

July 24, 2024

Hi All,

It was good to see many of you at the CBA Political Advertising Seminar yesterday. For those of you who were not able to attend we will have the materials from the seminar available to us by Friday from CBA and we will also have some additional comments and materials to help you capture a share of the political spend this fall.

But before then I want to share a comment that a number of the panelists agreed on...they believe in and will be using Direct Mail in their campaigns because they firmly believe it works. That creates an opportunity for Radio to encourage them to partner Radio advertising when their Direct Mail is due to drop to improve the results they get. Toward that goal here are a couple of resources to help you make the case:

Radio's Reach and Direct Mail's Penetration Are An Advertiser's Dream.

Inside Radio (Media Audit), September 30, 2021

https://www.insideradio.com/free/radio-s-reach-and-direct-mail-s-penetration-are-an-advertiser-s-dream/article_8aaae4f2-21bb-11ec-ab24-5b87b188fc45.html

From Audio Ads to Programmatic Direct Mail: The Power of Multichannel Marketing

LinkedIn (Sean Simon), May 1, 2023

<https://www.linkedin.com/pulse/from-audio-ads-programmatic-direct-mail-power-marketing-sean-simon>

These articles are one or two years old but still relevant and we will continue to work to find more support for this position for your use. So watch for more on Friday from the CBA seminar and some great new presentation decks that Liz is working on that you will also find very useful in securing political dollars.

So let's keep up our constant learning and putting into action to help us achieve our goals...

"Don't let your learning lead to knowledge. Let your learning lead to action."

--- Jim Rohn

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Media Salesperson's Appointment Dilemma

The Center For Sales Strategy (Susan McCullin), July 24, 2024

https://blog.thecenterforsalesstrategy.com/the-media-salespersons-appointment-dilemma-1?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--B1hvk2ACiu1Az6fdyTDGhGh3KAVKOUNuVNIkkYpIMq5wQCzQESBlz0gX905i_ka26leYQ2jY8beUBKznw7_GQ9faQ&hsmi=317118403&utm_content=317118403&utm_source=hs_email

An Important AI Sales Conversation

Radio Ink (Loyd Ford), July 22, 2024

https://radioink.com/2024/07/22/loyd-ford-an-important-ai-sales-conversation/?vgo_ee=oqj1zIKnoVC2pMxzC44CWQ6mWfPe8Bale2bnTaBR42cCMQ8IRT0v%3AZkE1lyVJe%2BwL%2BcZOnltNxj6RMtTyb8aU

When The Ad Falls Short: Turning Traffic into Loyal Customers

Radio Ink (Pat Bryson), July 22, 2024

[https://radioink.com/2024/07/22/pat-bryson-turning-traffic-into-loyal-customers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 333](https://radioink.com/2024/07/22/pat-bryson-turning-traffic-into-loyal-customers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20333)

Signs You Should Walk Away From A Prospect

SalesFuel (Jessica Helinski), July 20, 2024

https://salesfuel.com/signs-you-should-walk-away-from-a-prospect/?utm_source=SFW

The Best Sales Call Questions are Powered by Outstanding Emotional Intelligence

SalesFuel (Tim Londergan), July 20, 2024

https://salesfuel.com/outstanding-emotional-intelligence-powers-the-best-sales-call-questions/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***How to Say No to a Customer Professionally: 10 Effective Strategies**

Deliberate Directions, July 24, 2024

<https://www.deliberatedirections.com/effective-strategies-to-say-no-to-a-customer-professionally/>

Podcasting's Biggest Advertisers Increased Spending 7% In June, Says Magellan AI.

Inside Radio, July 24, 2024

<https://www.insideaudiomarketing.com/post/podcasting-s-biggest-advertisers-increased-spending-7-in-june-says-magellan-ai>

***Boost Your Biz: 5 Effective Ways to Shine Online**

The Center For Sales Strategy (Trey Morris), July 23, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/141544/don-t-be-bigfoot-4-steps-to-increase-your-online-visibility?utm_medium=email&hsenc=p2ANqtz-_APShkQJYhHVgB9z1N8txMTRXfR1CFoyXiNhPa9grcQrPR9MMC_VlpivIU3fKTENodZpGTv-AyVWeUcdjO8Rva-hBYVw&hsmi=316947724&utm_content=316947724&utm_source=hs_email

The Best Sales Discovery Questions: 11 Standout Sellers List Their Favorites

LinkedIn Sales Blog (Paul Petrone), July 23, 2024

<https://www.linkedin.com/business/sales/blog/modern-selling/the-best-sales-discovery-questions-standout-sellers-list-out-their-favorites>

Back-to-School Ads Gain Steam As Radio Market Holds Steady

Radio Ink, July 22, 2024

<https://radioink.com/2024/07/22/back-to-school-ads-gain-steam-as-radio-market-holds-steady/>

***Workers are Leaving the Home Office Behind**

Commuter Levels are Trending Up Across Age Brackets

Katz Radio Group, July 22, 2024

<https://insights.katzradiogroup.com/sound-answers-100-workers-are-leaving-the-home-office-behind>

***What Steve's Pest Control Of Columbia, Missouri Can Teach Madison Avenue About How Advertising Really Works; The Secret: Be Known Before You're Needed**

Westwood One/Cumulus Media (Pierre Bouvard), July 22, 2024

<https://www.westwoodone.com/blog/2024/07/22/what-steves-pest-control-of-columbia-missouri-can-teach-madison-avenue-about-how-advertising-really-works-the-secret-be-known-before-youre-needed/>

***CredTalk: How Salespeople Can Prove They'll Be a Seamless Extension to a Buyer's Team**

(Note ,his is a 90 second video interview)

SalesFuel CedTalk (C. Lee Smith), July 20, 2024

https://vimeo.com/986943407?utm_source=SFW

How To Prepare For A Buying Committee

SalesFuel (Jessica Helinski), July, 20,2024

https://salesfuel.com/how-to-prepare-for-a-buying-committee/?utm_source=SFW

***Local News Radio Listenership Soars**

Audacy Insights Team, July 19, 2024

<https://audacyinc.com/insights/local-news-radio-listenership-soars/>

Radio is a Sure Bet for Casinos

Katz Radio Group, July 19, 2024

<https://insights.katzradiogroup.com/case-studies/casinos-brand-lift?>

Study: Home Improvement Spending Could See Revival In 2024.

Inside Radio, July 19, 2024

[https://www.insideradio.com/free/study-home-improvement-spending-could-see-revival-in-2024/article_60a5b792-4592-11ef-b3ca-](https://www.insideradio.com/free/study-home-improvement-spending-could-see-revival-in-2024/article_60a5b792-4592-11ef-b3ca-97ed81808320.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_332)

[97ed81808320.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_332](https://www.insideradio.com/free/study-home-improvement-spending-could-see-revival-in-2024/article_60a5b792-4592-11ef-b3ca-97ed81808320.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_332)

***'That's MY Account!'**

Radio Ink (Chris Stonick), July 18, 2024

<https://radioink.com/2024/07/18/chris-stonick-thats-my-account/>

***Chart of the Week**

Local Media Matrix: Usage and Interest in 2024

Borrell Associates, July 18, 2024

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

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Ring! Ring! Ring! Ring! Ring! It's the Olympics Calling!

Broadcast Law Blog (Mitchell Stabbe), July 23, 2024

<https://www.broadcastlawblog.com/2024/07/articles/ring-ring-ring-ring-ring-its-the-olympics-calling/>

For News Radio, The Opportunity is Now

McVay Media (Mike McVay), July 23, 2024

https://radioink.com/2024/07/23/mike-mcvay-for-news-radio-the-opportunity-is-now/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20334

How Delegation Can Develop Your Sales Reps' Skills

The Center For Sales Strategy (Matt Sunshine), July 22, 2024

https://blog.thecenterforsalesstrategy.com/delegation-develops-sales-reps-skills?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8k-NWX22ET6nxSThgwiIRPqVDuPICGjHNVa5qt0FmOmYKxIR1VZ6EOA-q8zHEEs3pzVwN_ZaWxPuPI9lAnNpSkYoka5A&hsmi=316764909&utm_content=316764909&utm_source=hs_email

August 15 Is the Effective Date of Requirements for Foreign Government Certifications for Political Issue Advertising and Paid PSAs

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

<https://www.broadcastlawblog.com/2024/07/articles/august-15-is-the-effective-date-of-requirements-for-foreign-government-certifications-for-political-issue-advertising-and-paid-psas/>

Meet The New Audio Consumers!

Audacy (Noah Caruso, Deepika Das And Emily Hurwitz), July 16, 2024

<https://audacyinc.com/insights/meet-the-new-audio-consumers/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Class A10 Proposal Gets Mixed Reviews. Cumulus Not A Fan, NAB Unsure.

Inside Radio, July 24, 2024

https://www.insideradio.com/free/class-a10-proposal-gets-mixed-reviews-cumulus-not-a-fan-nab-unsure/article_ed887c0a-498c-11ef-a393-638ac1116e8d.html

Radio Could Use A Good Fixer

Jacobs Media (Fred Jacobs), July 23, 2024

https://jacobsmedia.com/radio-could-use-a-good-fixer/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20334

Is Radio Stepping On Its Long Tail?

Radio Ink (Buzz Knight), July 23, 2024

https://radioink.com/2024/07/23/buzz-knight-is-radio-stepping-on-its-long-tail/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20334

Stations Get Extra Time for EAS 'Missing Persons' Add-On

Inside Radio, July 23, 2024

https://www.insideradio.com/free/stations-get-extra-time-for-eas-missing-persons-add-on/article_da45a194-48c0-11ef-ab12-f71d29815934.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20334

***The Paper Clip Paradox**

Research Director, Inc. (Steve Allan), July 22, 2024

<https://radioink.com/2024/07/22/research-director-inc-the-paper-clip-paradox/>

Competitive Info: Total TV Ad Impressions Fall 3.73% In H1, Report Says.

Inside Radio, July 22, 2024

https://www.insideradio.com/free/competitive-info-total-tv-ad-impressions-fall-3-73-in-h1-report-says/article_3440078c-47fb-11ef-9972-4f8522cf2b1d.html

Here's What Project 2025 Says About Radio

Radio Ink, July 19, 2024

[https://radioink.com/2024/07/19/heres-what-project-2025-says-about-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 332](https://radioink.com/2024/07/19/heres-what-project-2025-says-about-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20332)

***Help these team members perform at their best**

Help employees perform at their best -- whether they are procrastinators or perfectionists -- by boosting self-awareness.

Smart Brief On Leadership (Paul Thornton), July 19, 2024

https://www.smartbrief.com/original/help-these-team-members-perform-at-their-best?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm_content=557B4398-5863-41C9-A2CD-D6826938C43F&utm_source=brief

***FCC's Brendan Carr: 'We're Heading The Wrong Way On Media Regulation.'**

Inside Radio, July 18, 2024

[https://www.insideradio.com/free/fcc-s-brendan-carr-we-re-heading-the-wrong-way-on-media-regulation/article_d79f8b14-44cc-11ef-985b-836ad905874c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 331](https://www.insideradio.com/free/fcc-s-brendan-carr-we-re-heading-the-wrong-way-on-media-regulation/article_d79f8b14-44cc-11ef-985b-836ad905874c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20331)

Ethics Inquiry Urged for FCC's Carr Over Project 2025 Participation

Radio Ink, July 18, 2024

https://radioink.com/2024/07/18/ethics-inquiry-urged-for-fccs-carr-over-project-2025-participation/?vgo_ee=cGUsqkSD7H7BudHD%2B0daHVsscDPod2Uygww4mLu20gd44Tjumoe8%3AcBkdQ9ecvPQuxy5Nt%2BasiT4tt4Obgnqm

Court Rejects FCC Attempt To Speed Up Broadcasters' Challenge To New Employee Data Rules.

Inside Radio, July 18, 2024

[https://www.insideradio.com/free/court-rejects-fcc-attempt-to-speed-up-broadcasters-challenge-to-new-employee-data-rules/article_3a16dbf8-44cd-11ef-acd8-6b70475dd45c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 331](https://www.insideradio.com/free/court-rejects-fcc-attempt-to-speed-up-broadcasters-challenge-to-new-employee-data-rules/article_3a16dbf8-44cd-11ef-acd8-6b70475dd45c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20331)

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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