

July 03, 2024

Hi All,

Wishing you all a wonderful Independence Day celebration and a fun, long weekend!

We kick off July and the second half of 2024 with another curated collection of articles and information so that you can acquire new knowledge quickly and apply it directly to your work and have a competitive advantage...

**Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.”**

- Brian Tracy

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **They Said “NO” to Your Proposal: Now What? – Part 2**

Radio Ink (Rick Fink), June 26, 2024

<https://radioink.com/2024/06/26/rick-fink-they-said-no-to-your-proposal-now-what-part-2/>

#### **They Said “NO” to Your Proposal: Now What? – Part 3**

Radio Ink (Rick Fink), July 3, 2024

[https://radioink.com/2024/07/03/rick-fink-they-said-no-to-your-proposal-now-what-part-3/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%26%20Technology%20Daily%20322](https://radioink.com/2024/07/03/rick-fink-they-said-no-to-your-proposal-now-what-part-3/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%26%20Technology%20Daily%20322)

#### **The Anatomy of New Business Development**

The Center For Sales Strategy (Trey Morris), July 1, 2024

[https://blog.thecenterforsalesstrategy.com/the-anatomy-of-new-business-development?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz-Ai2XMHB1GfDxXpSsG8g3GOIISbt5xbUAKvY8yRsqiobfaKTYMwgtb0DqdRXBTnZNBLOc3uVQVmJwKUOIhQc2KRsa&hsmi=313940683&utm\\_content=313940683&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/the-anatomy-of-new-business-development?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-Ai2XMHB1GfDxXpSsG8g3GOIISbt5xbUAKvY8yRsqiobfaKTYMwgtb0DqdRXBTnZNBLOc3uVQVmJwKUOIhQc2KRsa&hsmi=313940683&utm_content=313940683&utm_source=hs_email)

### **Does Your B2B Closing Technique Include This Strategy?**

SalesFuel (Tim Londergan), June 29, 2024

[https://salesfuel.com/does-your-b2b-closing-technique-include-this-strategy/?utm\\_source=SFW](https://salesfuel.com/does-your-b2b-closing-technique-include-this-strategy/?utm_source=SFW)

### **Common Buyer Personas And How To Sell To Them**

SalesFuel (Jessica Helinski), June 29, 2024

[https://salesfuel.com/common-buyer-personas-and-how-to-sell-to-them/?utm\\_source=SFW](https://salesfuel.com/common-buyer-personas-and-how-to-sell-to-them/?utm_source=SFW)

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **JLL: Back-To-School Shopping To Rise Nearly 22%.**

Inside Audio Marketing, July 3, 2024

<https://www.insideaudiomarketing.com/post/jll-back-to-school-shopping-to-rise-nearly-22>

### **\*Understanding Relationship and Task Tension During The Needs Analysis Process**

The Center For Sales Strategy (Susan McCullin), July 2, 2024

[https://blog.thecenterforsalesstrategy.com/setting-the-table-for-a-great-needs-analysis?utm\\_medium=email&hsenc=p2ANqtz--kQRyFWm-7WLwcD\\_DeYdy0Tx5TKE-1Dxc1tvo1vtGbr2WQcrKakSsSWPr7FAdfKZiwOkA4bBZ0c1XYx8oexQGPfi6Pvg&hsmi=314156433&utm\\_content=314156433&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/setting-the-table-for-a-great-needs-analysis?utm_medium=email&hsenc=p2ANqtz--kQRyFWm-7WLwcD_DeYdy0Tx5TKE-1Dxc1tvo1vtGbr2WQcrKakSsSWPr7FAdfKZiwOkA4bBZ0c1XYx8oexQGPfi6Pvg&hsmi=314156433&utm_content=314156433&utm_source=hs_email)

### **\*Unveiling the Future: Insights from the Sales 3.0 Conference on AI's Impact on Sales**

LinkedIn Sales Blog (Amanda Van Nuys), July 2, 2024

<https://www.linkedin.com/business/sales/blog/b2b-sales/insights-from-sales-3-0-conference-ai>

### **\*Your Media Plan Has Streaming Music And Podcasts; Can You Check The Box On Audio? Not So Fast – Here's Why**

Westwood One, Cumulus Media (Pierre Bouvard), July 1, 2024

<https://www.westwoodone.com/blog/2024/07/01/your-media-plan-has-streaming-music-and-podcasts-can-you-check-the-box-on-audio-not-so-fast-heres-why/>

### **\*Report: Drivers Spending More Time In Traffic Benefits AM/FM Radio Advertisers.**

Inside Audio Marketing (INRIX), July 1, 2024

<https://www.insideaudiomarketing.com/post/report-drivers-spending-more-time-in-traffic-benefits-am-fm-radio-advertisers>

### **'Don't Surprise Me'**

Radio Ink (Jeffrey Hedquist), July 1, 2024

<https://radioink.com/2024/07/01/jeffrey-hedquist-dont-surprise-me/>

### **\*Radio and Trust Go Hand in Hand**

Katz Radio Group Sound Answers, July 1, 2024

<https://insights.katzradiogroup.com/sound-answers-99-radio-and-trust-go-hand-in-hand>

### **Media Monitors: Home Improvement, Wireless Advertisers Remain Strong.**

Inside Audio Marketing, July 1, 2024

<https://www.insideaudiomarketing.com/post/media-monitors-home-improvement-wireless-advertisers-remain-strong>

### **\*What Success Sounds Like: The Impact of Audio Advertising on Auto, Legal, and QSR Brands**

Audacy Insights Team, June 25, 2024

<https://audacyinc.com/insights/what-success-sounds-like-the-impact-of-audio-advertising-on-auto-legal-and-qsr-brands/>

### **Common Productivity Thieves For Sellers**

SalesFuel (Jessica Helinski), June 29, 2024

[https://salesfuel.com/common-productivity-thieves-for-sellers/?utm\\_source=SFW](https://salesfuel.com/common-productivity-thieves-for-sellers/?utm_source=SFW)

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

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Unlocking Success in Sales Succession Planning**

The Center For Sales Strategy (Beth Sunshine), July 3, 2024

[https://blog.thecenterforsalesstrategy.com/unlocking-success-in-sales-succession-planning?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsenc=p2ANqtz-8j7YrGnNrFbrV-0PO\\_egOLJWu9LBJD9ZRyeB1bKLS7RcxRr1naiQjo6JUGeU17Xx40r5gBX\\_TJ68gorhLbxK-wPxLwGw&\\_hsmi=314274043&utm\\_content=314274043&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/unlocking-success-in-sales-succession-planning?utm_campaign=subscriber&utm_medium=email&_hsenc=p2ANqtz-8j7YrGnNrFbrV-0PO_egOLJWu9LBJD9ZRyeB1bKLS7RcxRr1naiQjo6JUGeU17Xx40r5gBX_TJ68gorhLbxK-wPxLwGw&_hsmi=314274043&utm_content=314274043&utm_source=hs_email)

#### **Radio On Main Street Featuring Nicole Ovadia, VP of Forecasting and Analysis at BIA Advisory**

RAB Radio On Mainstreet, July 3, 2024

(Note: This is a 25 minute video with RAB Pres/CEO interviewing BIA's Nicole Ovadia)

<https://www.youtube.com/watch?v=c-1wEdY95SQ>

### **Radio's Digital Wake-Up Call**

Radio Ink (Randi West), July 3, 2024

[https://radioink.com/2024/07/03/randi-west-radios-digital-wake-up-call/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_322](https://radioink.com/2024/07/03/randi-west-radios-digital-wake-up-call/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_322)

### **Be A CEO (Chief Encouragement Officer)**

Radio Ink Loyd Ford), June 30, 2024

<https://radioink.com/2024/06/30/be-a-ceo-chief-encouragement-officer/>

### **Broadcasters To Congress: Royalty Payments Would Undercut History Of Radio Localism.**

Inside Rado, June 27, 2024

[https://www.insideradio.com/free/broadcasters-to-congress-royalty-payments-would-undercut-history-of-radio-localism/article\\_d9b09644-344d-11ef-812e-3f30ef16d97d.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_318](https://www.insideradio.com/free/broadcasters-to-congress-royalty-payments-would-undercut-history-of-radio-localism/article_d9b09644-344d-11ef-812e-3f30ef16d97d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_318)

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **FCC Head Wants Stronger EAS Security**

Radio Ink, July 2, 2024

<https://radioink.com/2024/07/02/fcc-head-wants-stronger-eas-security/>

### **Supreme Court Rejects the Chevron Doctrine – What Does it Mean for Broadcasters Regulated By the FCC?**

Broadcast Law Blog (David Oxenford), July 2, 2024

<https://www.broadcastlawblog.com/2024/07/articles/supreme-court-rejects-the-chevron-doctrine-what-does-it-mean-for-broadcasters-regulated-by-the-fcc/>

### **\*Upfront TV Ad Prognosis? Slow-Moving, On A Questionable Front**

MediaPost (Wayne Friedman), July 2, 2024

[https://www.mediapost.com/publications/article/397311/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_321](https://www.mediapost.com/publications/article/397311/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_321)

### **Delay In Required Collection Of Data About Station Employees Sought.**

Inside Radio, July 1, 2024

[https://www.insideradio.com/free/delay-in-required-collection-of-data-about-station-employees-sought/article\\_4e31080c-3785-11ef-8b78-2b05cf01da5c.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 320](https://www.insideradio.com/free/delay-in-required-collection-of-data-about-station-employees-sought/article_4e31080c-3785-11ef-8b78-2b05cf01da5c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20320)

### **Two Meetings, No Compromise. Why A Radio Royalty Deal Is Harder Than It Sounds.**

Inside Radio, June 28, 2024

[https://www.insideradio.com/free/two-meetings-no-compromise-why-a-radio-royalty-deal-is-harder-than-it-sounds/article\\_be3302c0-3520-11ef-9eb4-23184c0110c4.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 319](https://www.insideradio.com/free/two-meetings-no-compromise-why-a-radio-royalty-deal-is-harder-than-it-sounds/article_be3302c0-3520-11ef-9eb4-23184c0110c4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20319)

### **Will Ethnic Radio Survive In The U.S.A?**

Radio Ink (Amador Bustos), June 27, 2024

<https://radioink.com/2024/06/27/will-ethnic-radio-survive-in-the-u-s-a/>

### **AM Radio Bill Delayed Due To GOP Privacy Act Crossfire**

Radio Ink, June 27, 2024

[https://radioink.com/2024/06/27/am-radio-bill-delayed-due-to-gop-privacy-act-crossfire/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 318](https://radioink.com/2024/06/27/am-radio-bill-delayed-due-to-gop-privacy-act-crossfire/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20318)

### **\*Generatively Speaking: How Radio's Most Powerful Tackle AI**

Radio Ink, June 27, 2024

<https://radioink.com/2024/06/27/generatively-speaking-how-radios-most-powerful-tackle-ai/>

### **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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