

June 5, 2024

Hi All,

Here is your first Midweek Resource Roundup for June, 2024. As we approach the midpoint of the year we have lots of great curated content again for you this week. Articles and resources to help you train like an athlete and be in great condition and mentally ready to compete...

"You make your own luck. You make it in training."

--Simone Biles

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Are You Doing What Everyone Else Is Doing?

Radio Ink (Loyd Ford), June 3, 2024

<https://radioink.com/2024/06/03/loyd-ford-are-you-doing-what-everyone-else-is-doing/>

Words Of Wisdom From One Of The Best

Radio Ink (Pat Bryson), June 3, 2024

<https://radioink.com/2024/06/03/words-of-wisdom-from-one-of-the-best/>

Mastering Conversation Starters is One of the Best Sales Strategies

SalesFuel (Tim Londergan), June 1, 2024

https://salesfuel.com/mastering-conversation-starters-is-one-of-the-best-sales-strategies/?utm_source=SFW

How to Update Your Transactional Selling Strategy

SalesFuel (Jessica Helinski), June 1, 2024

https://salesfuel.com/how-to-update-your-transactional-selling-strategy/?utm_source=SFW

For Young Salespeople, Building Credibility Is The Best Sales Advice

SalesFuel (Tim Londergan), June 1, 2024

https://salesfuel.com/building-credibility-is-the-best-sales-advice/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Ford's U.S. Sales Jumped 11.2% In May, Driven By Hybrids, Trucks.

Inside Radio, June 5, 2024

https://www.insideradio.com/free/ford-s-u-s-sales-jumped-11-2-in-may-driven-by-hybrids-trucks/article_34d23bf6-2308-11ef-8025-1f374403a62d.html

***Why Digital-Only Brands Should Become Broadcast Radio Advertisers**

RAB Radio Matters Blog (Beth Osborne, director, marketing and content, Marketron) June 4, 2024

https://www.radiomatters.org/index.php/2024/06/04/why-digital-only-brands-should-become-broadcast-radio-advertisers/?utm_source=Radio%20Matters%20Blog&utm_campaign=3448dbe3a7-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-3448dbe3a7-582899012

Auto Sales Rise For 4th Month, But Interest Rates Mute Buying Activity.

Inside Radio, June 4, 2024

https://www.insideradio.com/free/auto-sales-rise-for-4th-month-but-interest-rates-mute-buying-activity/article_b9f8230c-2238-11ef-a630-f32d2ebba66c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_301

Progressive Insurance Back On Top In Weekly Spot Count.

Inside Audio Marketing (Media Monitors), June 4, 2024

<https://www.insideaudiomarketing.com/post/progressive-insurance-back-on-top-in-weekly-spot-count>

***How Darren McKee Sells: Stop Hanging Out With Fellow Salespeople and Start Texting Your Buyers**

LinkedIn Sales Blog (Paul Petrone), June 4, 2024

<https://www.linkedin.com/business/sales/blog/real-sales/how-darren-mckee-sells-text-your-buyers>

Podcast Consumption Is Undercounted Due To Co-Listening, According To The Latest Cumulus Media And Signal Hill Insights' Podcast Download – Spring 2024 Report

Westwood One/Cumulus Media (Pierre Bouvard), June 3, 2024

<https://www.westwoodone.com/blog/2024/06/03/podcast-consumption-is-undercounted-due-to-co-listening-according-to-the-latest-cumulus-media-and-signal-hill-insights-podcast-download-spring-2024-report/>

Libsyn Optimistic On Podcast Rate Futures As May CPMs Lower

Radio Ink, June 3, 2024

<https://radioink.com/2024/06/03/libsyn-optimistic-on-podcast-rate-futures-as-may-cpms-lower/>

***Radio Delivers Media Super-Users and Light-Users**

Katz Radio Group Sound Answers Blog, June 3, 2024

<https://insights.katzradiogroup.com/sound-answers-98-radio-delivers-media-super-users-and-light-users>

Budget Over Brand: Consumers Are Trading Down

MediaPost (Corinne Casagrande), June 3, 2024

https://www.mediapost.com/publications/article/396528/budget-over-brand-consumers-are-trading-down.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134516&hasid=nPO6kNh8ToCb2_NBH4Mycg

Why advertisers are turning away from walled gardens

eMarketer (Daniel Konstantinovic), June 3, 2024

<https://www.emarketer.com/content/why-advertisers-are-leaving-walled-gardens>

***Radio Works - And You Can Take That to the Bank**

FINDINGS FROM NEW KATZ CASE STUDY

Katz Radio Group, May 30, 2024

<https://insights.katzradiogroup.com/case-studies-financial-institutions-brand-lift?>

They Went With The Competition

Radio Ink (Chris Stonick), May 30, 2024

<https://radioink.com/2024/05/30/chris-stonick-they-went-with-the-competition/>

***Edison: Why GOP Candidates Should Buy Radio — And Democrats Should Buy Podcasts.**

Inside Radio, May 29, 2024

https://www.insideradio.com/free/edison-why-gop-candidates-should-buy-radio-and-democrats-should-buy-podcasts/article_7203b2b0-1dfa-11ef-9580-83e0cf41e302.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_298

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

TOP FIVE SELECTED ARTICLES/RESOURCES

PQ Media: Radio Set for Uptick Against Global Spending Plateau

Radio Ink, June 5, 2024

<https://radioink.com/2024/06/05/pq-media-radio-set-for-uptick-against-global-spending-plateau/>

FEC Chair: FCC's Political AI Disclosure Rule Will 'Sow Chaos'

Radio Ink, June 4, 2024

[https://radioink.com/2024/06/04/fec-chair-fccs-political-ai-disclosure-rule-will-sow-chaos/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 301](https://radioink.com/2024/06/04/fec-chair-fccs-political-ai-disclosure-rule-will-sow-chaos/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20301)

Digital + Radio: The Sum Of The Parts

Jacobs Media (Fred Jacobs), June 3, 2024

[https://jacobsmedia.com/digital-radio-the-sum-of-the-parts/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 300](https://jacobsmedia.com/digital-radio-the-sum-of-the-parts/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20300)

Unpacking the Unexpected Record Political Ad Spending of 2024 with BIA and Steve Passwaiter

(Note: This is a 29 minute podcast)

BIA Advisory Services, June 3, 2024

[https://www.buzzsprout.com/1663015/15186284-unpacking-the-unexpected-record-political-ad-spending-of-2024-with-bia-and-steve-passwaiter?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 301](https://www.buzzsprout.com/1663015/15186284-unpacking-the-unexpected-record-political-ad-spending-of-2024-with-bia-and-steve-passwaiter?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20301)

Trump Verdict Raises Concerns About A Nasty Election Campaign Getting Nastier – Looking at a Broadcaster's Potential Liability for Attack Ads

Broadcast Law Blog (David Oxenford), May 31, 2024

[https://www.broadcastlawblog.com/2024/05/articles/trump-verdict-raises-concerns-about-a-nasty-election-campaign-getting-nastier-looking-at-a-broadcasters-potential-liability-for-attack-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 300](https://www.broadcastlawblog.com/2024/05/articles/trump-verdict-raises-concerns-about-a-nasty-election-campaign-getting-nastier-looking-at-a-broadcasters-potential-liability-for-attack-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20300)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Corporate Generative AI Adoption Soars In 2024 As Media Buys In**

Radio Ink, June 5, 2024

<https://radioink.com/2024/06/05/corporate-generative-ai-adoption-soars-in-2024-as-media-buys-in/>

***SAG-AFTRA Allows Contextual AI Audio Ads Under New Waiver**

Radio Ink, June 5, 2024

<https://radioink.com/2024/06/05/sag-aftra-allows-ai-audio-ads-under-instreamatic-waiver/>

***Can My Top-Performing Salesperson Become a Top-Performing Manager?**

The Center For Sales Strategy (Kate Rehling), June 5, 2024

https://blog.thecenterforsalesstrategy.com/can-my-top-performing-salesperson-become-a-top-performing-manager?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-94_oCOaG7NYoYXMzhO_MY9PPcXiOAXF5TeP6PU7SBqd6rNrv9W7RyvJ3zJoFGMyiWM_BSV_gMjaHhbG3RpqtCcs-FJcA&hsmi=310267585&utm_content=310267585&utm_source=hs_email

***Wieser Upgrades 2024 For Fourth Time, Political Will Be 'Massive'**

MediaPost (Joe Mandese), June 5, 2024

https://www.mediapost.com/publications/article/396580/wieser-upgrades-2024-for-fourth-time-political-wi.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134523&hashid=XOWE7PwDT4-lekA7MLbhQg

***Law Firm Tells Stations to Save EEO Data "Just In Case"**

An FCC order reinstating the collection of Form 395-B went into effect June 3

RadioWorld (Joseph Chautin), June 3, 2024

https://www.radioworld.com/news-and-business/law-firm-tells-stations-to-save-eeo-data-just-in-case?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_301

***How programmatic political ads will impact the ad ecosystem from CTV to social media and more**

eMarketer (Sara Lebow), June 3, 2024

<https://www.emarketer.com/content/programmatic-political-ads-impact-ecosystem-ctv-social-media>

Consumers' Media Usage Expected to Pick Up Again After Lull Last Year

marketing charts, June 3, 2024

<https://www.marketingcharts.com/industries/media-and-entertainment-233169>

***Why Radio May Be SOL With SMBs**

Jacobs Media (Chris Brunt0, May 31, 2024

https://jacobsmedia.com/working-title-how-can-radio-better-serve-60-of-local-advertisers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_299

***Smart Speaker Marketing Provides Radio With B2B Ad Opportunity**

Radio Ink, May 31, 2024

<https://radioink.com/2024/05/31/smart-speaker-marketing-provides-radio-with-b2b-ad-opportunity/>

Broadcast TV Must Come To Terms With Its Maturity

TVNewsCheck (Mary M. Collins), May 31, 2024

https://tvnewscheck.com/business/article/broadcast-tv-must-come-to-terms-with-its-maturity/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_299

***Ads Take Another Block And Tackle**

MediaPost (Laurie Sullivan), May 30, 2024

https://www.mediapost.com/publications/article/396459/ads-take-another-block-and-tackle.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134519&ashid=WQXi43NhR1CWyuU6Uk3IQQ

June Regulatory Dates for Broadcasters – EEO Public File Reports, Rulemaking Comments, Political Deadlines, and More

Broadcast Law Blog (David Oxenford & Keenan Adamchak), May 28, 2024

https://www.broadcastlawblog.com/2024/05/articles/june-regulatory-dates-for-broadcasters-eeo-public-file-reports-rulemaking-comments-political-deadlines-and-more/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_298

***Court Consolidates Suits Opposing FCC’s Revived Employee Data Collection.**

Inside Radio, May 30, 2024

https://www.insideradio.com/free/court-consolidates-suits-opposing-fcc-s-revived-employee-data-collection/article_23d526a2-1e52-11ef-86c2-ef5617622acf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_299

Nielsen PPM Audience Monthly Trends

The May Full Month PPM trend releases start on June 10 and we will have them posted here next week.

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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