

July 10, 2024

Hi All,

This past work week was shortened by the extended 4th of July Holiday but there is still plenty of great, curated content for you in this edition of the Roundup.

A couple of noteworthy items in the collections below. There are a couple of articles in the Sales section to help prepare for what we hope will be an active political advertising environment in the fall. One is an article that was first featured in April from Marketron entitled **Radio Political Advertising: Why It Creates the Most Reach** that is worth revisiting and the other is a more timely piece by Audacy Research and Insights entitled **Harnessing the Power of AM/FM Radio in Political Races**.

Then there is also a related political advertising article in the Management section from Radio Ink citing forecasts from AdImpact entitled **Political Ad Growth? Radio Could Be Largely Ignored, Says AdImpact** that points to the need for Radio to be very engaged with political campaigns and agencies to get a fair share of the political ad spend. This is especially true in a non-swing state like California.

I have curated another tranche of research and articles to support the use of Radio in political campaigns that I will be sending out tomorrow to our extensive list of political consultants, campaign managers and agencies that specialize in political advertising. I will send you all a copy of it after it goes out.

You will also find the June Full Month audience trends from Nielsen for our PPM measured markets below.

Now let's continue with our non-stop learning and training...

"Every enterprise is a learning and teaching institution. Training and development must be built into it on all levels—training and development that never stops."

Peter Drucker, Management Consultant, Educator, and Author

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

In Sales, You Make The Decision

Radio Ink (Loyd Ford), July 8, 2024

<https://radioink.com/2024/07/08/loyd-ford-in-sales-you-make-the-decision/>

Halfway To 2025: How Are Your Goals?

Radio Ink (Pat Bryson), July 8, 2024

<https://radioink.com/2024/07/08/pat-bryson-halfway-to-2025-how-are-your-goals/>

Trouble Meeting A Quota? Level Up Your Strategy With Some Videos

SalesFuel (Jessica Helinski), July 6, 2024

https://salesfuel.com/trouble-meeting-a-quota-level-up-your-strategy-with-some-videos/?utm_source=SFW

B2B Sales Closing Techniques Sellers Should Be Using

SalesFuel (Jessica Helinski), July 6, 2024

https://salesfuel.com/b2b-sales-closing-techniques-sellers-should-be-using/?utm_source=SFW

How to Become a Master Negotiator Using These 7 Practical Negotiation Techniques

This is the most practical guide to everyday negotiation.

The Profile (Polina Pompliano), July 03, 2024

<https://www.readtheprofile.com/p/negotiation-techniques>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Radio Political Advertising: Why It Creates the Most Reach**

Marketron, April 30, 2024

<https://www.marketron.com/media-mentions/2024/04/30/radio-political-advertising-why-it-creates-the-most-reach/>

Survey Shows 'Strong Commitment' To Podcasts From Spanish-Speaking Listeners.

Inside Audio Marketing, July 10, 2024

<https://www.insideaudiomarketing.com/post/survey-shows-strong-commitment-to-podcasts-from-spanish-speaking-listeners>

***In What Areas Do Brands Think They Need to Improve?**

marketingcharts, July 9, 2024

https://www.marketingcharts.com/business-of-marketing-233515?mc_cid=9d881641fe&mc_eid=c106971821

TikTok Limits Teen Ad-Targeting Methods

MediaPost (Colin Kirkland), July 9, 2024

<https://www.mediapost.com/publications/article/397466/tiktok-limits-teen-ad-targeting-methods.html>

Radio is on the Menu for Restaurants

RAB Radio Matters Blog (Annette Malave, SVP/Insights), July 9, 2024

https://www.radiomatters.org/index.php/2024/07/09/radio-is-on-the-menu-for-restaurants/?utm_source=Radio%20Matters%20Blog&utm_campaign=04e348083d-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-04e348083d-582899012

***New Study Shows Radio's Enduring Spanish-Language Appeal**

Radio Ink (Harker Bos Group), July 8, 2024

<https://radioink.com/2024/07/08/new-study-shows-radios-enduring-spanish-language-appeal/>

Home Improvement Fuels Monster July 4th Week For Radio Ads

Radio Ink (Media Monitors), July 8, 2024

<https://radioink.com/2024/07/08/home-improvement-fuels-monster-july-4th-week-for-radio-ads/>

Sports Fans' Loyalty Extends To Podcast Listening Habits.

Inside Radio (Edison Research), July 5, 2024

https://www.insideradio.com/free/sports-fans-loyalty-extends-to-podcast-listening-habits/article_cd7f5a4c-3b12-11ef-b34c-bbf473b1c476.html

***Forecasters Anticipate Sluggish Auto Sales in Second Quarter.**

Inside Radio, July 5, 2024

https://www.insideradio.com/free/forecasters-anticipate-sluggish-auto-sales-in-second-quarter/article_19b5345a-3b12-11ef-a573-33521cad3f83.html

Gimlet-Eyed Boomers: They're Skeptical Of Influencers And Advertising

MediaPost (Ray Schultz), July 2, 2024

https://www.mediapost.com/publications/article/397341/gimlet-eyed-boomers-theyre-skeptical-of-influenc.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134844&hashid=Oo_vrjRtQN66NUEi-d4V6g

***Harnessing the Power of AM/FM Radio in Political Races**

Audacy (Cakim, SVP Of Research & Insights), July 2, 2024

<https://audacyinc.com/insights/harnessing-the-power-of-am-fm-radio-in-political-races/>

***Not All Viewer Attention To Advertising Is Created Equal**

MediaPost (Robert Williams), July 1, 2024

https://www.mediapost.com/publications/article/397313/not-all-viewer-attention-to-advertising-is-created.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134856&hashid=o5sexdpQRQeeqa1Ux78qbw

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Marketing in 2024: H1 by the numbers

CMO budgets continue to fall as pressure to automate mounts and fears of signal loss reach a fever pitch.

Marketing Dive, July 10, 2024

https://www.marketingdive.com/news/marketing-statistics-for-2024/719757/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202024-07-10%20Breaking%20News:%20Marketing%20%5Bissue:63345%5D%20%28draft%29&utm_term=Marketing%20Dive

10 Best Practices for Conducting a Great Candidate Interview

The Center For Sales Strategy (Beth Sunshine), July 9, 2024

https://blog.thecenterforsalesstrategy.com/best-practices-for-conducting-candidate-interview?utm_campaign=subscriber&utm_medium=email&_hsenc=p2ANqtz--cIlNgVOi9vAmpVqxrVXyhjr7c3WW-CaF1Sbw9VSKbZyWAvhiS_B_LGV5IKu5AzxhH1DDNDHFfSMNojr4_PxZhsWVTQhA&_hsmi=314981736&utm_content=314981736&utm_source=hs_email

Political Ad Growth? Radio Could Be Largely Ignored, Says Adimpact

Radio Ink (Adam R Jacobson), July 3, 2024

<https://radioink.com/2024/07/03/political-ad-growth-radio-could-be-largely-ignored-says-adimpact/>

Radio's In-Car Prominence Is an Indicator of Industry Health

Broadcasters cite pros and cons of the medium at WorldDAB Automotive

RadioWorld (James Careless), July 3, 2024

https://www.radioworld.com/news-and-business/headlines/radios-in-car-prominence-is-an-indicator-of-industry-health?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=3298AC0E-CCF8-41B5-B36F-210DE8D29BF2&utm_source=SmartBrief

Navigating Change: Strategies For Accelerating Business Outcomes

Forbes (Susan Hardy), July 2, 2024

<https://www.forbes.com/sites/forbescommunicationscouncil/2024/07/01/navigating-change-strategies-for-accelerating-business-outcomes/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Debate Over Whether The FCC Should Police AI-Generated Political Ads Airs In Congress.

Inside Radio, July 10, 2024

https://www.insideradio.com/free/debate-over-whether-the-fcc-should-police-ai-generated-political-ads-air-in-congress/article_b01693fc-3e88-11ef-95a9-978998ff9861.html

Lowe's Retail Media Network Adds In-Store Audio Ads.

Inside Radio, July 10, 2024

https://www.insideradio.com/free/lowe-s-retail-media-network-adds-in-store-audio-ads/article_950990b0-3e87-11ef-846c-6f9ba72f8b90.html

Retail Media's Top 3 Growing Pains (and How to Navigate Them)

Measurement and structural challenges plague retailers as they vie for juicy media margins

ADWEEK (Kathryn Lundstrom), July 9, 2024

https://www.adweek.com/commerce/retail-medias-top-3-growing-pains-and-how-to-navigate-them/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Media_Newsletter_240709074630&recip_id=1385784&lyt_id=1385784

Former FCC Chair Wheeler: US Lawmakers 'Failed' To Rein In AI

Radio Ink, July 9, 2024

<https://radioink.com/2024/07/09/former-fcc-chair-wheeler-us-lawmakers-failed-regulating-ai/>

Effective Date Set For FM Radio Duplication Rule Return

Radio+Television Business Report (Adam Jacobson), July 8, 2024

https://rbr.com/effective-date-set-for-fm-radio-duplication-rule-return/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_323

Texas Judge Brings New Life To Non Compete Deals

RBR-TVBR, July 8, 2024

https://rbr.com/texas-judge-brings-new-life-to-noncompete-deals/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_324

YouTube's Growth As A Podcast Power Player Revealed In Cumulus Media And Signal Hill Insights' Podcast Download – Spring 2024 Report

Westwood One/Cumulus Media (Pierre Bouvard) July 8, 2024

<https://www.westwoodone.com/blog/2024/07/08/youtubes-growth-as-a-podcast-power-player-revealed-in-cumulus-media-and-signal-hill-insights-podcast-download-spring-2024-report/>

Groups Ask FCC to Wait on Collection of EEO Data

Expecting to prevail in court, opponents told the FCC they face "irreparable" constitutional injuries

RadioWorld (Paul McLane), July 8, 2024

https://www.radioworld.com/news-and-business/business-and-law/groups-ask-fcc-to-wait-on-collection-of-eeo-data?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=3298AC0E-CCF8-41B5-B36F-210DE8D29BF2&utm_source=SmartBrief

Can Radio Keep Its Home Between the Pillars?

Monster "pillar to pillar" dashboard screens and other large displays are raising the stakes for broadcasters

RadioWorld (Randy J. Stine), July 7, 2024

https://www.radioworld.com/news-and-business/headlines/can-radio-keep-its-home-between-the-pillars?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=356C66AC-D56D-4EA5-B490-623A1C2022E7&utm_source=SmartBrief

Podcasting Closes Gap with AM/FM in Spoken Word Audio

Radio Ink (Edison Research), July 7, 2024

<https://radioink.com/2024/07/07/podcasting-closes-gap-with-am-fm-in-spoken-word-audio/>

Nielsen PPM Audience Monthly Trends

The June, 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. There appears to be some of the usual seasonal fluctuation but no significant variances month over month. We will watch the trending.

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
Jun Monthly - 524,300

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
Jun Monthly - 9,659,300

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
Jun Monthly - 90,500

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

Jun Monthly - 1,811,000

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
Jun Monthly - 104,200

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
May Monthly - 2,282,500
Jun Monthly - 2,208,300

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