

June 26, 2024

Hi All,

We curate through dozens of sources each week to make it easy for you to educate yourself. And it is completely voluntary...

“Learning is not compulsory; it’s voluntary. Improvement is not compulsory; it’s voluntary. But to survive, we must learn.”

~W. Edwards Deming

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Get These Sales Superpowers Today

Radio Ink (Loyd Ford), June 24, 2024

<https://radioink.com/2024/06/24/loyd-ford-get-these-sales-superpowers-today/>

My Advertising Didn’t Work (Or Did It?)

Radio Ink (Pat Bryson), June 24, 2024

<https://radioink.com/2024/06/24/pat-bryson-my-advertising-didnt-work-or-did-it/>

The Best Sales Pricing Tactics to Avoid Discounting

SalesFuel (Jessica Helinski), June 22, 2024

https://salesfuel.com/the-best-sales-pricing-tactics-to-avoid-discounting/?utm_source=SFW

Positivity is One of the Top Sales Tips for Success

SalesFuel (Tim Londergan), June 22, 2024

https://salesfuel.com/positivity-is-one-of-the-top-sales-tips-for-success/?utm_source=SFW

Do These 4 Things EVERY Friday

The Center For Sales Strategy (Trey Morris), June 20, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/143621/sales-strategy-4-things-high-performing-salespeople-do-every-friday?utm_medium=email&hsenc=p2ANqtz--zq2NyRJ-fEEkBxN3PGOA6KmNjAA6JP5ndy_TH6gtu8Fj5dyd1W1WydStMAgxWtJOa07I_3Wbgs0DhDXFaWVoqB_byA&hsmi=312614315&utm_content=312614315&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Add Radio and Stir**

Radio Ink (Marc Greenspan), June 24, 2024

https://radioink.com/2024/06/24/marc-greenspan-add-radio-and-stir/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_315

Last March we featured the Nielsen study referred to in the previous story and now it is worth revisiting:

Reaching voters with radio

In a crowded market for political ads, radio offers an advantage

Nielsen Case Study, Q1, 2024

<https://www.nielsen.com/insights/2024/iheart-audacy-cumulus-case-study/>

Veritone One And Signal Hill Insights Pharma Study: Facial Aesthetics Category Skews Young And AM/FM Radio And Podcasts Offer Exceptional Reach Among Patients And Prospects/Considerers

Westwood One/Cumulus Media (Conor Doyle), June 24, 2024

<https://www.westwoodone.com/blog/2024/06/24/veritone-one-and-signal-hill-insights-pharma-study-facial-aesthetics-category-skews-young-and-am-fm-radio-and-podcasts-offer-exceptional-reach-among-patients-and-prospects-considerers/>

Religious Radio Leaders Share How AM/FM Still Wins Women

Radio Ink, June 24, 2024

<https://radioink.com/2024/06/24/religious-radio-leaders-share-how-am-fm-still-wins-women/>

***Best Practices For Better Communication In Sales**

SalesFuel (Jessica Helinski), June 24, 2024

https://salesfuel.com/best-practices-for-better-communication-in-sales/?utm_source=SFW

Unveiling Women's Enduring Love for Radio in the Digital Age

NRB, June 20, 2024

<https://nrb.org/unveiling-womens-enduring-love-for-radio-in-the-digital-age/>

National Radio Ad Play Remains Active With One Week Left In Q2

By Radio Ink (Media Monitors), June 24, 2024

<https://radioink.com/2024/06/24/national-radio-ad-play-remains-active-with-one-week-left-in-q2/>

***Search Ad CPLs Increase Again. Here Are the Latest Benchmarks, by Industry.**

marketing charts, June 21, 2024

https://www.marketingcharts.com/digital/paid-search-233400?mc_cid=20f42cac14&mc_eid=c106971821

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

TOP FIVE SELECTED ARTICLES/RESOURCES

The Role of AI in Sales Strategy: Leveraging Predictive Analytics for Smarter Targeting

The Center For Sales Strategy (Matt Sunshine), June 26, 2024

https://blog.thecenterforsalesstrategy.com/the-role-of-ai-in-sales-strategy?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8zX6qRC-Pe1hKfKXP1iscIVifPIEm7KT8oaNaCeJDkax7EUFCIFWDGhn39sHj7bDESkmsSBvwEN9srupwWjb7oMtlMg&hsmi=313278753&utm_content=313278753&utm_source=hs_email

Dispelling the “Radio Survived TV So We’ll Survive The Internet” Myth

Jacobs Media (Fred Jacobs), June 24, 2024

https://jacobsmedia.com/dispelling-the-radio-survived-tv-so-well-survive-the-internet-myth/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20315

How Radio Can Improve Its Digital Content Batting Average

Jacobs Media (Fred Jacobs), June 25, 2024

https://jacobsmedia.com/how-radio-can-improve-its-digital-content-batting-average/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20316

NURTURING LEADS ACROSS MULTIPLE CHANNELS FOR MAXIMUM ENGAGEMENT

LeadG2 (Isha Bell), June 21, 2024

https://leadg2.thecenterforsalesstrategy.com/blog/nurturing-leads-across-multiple-channels?utm_medium=email&hsenc=p2ANqtz--YGHe-jQ445k4Vgw8dRxzhrRZU1Y4QcMj-T4hLdR7ZpNetB UTFi5AaqCRFpcl9jpS7hHsXysBezDDzRkVnAkmjEm4Qg&hsmi=312615054&utm_content=312615054&utm_source=hs_email

Here’s Where Local Ad Buyers Say Budgets Are Heading In Rest Of 2024.

Inside Audio Marketing (Borrell), June 21, 2024

<https://www.insideaudiomarketing.com/post/here-s-where-local-ad-buyers-say-budgets-are-heading-in-rest-of-2024>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB's LeGeyst To Fight Proposed Royalties On Capitol Hill Today

Radio Ink, June 26, 2024

https://radioink.com/2024/06/26/nabs-legeyst-to-fight-proposed-royalties-on-capitol-hill-today/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20317

***Expect the Best From Your Salespeople – and Get It!**

The Center For Sales Strategy (Kate Rehling), June 25, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/135718/expect-the-best-from-your-salespeople-and-get-it?utm_medium=email&hsenc=p2ANqtz-xS3m-M8WjsEQd6ys4D8PK6pqPJbAsTkmpyhSEwgRDb5N0SoQRnu-bbu0JeTq-40kxPJO-yua_194IQXkCdTjNzpdR7g&hsmi=313116446&utm_content=313116446&utm_source=hs_email

***If You Can Dream It, Radio Can Measure It**

RAB Radio Matters Blog (Tammy Greenberg, SVP/Business), June 25, 2024

Developmenthttps://www.radiomatters.org/index.php/2024/06/25/if-you-can-dream-it-radio-can-measure-it/?utm_source=Radio%20Matters%20Blog&utm_campaign=93643d1344-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-93643d1344-582899012

Growth in retail media search ad spend will outpace its traditional counterpart

eMarketer (Meaghan Yuen), June 25, 2024

https://www.emarketer.com/content/retail-media-search-ad-spend-growth-will-outpace-traditional-counterpart?utm_source=newsletter&utm_medium=email&utm_campaign=cotd+6.25.2024&utm_id=cotd+6.25.2024&utm_content=cotd+6.25.2024

FCC Releases Decision on Broadcaster's Obligations to Identify Foreign Government Sponsored Programming – There is Some Good News, and Some Bad News Affecting Issue Ads

Broadcast Law Blog (David Oxenford), June 25, 2024

https://www.broadcastlawblog.com/2024/06/articles/fcc-releases-decision-on-broadcasters-obligations-to-identify-foreign-government-sponsored-programming-there-is-some-good-news-and-some-bad-news-affecting-issue-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20317

ANA, 4As: Privacy Bill Would 'Eviscerate' Industry

MediaPost (Wendy Davis), June 25, 2024

<https://www.mediapost.com/publications/article/397157/proposed-privacy-bill-would-eviscerate-industry.html>

***FCC Asks for Comments About a New FM Station Class**

Rosenworcel and Saurer suggested that C4 proponents file a new petition

RadioWorld (Paul McLane), June 24, 2024

https://www.radioworld.com/news-and-business/headlines/fcc-asks-for-comments-about-a-new-fm-station-class?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_315

***Ricki Lee-Led Group Acquires 'Radio News AI'**

Radio +Television Business Report (Adam Jacobson), June 24, 2024

https://rbr.com/ricki-lee-led-group-acquires-radio-news-ai/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_315

Would AM Mandate Force Carmakers to Scrap Safety Features?

Opponents play up the possibility that carmakers would have to choose

RadioWorld (Paul McLane), June 24, 2024

https://www.radioworld.com/news-and-business/headlines/would-am-mandate-force-carmakers-to-scrap-safety-features?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_316

***Radio's Performance Royalty Fight Not Yet Over In Washington.**

Inside Radio, June 21, 2024

https://www.insideradio.com/free/radio-s-performance-royalty-fight-not-yet-over-in-washington/article_db091ce4-2f9f-11ef-a7bc-d78e5c679c05.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_314

GBS Asks FCC to Finalize Geotargeting Rules

ZoneCasting developer hopes commission is open to expanding hourly time limit

RadioWorld (Randy J. Stine), June 21, 2024

https://www.radioworld.com/news-and-business/headlines/gbs-asks-fcc-to-finalize-geotargeting-rules?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_314

***5-Year Hit: Legacy Media Profits Halved, Linear Ads Share Decline**

MediaPost (Wayne Friedman), June 21, 2024

https://www.mediapost.com/publications/article/397074/5-year-hit-legacy-media-profits-halved-linear-ad.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134714&hashid=0GmwUb-VQzGI9svJRwTNRa

Research Shows Just How Big Sales From Podcast Ad Spending Really Are.

Inside Audio Marketing (Acast & OMD), June 21, 2024

<https://www.insideaudiomarketing.com/post/research-shows-just-how-big-sales-from-podcast-ad-spending-really-are>

***Automotive TV Spending Drops 14.6% In May**

MediaPost (Tanya Gazdik), June 20, 2024

https://www.mediapost.com/publications/article/397029/automotive-tv-spending-drops-146-in-may.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_313

Beyond AM: How Radio's Most Powerful Propose A Unified Front

Radio Ink, June 20, 2024

https://radioink.com/2024/06/20/beyond-am-how-radios-most-powerful-propose-a-unified-front/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_313

A New FM Class "A10" for Radio?

Commander to FCC: Make it so

RadioWorld (Randy J. Stine), June 20, 2024

https://www.radioworld.com/news-and-business/headlines/a-new-fm-class-a10-for-radio?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_313

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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