moves-to-rein-in-ai-in-political-ads/>

NAB Cheers Arrival Of A Revised ‘AM Radio For Every Vehicle Act’

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

https://rbr.com/an-alternate-am-radio-for-every-vehicle-act-surfaces/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_293

***TV Networks Embrace Their Aging Audience With a New Mantra: Age Doesn’t Matter**

With viewers in their 60s, networks aren’t pretending to have youth appeal; they’re touting the virtues of older audiences

WSJ (Isabella Simonetti and Joe Flint), May 22, 2024

<https://www.wsj.com/business/media/tv-networks-embrace-their-aging-audience-with-a-new-mantra-age-doesnt-matter-63badbd1>

Broadcasters: Mandatory Disaster Reporting Would Misdirect Resources.

Inside Radio, May 20, 2024

https://www.insideradio.com/free/broadcasters-mandatory-disaster-reporting-would-misdirect-resources/article_ed667202-1676-11ef-8130-37ad4e63a38e.html

Everyone Offers Tomorrow’s Advertising Today (Upfronts)

Broadcasting & Cable (Jon Lafayette), May 19, 2024

https://www.nexttv.com/news/everyone-offers-tomorrows-advertising-today-upfronts?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=CB6EE6AD-C91F-46D7-BED2-2E94C8EE68E4&utm_source=SmartBrief

***NuVoodoo: The Importance of Completing Connections.**

Inside Audio Marketing, May 19, 2024

<https://www.insideaudiomarketing.com/post/nuvoodoo-the-importance-of-completing-connections>

***Marketers Say Budgets Have Fallen To Post-Pandemic Low**

MediaPost (Robert Williams), May 14, 2024

https://www.mediapost.com/publications/article/396023/marketers-say-budgets-have-fallen-to-post-pandemic.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134359&hashid=o5sexdpQRQeeqa1Ux78qbw

***The Most Strategic Marketing You Can Do For Your Station Right Now? Promote Your App!**

Jacobs Media (Fred Jacobs), May 17, 2024

https://jacobsmedia.com/the-most-strategic-marketing-you-can-do-for-your-station-right-now-promote-your-app/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_290

Geotargeting Rule Change Takes Effect

Stations can apply for experimental authorization under Part 5

RadioWorld (Paul McLane), May 16, 2024

https://www.radioworld.com/news-and-business/headlines/geotargeting-rule-change-takes-effect?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20290

Automotive National TV Spending Increases 5.2% In April, But Drops 6% YTD

MediaPost (Tanya Gazdik), May 15, 2024

https://www.mediapost.com/publications/article/396092/automotive-national-tv-spending-increases-52-in.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134364&hashid=au6ZkoL8RxyZjDFsyTiFwg

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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