

July 17, 2024

Hi All,

Did you know that the “dog days of summer” is a phrase used to describe the hot and humid days of summer. It can be traced back thousands of years to the days of the Roman Empire. It refers to the dates from July 3 through August 11, which is 20 days prior and 20 days after the star Sirius rises and falls in conjunction with the sun.

So as we travel through these "dog days of summer" it is a good time to keep the learning going so we can keep rising in our knowledge and performance...

"Those who keep learning will keep rising in life."

-- Charlie Munger

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

May The Best Bus Win

Radio Ink (Lloyd Ford), July 15, 2024

<https://radioink.com/2024/07/15/loyd-ford-may-the-best-bus-win/>

Are you digging deep enough?

RAB (Jeff Schmidt, SVP of Professional Development), July 15, 2024

<https://www.rab.com/public/rst/viewRSTst.cfm?id=36118&from=archive>

Research Reveals Insights Into the Average B2B Sales Experience

SalesFuel (Jessica Helinski), July 13, 2024

https://salesfuel.com/research-reveals-insights-into-the-average-b2b-sales-experience/?utm_source=SFW

How to Stop Sales Anxiety from Crushing Your Success

SaleFuel (Tim Londergan), July 13, 2024

https://salesfuel.com/how-to-stop-sales-anxiety-from-crushing-your-success/?utm_source=SFW

How To Have Better Sales Conversations

SalesFuel (Jessica Helinski), July 13, 2024

https://salesfuel.com/how-to-have-better-sales-conversations/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Merry Christmas In July: Ready For The Start Of Mom's Shopping Season?

MediaPost (Maria Bailey), July 17, 2024

https://www.mediapost.com/publications/article/397623/merry-christmas-in-july-ready-for-the-start-of-mo.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134956&has_hid=nPO6kNh8ToCb2_NBH4Mycg

***Edison: For Female Sports Fans, AM/FM Radio Reigns Supreme.**

Inside Radio (Edison Research), July 17, 2024

[https://www.insideradio.com/free/edison-for-female-sports-fans-am-fm-radio-reigns-supreme/article_731803a6-4409-11ef-bc40-0f6697c0f7fd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 330](https://www.insideradio.com/free/edison-for-female-sports-fans-am-fm-radio-reigns-supreme/article_731803a6-4409-11ef-bc40-0f6697c0f7fd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20330)

Plumbing and HVAC Ads on Radio: What's Working Best

RAB Radio Matters Blog (Rick Kestenbaum, general manager, AnalyticOwl), July 16, 2024

https://www.radiomatters.org/index.php/2024/07/16/plumbing-and-hvac-ads-on-radio-whats-working-best/?utm_source=Radio%20Matters%20Blog&utm_campaign=684a7d26a8-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-684a7d26a8-582899012

June's strong retail sales report is good news for retailers

eMarketer (Rachel Wolff), July 16, 2024

https://www.emarketer.com/content/june-retail-sales-good-news-retailers?utm_source=Newsletter&utm_medium=Email&utm_campaign=Retail+Daily+7.17.24&utm_content=Retail+Daily+7.17.24

NHTSA Top Gainer On Latest List Of Top Radio Advertisers.

Inside Audio Marketing (Media Monitors), July 16, 2024

<https://www.insideaudiomarketing.com/post/nhtsa-top-gainer-on-latest-list-of-top-radio-advertisers>

Most US/UK holiday shoppers will start before Thanksgiving this year

eMarketer (Jennifer King), July 16, 2024

https://www.emarketer.com/content/holiday-shoppers-will-start-before-thanksgiving-this-year?utm_source=newsletter&utm_medium=email&utm_campaign=cotd+7.16.2024&utm_id=cotd+7.16.2024&utm_content=cotd+7.16.2024

***Great Service: Where You Don't Expect To Find It**

Radio Ink (Pat Bryson), July 15, 2024

<https://radioink.com/2024/07/15/pat-bryson-great-service-where-you-dont-expect-to-find-it/>

Go Ahead: Write A Really Bad Commercial

Radio Ink (Jeffrey Hedquist), July 15, 2024

<https://radioink.com/2024/07/15/jeffrey-hedquist-go-ahead-write-a-really-bad-commercial/>

Radio Ad Business As Usual Is Good News Following The 4th

Radio Ink, July 15, 2024

<https://radioink.com/2024/07/15/radio-ad-business-as-usual-is-good-news-following-the-4th/>

Amazon Prime Day Is Powered By AM/FM Radio And Podcast Listeners; Plus, Why Retailers Should Give Audio A Starring Role In Holiday Media Plans

Westwood One/Cumulus Media (Pierre Bouvard) July 15, 2024

<https://www.westwoodone.com/blog/2024/07/15/amazon-prime-day-is-powered-by-am-fm-radio-and-podcast-listeners-plus-why-retailers-should-give-audio-a-starring-role-in-holiday-media-plans/>

***Auto Incentives Up For New Cars, But Used Market Could Use A Jumpstart.**

Inside Radio, July 15, 2024

https://www.insideradio.com/free/auto-incentives-up-for-new-cars-but-used-market-could-use-a-jumpstart/article_9f207c64-42ef-11ef-81dc-5b20af5edde7.html

Deloitte: Back-to-School Spending Likely To Fall 2%

MediaPost (Sarah Mahoney), July 15, 2024

https://www.mediapost.com/publications/article/397654/deloitte-back-to-school-spending-likely-to-fall-2.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134940&hashid=akE-7z-LS1W9CYmV5M9xXA

***Survey Finds Audio Ads More Memorable Than Billboard, Video, And Social Media Ads.**

Inside Audio Marketing, July 12, 2024

<https://www.insideaudiomarketing.com/post/survey-finds-audio-ads-more-memorable-than-billboard-video-and-social-media-ads>

Listen Or Watch? For Many Podcast Listeners, Audio Remains The Top Pick.

Inside Radio, July 12, 2024

https://www.insideradio.com/free/listen-or-watch-for-many-podcast-listeners-audio-remains-the-top-pick/article_e3a9c440-4091-11ef-9346-fb734b5e3eff.html

***Local Ad Buyers' Best Sources for New Customers**

Borrell Associates, July 11, 2024

https://borrellassociates.com/chart-of-week/?utm_source=Constant+Contact&utm_medium=Email&utm_campaign=CoW+Summer+Series

***Here's Your Sign: Audio Ads Outshine Billboards In Recall**

Radio Ink, July 11, 2024

[https://radioink.com/2024/07/11/heres-your-sign-audio-ads-outshine-billboards-in-recall/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 326](https://radioink.com/2024/07/11/heres-your-sign-audio-ads-outshine-billboards-in-recall/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20326)

***Success Letters Vs. Success Stories**

Radio Ink (Chris Stonick), July 11, 2024

<https://radioink.com/2024/07/11/chris-stonick-success-letters-vs-success-stories/>

***Audio: A Beacon of Trust in the Age of AI**

Audacy (Idil Cakim, SVP, Head Of Research & Insights), July 9, 2024

<https://audacyinc.com/insights/audio-a-beacon-of-trust-in-the-age-of-ai/>

***How To Reel In 'The Big One'**

(note - from an October, 2023 post but worth a revisit!)

Radio Ink (Rick Fink), October 16, 2023

https://radioink.com/2023/10/16/rick-fink-how-to-reel-in-the-big-one/?vgo_ee=TVNI0DYfNtWxNS0c1CF1jjRirj5jmwsGQnOCg%2Bz%2BczyZcGyc1Hv%2B%3A%2FQ48%2BjCZOrhhsalH99YVVk%2FCFPshP4I3

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Here's A Switch: Broadcasters Are (Almost) Happy About FCC's Annual Fees This Year.

Inside Radio, July 17, 2024

[https://www.insideradio.com/free/here-s-a-switch-broadcasters-are-almost-happy-about-fcc-s-annual-fees-this-year/article_06304e7e-4409-11ef-800a-934c5c100e2e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 330](https://www.insideradio.com/free/here-s-a-switch-broadcasters-are-almost-happy-about-fcc-s-annual-fees-this-year/article_06304e7e-4409-11ef-800a-934c5c100e2e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20330)

Entertainment and Media Revenues Will Grow Despite Disruptions, PwC Predicts

Broadcasting & Cable (Jon Lafayette), July 16, 2024

https://www.nexttv.com/news/entertainment-and-media-revenues-seen-growing-despite-disruptions?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_329

You Join the Company, But You Quit Your Boss

The Center For Sales Strategy (Kate Rehling), July 16, 2024

https://blog.thecenterforsalesstrategy.com/you-join-the-company-but-you-quit-your-boss?utm_medium=email&_hsenc=p2ANqtz--I9SM6PBTwAxKynVDjF3GpbNAww5E0oB53cxJXIX_4IEJbyCYMnOGIQngDS81WPj2oncCH9oJD9LYs5conrIM7g3IplA&_hsmi=316018956&utm_content=316018956&utm_source=hs_email

Online Privacy and Other Areas Where Supreme Court Rulings Could Reshape Marketing Regulation

Trade groups look forward to challenging limits set by federal agencies: 'If I had a bottle of Champagne, I would be drinking it right now.'

WSJ (Patrick Coffee), July 15, 2024

<https://www.wsj.com/articles/online-privacy-and-other-areas-where-supreme-court-rulings-could-reshape-marketing-regulation-0c0abe5b>

How Jeremy Donovan Sells: To Close a Deal Today, Be Ready to Speak to the How

LinkedIn Sales Blog (Paul Petrone), July 15, 2024

<https://www.linkedin.com/business/sales/blog/real-sales/how-jeremy-donovan-sells-be-ready-to-talk-to-the-how>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

FCC Sets Date For Foreign Content Broadcast Disclosure Rules

Radio Ink, July 17, 2024

https://radioink.com/2024/07/17/fcc-sets-date-for-foreign-content-broadcast-disclosure-rules/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_330

***Global Ad Spend to Rise at a Faster Rate Than Previously Expected**

marketing charts, July 16, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233556?mc_cid=e6cc310d9f&mc_eid=c106971821

With Chevron Gone, NAB Pushes Appeals Court To Overturn Caps

Radio Ink, July 16, 2024

[https://radioink.com/2024/07/16/with-chevron-gone-nab-pushes-appeals-court-to-overturn-caps/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 330](https://radioink.com/2024/07/16/with-chevron-gone-nab-pushes-appeals-court-to-overturn-caps/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20330)

LinkedIn's AI ad campaign tool will launch this fall

eMarketer (Daniel Konstantinovic), July 15, 2024

https://www.emarketer.com/content/linkedin-accelerate-ai-ad-campaign-tool-launch-fall?utm_source=Newsletter&utm_medium=Email&utm_campaign=edaily+7.16.2024&utm_id=edaily+7.16.2024&utm_content=edaily+7.16.2024

***How Much Do Public Companies Spend on Advertising?**

marketing charts, July 12, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233499?mc_cid=e6cc310d9f&mc_eid=c106971821

Proposed Creation Of Federal Transparency Guidelines For AI Has NAB Backing.

Inside Radio, July 12, 2024

[https://www.insideradio.com/free/proposed-creation-of-federal-transparency-guidelines-for-ai-has-nab-backing/article_f06030c2-4012-11ef-9184-cf5bca795273.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 327](https://www.insideradio.com/free/proposed-creation-of-federal-transparency-guidelines-for-ai-has-nab-backing/article_f06030c2-4012-11ef-9184-cf5bca795273.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20327)

***Republicans Challenge Increasing FCC Regulation At Hearing**

Radio Ink, July 10, 2024

https://radioink.com/2024/07/10/republicans-challenge-increasing-fcc-regulation-at-hearing/?vgo_ee=k6cxKvdO5MGcfLCWTyalza8ff%2BQuN2LP%2BLF5%2F1mBHpPVzeEI%2FTh4%3A6CCYgkv%2BzZsXnnUyT%2FpE8uJ1LWB19OC6

FCC Recalculates Sunrise/Sunset Power Windows For AM Radio

Radio Ink, July 11, 2024

[https://radioink.com/2024/07/11/fcc-recalculates-sunrise-sunset-power-windows-for-am-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 327](https://radioink.com/2024/07/11/fcc-recalculates-sunrise-sunset-power-windows-for-am-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20327)

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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