

June 19, 2024

Hi All,

Happy Juneteenth! If you are off today, enjoy the celebration of freedom for all. But when you're back at it there is an abundance of great resources and intelligence below that has been curated and aggregated to save you time and effort.

As we continue on our path of continuous learning and growth it is always important to be consistent, determined and willing to work at it to be successful...

"To be successful at anything, the truth is you don't have to be special. You just have to be what most people aren't. Consistent, determined, and willing to work for it. No shortcuts."

-- Tom Brady (as he spoke at his induction to the NFL Hall of Fame last week)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

They Said "NO" to Your Proposal: Now What? – Part 1

Radio Ink (Rick Fink), June 19, 2024

<https://radioink.com/2024/06/19/rick-fink-they-said-no-to-your-proposal-now-what-part-1/>

Do We Walk The Talk?

Radio Ink (Pat Bryson), June 17, 2024

<https://radioink.com/2024/06/17/pat-bryson-do-we-walk-the-talk/>

Steps To Creating Motivation

Radio Ink (Loyd Ford), June 17, 2024

<https://radioink.com/2024/06/17/loyd-ford-steps-to-creating-motivation/>

To Score More Sales, Keep the Pipeline Full

SalesFuel (Tim Londergan), June 15, 2024

https://salesfuel.com/to-score-more-sales-keep-the-pipeline-full/?utm_source=SFW

Why Welcome Emails Serve as an Awesome Customer Service Strategy

SalesFuel (Jessica Helinski), June 15, 2024

https://salesfuel.com/why-welcome-emails-serve-as-an-awesome-customer-service-strategy/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Radio Is A Game-Changer For Advertisers Looking Beyond TV**

Radio Ink, June 19, 2024

[https://radioink.com/2024/06/19/radio-is-a-game-changer-for-advertisers-looking-beyond-tv/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 312](https://radioink.com/2024/06/19/radio-is-a-game-changer-for-advertisers-looking-beyond-tv/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20312)

***Study Of Workday Listening Shows ‘Continuing Resilience’ Of AM/FM Radio.**

Inside Radio, June 18, 2024

[https://www.insideradio.com/free/study-of-workday-listening-shows-continuing-resilience-of-am-fm-radio/article_644cce9a-2db8-11ef-94ce-cb0315651996.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 312](https://www.insideradio.com/free/study-of-workday-listening-shows-continuing-resilience-of-am-fm-radio/article_644cce9a-2db8-11ef-94ce-cb0315651996.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20312)

***How Brands Build Trust and Loyalty With Hispanic Listeners**

Radio Ink, June 18, 2024

[https://radioink.com/2024/06/18/how-brands-build-trust-and-loyalty-with-hispanic-listeners/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 311](https://radioink.com/2024/06/18/how-brands-build-trust-and-loyalty-with-hispanic-listeners/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20311)

***Research: Brands Need Audio Gameplan To Stand Out.**

Inside Radio, June 17, 2024

https://www.insideradio.com/free/research-brands-need-audio-gameplan-to-stand-out/article_aeac04cc-2ce8-11ef-ada4-d766d3fe9d63.html

***Do Your Commercials Sound Like Real People?**

Radio Ink (Jeffrey Hedquist), June 17, 2024

<https://radioink.com/2024/06/17/jeffrey-hedquist-do-your-commercials-sound-like-real-people/>

The Untapped Opportunity For Men's Personal Care Services

MediaPost (Thomas Barzizza), June 18, 2024

https://www.mediapost.com/publications/article/396910/the-untapped-opportunity-for-mens-personal-care-s.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134663&hashid=nPO6kNh8ToCb2_NBH4Mycg

Grainger Biggest Gainer On Weekly Spot Count List; Progressive, T-Mobile Hold Top Spots.

Inside Radio (Media Monitors), June 18, 2024

https://www.insideradio.com/free/grainger-biggest-gainer-on-weekly-spot-count-list-progressive-t-mobile-hold-top-spots/article_623c8bac-2d42-11ef-95b5-abd758555a20.html

Edison Says Sports Audio Listeners Are Devoted Fans Who Spend.

Inside Radio, June 17, 2024

https://www.insideradio.com/free/edison-says-sports-audio-listeners-are-devoted-fans-who-spend/article_76dae7a6-2c76-11ef-9ec0-9385fa4ce112.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_310

***Great Sales Reps Have These Two Traits You May Not Realize**

SalesFuel (Jessica Helinski), June 15, 2024

https://salesfuel.com/great-sales-reps-have-these-two-traits-you-may-not-realize/?utm_source=SFW

***Audio Still Tops for In-Car Entertainment**

However, latest DTS/Xperi survey sees gains for video, gaming

RadioWorld (T. Carter Ross), June 14, 2024

BY T. CARTER ROSS ·

PUBLISHED: JUNE 14, 2024

https://www.radioworld.com/news-and-business/headlines/audio-still-tops-for-in-car-entertainment?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=9F417C7B-154B-46CE-9591-D755310C868D&utm_source=SmartBrief

***Redefining Hispanic Media Reach: AM/FM Radio Outshines TV**

Radio Ink, June 14, 2024

https://radioink.com/2024/06/14/redefining-hispanic-media-reach-am-fm-radio-outshines-tv/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_309

As Media Habits Go Niche, Listeners Say Audio Is Helping Them Feel More Connected.

Inside Radio, June 14, 2024

https://www.insideradio.com/free/as-media-habits-go-niche-listeners-say-audio-is-helping-them-feel-more-connected/article_ef473578-2a91-11ef-831c-bf93a9632f7e.html

BOOM: Retail is Rising!

StreetFight Magazine (Nancy A Shenker), June 14, 2024

[https://streetfightmag.com/2024/06/14/boom-retail-is-rising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 310](https://streetfightmag.com/2024/06/14/boom-retail-is-rising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20310)

***Pausing Paid Media Right Now Could Be A Bad Idea -- Here's Why**

MediaPost (Anthony Chiaravallo), June 12, 2024

https://www.mediapost.com/publications/article/396804/pausing-paid-media-right-now-could-be-a-bad-idea.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134641&hashid=nPO6kNh8ToCb2_NBH4Mycg

***Built Different: Media Plans Balanced with Radio Drive 20% Stronger Reach**

Audacy (John Schwab, Vice President Of Strategy & Analytics), June 12, 2024

<https://audacyinc.com/insights/built-different-media-plans-balanced-with-radio-drive-20-stronger-reach/>

***Reliability Drives Automotive Brand Trust**

MediaPost (Tanya Gazdik), June 11, 2024

[https://www.mediapost.com/publications/article/396787/reliability-drives-automotive-brand-trust.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 311](https://www.mediapost.com/publications/article/396787/reliability-drives-automotive-brand-trust.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20311)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Essential People Management Skills for Sales Leaders

The Center For Sales Strategy (Stephanie Stoll), June 19, 2024

https://blog.thecenterforsalesstrategy.com/people-management-skills-for-sales-leaders?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-Trt-gebMKJQ5NSb6nZITLgT2oVHPDAM3Q0ZLjRyXG1zdlxzHW8sqA4vIKp-x6dRrZUz0_e7V472it0T2nDqr0IUAYa&hsmi=312282349&utm_content=312282349&utm_source=hs_email

FCC Admonishes Three TV Stations for Not Having Clauses in Sales Agreements Requiring Non-discrimination in the Purchase of Advertising Time – A Reminder to Broadcasters

Broadcast Law Blog (David Oxenford), June 18, 2024

https://www.broadcastlawblog.com/2024/06/articles/fcc-admonishes-three-tv-stations-for-not-having-clauses-in-sales-agreements-requiring-non-discrimination-in-the-purchase-of-advertising-time-a-reminder-to-broadcasters/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_312

Agency Experts Discuss Strategies for Swelling Radio Revenue

Radio Ink, June 17, 2024

<https://radioink.com/2024/06/17/agency-experts-discuss-strategies-for-swelling-radio-revenue/>

Magna Boosts Ad Outlook: Cites Economic Rebound, Cyclical Events

MediaPost (Joe Mandese), June 15, 2024

https://www.mediapost.com/publications/article/396901/magna-also-boosts-ad-outlooks-cites-macroeconomic.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=134645&hashid=IP70GMR-TZyGwffQHRIFYg

Unveiling New Business Success: The Top 6 Essential Talents for Hunter Sellers and Why

The Center For Sales Strategies (Susan McCullin), June 17, 2024

https://blog.thecenterforsalesstrategy.com/6-talents-for-hunter-sellers?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--n9ON2Co7shZ6U4Gd1LR-kgeur65Xvi1e04tX4M1ZBxP6FI7meYlxi5fuvvgPJ6p5z56E5p6ElvE98C9qUbx35RqaBdQ&hsmi=311908320&utm_content=311908320&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Will AI Replace Audience Research As We Know It?

Jacobs Media (Fred Jacobs), June 19, 2024

<https://jacobsmedia.com/research-the-ai-way/>

***Can Ad-Supported Streamers Still See Growth As Consumers Want Even Less Ads?**

MediaPost (Wayne Friedman), June 18, 2024

https://www.mediapost.com/publications/article/396933/can-ad-supported-streamers-still-see-growth-as-con.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_311

***The Value Of Free: Tubi Or Not To Be**

Jacobs Media (Fred Jacobs), June 18, 2024

<https://jacobsmedia.com/the-value-of-free-tubi-or-not-to-be/>

***Advertiser Perceptions: Advertisers Would Pay 16% Extra For In-Car Visual Displays That Sync To AM/FM Radio Ads**

Westwood One/Cumulus Media (Pierre Bouvard), June 17, 2024

https://www.westwoodone.com/blog/2024/06/17/advertiser-perceptions-advertisers-would-pay-16-extra-for-in-car-visual-displays-that-sync-to-am-fm-radio-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_311

***US Podcast Ad Spending to Top \$2B This Year**

marketing charts, June 17, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233331?mc_cid=d0d1d594a4&mc_eid=c106971821

***Certain Behaviors on Social Media Are Growing More Popular. What Are They?**

marketing charts, June 17, 2024

https://www.marketingcharts.com/digital/social-media-233337?mc_cid=d0d1d594a4&mc_eid=c106971821

FCC's Annual Fee Proposal Would Cut Radio Costs By 6%.

Inside Radio, June 14, 2024

https://www.insideradio.com/free/fcc-s-annual-fee-proposal-would-cut-radio-costs-by-6/article_e8aec0f0-2a19-11ef-81e6-c7977c7d5df1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_310

D.C. Matters A Focal Point Of Hispanic Radio Conference Chat

Radio+Television Business Report (Adam Jacobson), June 14, 2024

https://rbr.com/hrc-dc-update-montero/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_309

***Norsan and Meruelo CEOs Tackle Radio's Timeliest Issues (Featuring SCBA Executive Board member, Otto Padron)**

Radio Ink, June 13, 2024

<https://radioink.com/2024/06/13/norsan-and-meruelo-ceos-tackle-radios-timeliest-issues/>

***National TV Ad Revenue Forecast To Sink 2.7% In 2024**

MediaPost (Wayne Friedman), June 13, 2024

https://www.mediapost.com/publications/article/396837/national-tv-ad-revenue-forecast-to-sink-27-in-20.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134673&hashid=dbTeyk_KQPCPkUhfRIu1tg

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

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