

June 12, 2024

Hi All,

We hit a little technical turbulence yesterday but your Midweek Resource Roundup has now safely landed in your inbox! Curated and aggregated to save you time and give you the most essential information to get a little bit smarter and better equipped every day!...

Practice the philosophy of continuous improvement. Get a little bit better every single day.
-- Brian Tracy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

10 Strategies for Breaking Through to Unresponsive Decision-Makers

The Center For Sales Strategy (Dean Moothart), June 12, 2024

https://blog.thecenterforsalesstrategy.com/breaking-through-to-unresponsive-decision-makers?utm_campaign=subscriber&utm_medium=email&_hsenc=p2ANqtz-8lFnt6kxoS07ZNGeFgjLZXsarWc1T3BALwcnEgNJcsNMciz7hORqDkNpsReBTuR7MO6ejct7uPJRoXdDtgw0lvqt-l_g&_hsmi=311260610&utm_content=311260610&utm_source=hs_email

The 15 Biggest Mistakes Unsuccessful Salespeople Make

Radio Ink (Pat Bryson), June 10, 2024

<https://radioink.com/2024/06/10/pat-bryson-the-15-biggest-mistakes-unsuccessful-salespeople-make/>

8 Culture Questions For Your Sales Manager

Radio Ink (Loyd Ford), June 10, 2024

<https://radioink.com/2024/06/10/loyd-ford-8-culture-questions-for-your-sales-manager/>

How to Sell to People Using Stories

SalesFuel (Jessica Helinski), June 8, 2024

https://salesfuel.com/how-to-sell-to-people-using-stories/?utm_source=SFw

Develop Emotional Intelligence In Sales To Stand Out From the Crowd

SalesFuel (Jessica Helinski), June 8, 2024

https://salesfuel.com/develop-emotional-intelligence-in-sales-to-stand-out-from-the-crowd/?utm_source=SFw

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***What Gives Radio Its Local Edge? ‘We Are Gritty By Nature,’ RAB’s Hulvey Says.**

Inside Radio, June 12, 2024

https://www.insideradio.com/free/what-gives-radio-its-local-edge-we-are-gritty-by-nature-rab-s-hulvey-says/article_b7b3ad4a-2888-11ef-87e8-4b0fdd630762.html

***Turn Your CNA Into a CMA**

Radio Ink (Rick Fink), June 12, 2024

<https://radioink.com/2024/06/12/rick-fink-turn-your-cna-into-a-cma/>

How to Help Your Advertisers with Video Ads

Aspire by Marketron, June 12, 2024

<https://aspire.marketron.com/how-to-help-your-advertisers-with-video-ads/>

What Is Foot Traffic Attribution?

Aspire by Marketron, June 12, 2024

<https://aspire.marketron.com/what-is-foot-traffic-attribution/>

***Radio Works with Real Estate, One Home At a Time**

RAB Radio Matters Blog (Nick Arias, Research & Insights Assistant), June 11, 2024

https://www.radiomatters.org/index.php/2024/06/11/radio-works-with-real-estate-one-home-at-a-time/?utm_source=Radio%20Matters%20Blog&utm_campaign=302a2f737c-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-302a2f737c-582899012

***Daytime is Prime Time For Audio Platforms: Study**

MediaPost (Wayne Friedman), June 11, 2024

https://www.mediapost.com/publications/article/396720/daytime-is-prime-time-for-audio-platforms-study.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134596&ashid=0GmwUb-VQzGI9svJRwTNRa

CNBC/NRF Retail Monitor: Retail Sales Made A Comeback In May.

Inside Audio Marketing, June 11, 2024

<https://www.insideaudiomarketing.com/post/cnbc-nrf-retail-monitor-retail-sales-made-a-comeback-in-may>

***5-Question Framework: How To Evaluate An Advertiser's Position And The Ability Of A Media Vehicle To Scale**

Westwood One/Cumulus Media (John Fix), June 10, 2024

<https://www.westwoodone.com/blog/2024/06/10/5-question-framework-how-to-evaluate-an-advertisers-position-and-the-ability-of-a-media-vehicle-to-scale/>

Summer Spend Remains High From Radio's Top Tier Advertisers

Radio Ink (Media Monitors), June 10, 2024

<https://radioink.com/2024/06/10/summer-spend-remains-high-from-radios-top-tier-advertisers/>

***Retail sales will be 18% higher this year than we thought they'd be prepandemic. Here's why.**

eMarketer (Zak Stambor), June 10, 2024

https://www.emarketer.com/content/retail-sales-will-18-higher-this-year-than-thought-they-would-prepandemic-here-s-why?utm_source=newsletter&utm_medium=email&utm_campaign=retail+daily+6.11.2024&utm_id=retail+daily+6.11.2024&utm_content=retail+daily+6.11.2

GM Supports Black-Owned Media

MediaPost (Tanya Gazdik), June 9, 2024

https://www.mediapost.com/publications/article/396701/gm-supports-black-owned-media.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_305

***The Best Sales Presentations Tap into Audience Expertise**

SalesFuel (Tim Londergan), June 8, 2024

https://salesfuel.com/the-best-sales-presentations-tap-into-audience-expertise/?utm_source=SFW

Report: Beauty, Industrial, Public Service Categories Upping Ad Spend.

Inside Radio, June 7, 2024

https://www.insideradio.com/free/report-beauty-industrial-public-service-categories-upping-ad-spend/article_2367ac8e-2515-11ef-9df1-5752a9c5a9f8.html

Another Survey Finds Majority Of Americans Are Podcast Consumers.

Inside Radio (Involved Media), June 7, 2024

https://www.insideradio.com/free/another-survey-finds-majority-of-americans-are-podcast-consumers/article_cf82f34e-24a6-11ef-aece-1facaa0f09e6.html

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Economic Pulse: BIA's Monthly Quick Take for Q2 2024

BIA Advisory Services (Nicole Ovadia), June 12, 2024

https://www.bia.com/blog/economic-pulse-bias-monthly-quick-take-for-q2-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20307

Improving Sales Performance: Are You THAT Kind of Coach?

The Center For Sales Strategy (Beth Sunshine), June 11, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/106472/improving-sales-performance-are-you-that-kind-of-coach?utm_medium=email&hsenc=p2ANqtz--MOJUkLyJwnABlotZxPVWLvyUZWPPQiZmyv2GgdwxzZmSPZQZqOgR83IkJa8mIJ4yMzBuiMYyQgS8HZJd1OaoWYxJOMw&hsmi=311079280&utm_content=311079280&utm_source=hs_email

FCC Brings Back Radio Duplication Rule

RBR-TVBR (Cameron Coats) June 11, 2024

https://rbr.com/fcc-brings-back-radio-duplication-rule/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20306

FCC Adopts New Rules For Leased Airtime, Giving Stations Two Options, Disclosure Templates.

Inside Radio, June 10, 2024

https://www.insideradio.com/free/fcc-adopts-new-rules-for-leased-airtime-giving-stations-two-options-disclosure-templates/article_4906c3e6-2770-11ef-96e4-6f90c7e31943.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20306

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/?vgo_ee=UrZwMQ2ckcSgs4Qv8w%2BCibT%2FHnIR2obVUJ6WmGh0Nyq5asWW807F%3AkTSeFcr2ES8C7KvkGLUNywpn18T39joW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***The Foundational Shift In Digital Media Is Finally Here**

MediaPost (Cory Treffiletti), June 12, 2024

https://www.mediapost.com/publications/article/396797/the-foundational-shift-in-digital-media-is-finally.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134604&hasid=13ziehw8S-6SGyiO6JORFg

***Most Professionals Are Already Using AI. Here's What That Means to Sales Leaders.**

LinkedIn Sales Blog (Paul Petrone), June 11, 2024

<https://www.linkedin.com/business/sales/blog/strategy/how-to-handle-ai-as-a-sales-leader>

***Worldwide ad spend will see steady growth through 2028**

Ad Spending Growth For Digital, Traditional and Total Media

eMarketer (Meaghan Yuen), June 11, 2024

https://www.emarketer.com/content/worldwide-ad-spend-will-see-steady-growth-through-2028?utm_source=newsletter&utm_medium=email&utm_campaign=cotd+6.11.2024&utm_id=cotd+6.11.2024&utm_content=cotd+6.11.2024

Fall Preview: \$252M In Ad Time Reserved For Congressional Races In Past Three Weeks.

Inside Radio (AdImpact), June 11, 2024

https://www.insideradio.com/free/fall-preview-252m-in-ad-time-reserved-for-congressional-races-in-past-three-weeks/article_e281137e-27c4-11ef-b863-6f9e7cb880d4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20306

The Radio Experience: Keeping It Fun And Entertaining

Jacobs Media (Fred Jacobs), June 11, 2024

https://jacobsmedia.com/the-radio-experience-keeping-it-fun-and-personal/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20306

Managing Chronic Complainers

How to deal with other people's negativity.

Psychology Today (Ilene Strauss Cohen Ph.D.), June 10, 2024

<https://www.psychologytoday.com/us/blog/your-emotional-meter/202406/managing-chronic-complainers>

Podcasting Captures Younger Audiences In An Aging Media World

amplifi media (Steven Goldstein), June 10, 2024

https://www.amplifimedia.com/blogstein-1/aq0g469cil0oqigtgq5bnny2akjrc?mc_cid=ef273ff574&mc_eid=30f6902dce

***GroupM Revises 2024 Ad Outlook Up Several Percentage Points**

MediaPost (Joe Mandese), June 10, 2024

https://www.mediapost.com/publications/article/396742/groupm-revises-2024-ad-outlook-up-several-percenta.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134592&hashid=XOWE7PwDT4-lekA7MLbhQg

OTT/CTV Experiencing 'Jackrabbit' Effect, Borrell Data

MediaPost (Laurie Sullivan), June 10, 2024

<https://www.mediapost.com/publications/article/396704/ottctv-experiencing-jackrabbit-effect-borrell.html>

***NAB: FCC's 'Asymmetric Burdens' May Suffocate Free Radio**

Radio Ink, June 10, 2024

<https://radioink.com/2024/06/10/fccs-asymmetric-burdens-on-radio-must-end-nab-warns/>

***What Is Your Sales Brand?**

Radio Ink, (Marc Greenspan), June 10, 2024

<https://radioink.com/2024/06/10/what-is-your-sales-brand-2/>

Farm Bureau Reinforces Support For AM Radio In Vehicles

Radio Ink, June 10, 2024

https://radioink.com/2024/06/10/farm-bureau-reinforces-support-for-am-radio-in-vehicles/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20305

***NAB Challenges Constitutionality Of FCC's Diversity Data Restart**

Radio Ink, June 6, 2024

https://radioink.com/2024/06/06/nab-challenges-constitutionality-of-fccs-diversity-data-restart/?vgo_ee=EFQ0h%2FHZU3hF4d6LPTqelfNfq215JokXtL6u7vF65xj6u%2FqqLI%2Bc%3ARGvRIUnTOOdrru9kFlb3LP49KGHjFVp8

Nielsen PPM Audience Monthly Trends

The May Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. All metrics for all three markets are up and the best of the year so far:

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
May Monthly - 541,200

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

Apr Monthly - 9,522,400
May Monthly - 9,657,800

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
May Monthly - 96,500

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
May Monthly - 1,837,300

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
May Monthly - 111,500

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
May Monthly - 2,282,500

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031