

July 31, 2024

Hi All,

We close out July with a fresh installment of the Midweek Resource Roundup loaded with great content to help you keep pace with a changing and challenging business environment. That means we need to remain flexible, adapt to those changes and challenges and never stop our learning...

Be adaptable, flexible and never stop learning. The rate of change will never stop and neither should you.
-- Brian Regan (American stand-up comedian)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The New Reality of Prospect Engagement: Why More Touches Matter

The Center For Sales Strategy (Matt Sunshine), July 31, 2024

https://blog.thecenterforsalesstrategy.com/why-more-touches-matter-when-prospecting?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--OV-CSNdthvqNI-fj7l4gc97xzOxCTwYEZtvOhx6ilfvVeEij49T84rGZuVkUclLa6lOVr IFGALZrto7D 7RpRGSbX5Q&hsmi=318119611&utm_content=318119611&utm_source=hs_email

Developing Your Sales Brand

Radio Ink (Loyd Ford), July 29, 2024

<https://radioink.com/2024/07/29/loyd-ford-developing-your-sales-brand/>

B2B Sales Tools: What Sellers Should Know

SalesFuel (Jessica Helinski), July 27, 2024

https://salesfuel.com/b2b-sales-tools-what-sellers-should-know/?utm_source=SFW

How an Introvert Can Succeed in a Sales Position

SalesFuel (Tim Londergan), July 27, 2024

https://salesfuel.com/how-an-introvert-can-succeed-in-a-sales-position/?utm_source=SFW

Tips For Conflict Resolution In Sales

SalesFuel (Jessica Helinski), July 27, 2024

https://salesfuel.com/tips-for-conflict-resolution-in-sales/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***What's The Big Idea?**

Radio Ink (Rick Fink), July 31, 2024

<https://radioink.com/2024/07/31/rick-fink-whats-the-big-idea/>

J.D. Power Sees An Auto Sales Uptick In July.

Inside Radio, July 31, 2024

https://www.insideradio.com/free/j-d-power-sees-an-auto-sales-uptick-in-july/article_33f717f8-4f07-11ef-96d2-2f3cf3338229.html

***Driving Demand: The Impact of Radio Listening on Auto Sales**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), July 30, 2024

https://www.radiomatters.org/index.php/2024/07/30/driving-demand-the-impact-of-radio-listening-on-auto-sales/?utm_source=Radio%20Matters%20Blog&utm_campaign=21e7daf7ab-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-21e7daf7ab-582899012

Nielsen's Snyder: MLB Fans Are Listening From Home.

Inside Radio, July 30, 2024

https://www.insideradio.com/free/nielsen-s-snyder-mlb-fans-are-listening-from-home/article_2dc5bb10-4e3e-11ef-86b9-636ebd7457fd.html

***Using Audio For Advertising**

Westwood One/Cumulus Media (John Fix), July 29, 2024

<https://www.westwoodone.com/blog/2024/07/29/using-audio-for-advertising/>

Why Do People Buy What They Buy?

Radio Ink (Pat Bryson), July 29, 2024

<https://radioink.com/2024/07/29/pat-bryson-why-do-people-buy-what-they-buy/>

Take Risks With Your Radio

Radio Ink (Jeffrey Hedquist), July 29, 2024

<https://radioink.com/2024/07/29/jeffrey-hedquist-take-risks-with-your-radio/>

Bank Advertisements Surge At The End Of A Stable July For Radio

Radio Ink (Media Monitors), July 29, 2024

<https://radioink.com/2024/07/29/bank-advertisements-surge-at-the-end-of-a-stable-july-for-radio/>

Local Brands Can Find A Gen Z Connection Via Radio's Influencers

Radio Ink (Nielsen's NCSolutions), July 25, 2024

https://radioink.com/2024/07/25/local-brands-can-find-a-gen-z-connection-via-radios-influencers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_336

The Lowdown on Digital Marketing Services

Borrell Associates, July 25, 2024

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

The Greatest Sales Trait

Radio Ink (Chris Stonick), July 25, 2024

<https://radioink.com/2024/07/25/chris-stonick-the-greatest-sales-trait/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

BIA: 'A Lot Of Positives' With Radio.

Inside Radio, July 26, 2024

https://www.insideradio.com/free/bia-a-lot-of-positives-with-radio/article_6cade302-4b91-11ef-b816-bfde889678d1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_338

Radio's Growth Future: All Digital?

RBR-TVBR (BIA Advisory Services), July 26, 2024

https://rbr.com/radios-growth-future-all-digital/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_337

FCC Attempts to Regulate AI in Political Advertising Through New Disclosure Requirements

CommLawCenter (Scott R. Flick, Jessica T. Nyman and Adam J. Sandler), July 29, 2024

https://www.commlawcenter.com/2024/07/fcc-attempts-to-regulate-ai-in-political-advertising-through-new-disclosure-requirements.html?utm_source=CommLawCenter&utm_campaign=f9b2bff84c-jwfeeds_2024-07-29&utm_medium=email&utm_term=0_ad2b1de64e-f9b2bff84c-102019889

US Chamber of Commerce Calls For FCC To Ease Up On AI Rules

Radio Ink, July 29, 2024

<https://radioink.com/2024/07/29/us-chamber-of-commerce-calls-for-fcc-to-ease-up-on-ai-rules/>

Update on Expansion of Foreign Government Sponsorship Certifications to Issue Ads – Apparently Not Effective on August 15

Broadcast Law Blog (David Oxenford), July 26, 2024

<https://www.broadcastlawblog.com/2024/07/articles/update-on-expansion-of-foreign-government-sponsorship-certifications-to-issue-ads-apparently-not-effective-on-august-15/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Rosenworcel Clarifies FCC Plan for Clearer AI Political Ads**

Radio Ink, July 31, 2024

<https://radioink.com/2024/07/31/rosenworcel-clarifies-fcc-plan-for-clearer-political-ads-amid-ai/>

Magellan AI Reveals 22% Increase in Podcast Ad Spend for Q2.

Inside Audio Marketing, July 31, 2024

<https://www.insideaudiomarketing.com/post/magellan-ai-reveals-22-increase-in-podcast-ad-spend-for-q2>

***Substantial Shifts in the Audio Day of Americans**

Edison Research, July 30, 2024

https://www.edisonresearch.com/substantial-shifts-in-the-audio-day-of-americans/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+340

***Measuring Sales Performance Starts with a CRM**

The Center for Sales Strategy (Alina McComas), July 30, 2024

https://blog.thecenterforsalesstrategy.com/measuring-sales-performance-starts-with-a-crm?utm_medium=email&hsenc=p2ANqtz--KhFdt5EGdqsYI_G7_2eHNKALDXG4VxebhUk2kqtMRqWBd3s-dRxY02Ji109HHyNa7F4d05BBKUGfRtkcwifangnYi5A&hsmi=317978487&utm_content=317978487&utm_source=hs_email

NCRA On AI: Editing And Sound Quality Yes, Cloning Human Voices No.

Inside Radio, July 30, 2024

https://www.insideradio.com/free/ncra-on-ai-editing-and-sound-quality-yes-cloning-human-voices-no/article_58e9c232-4e9d-11ef-b6d5-675d1df66133.html

NAB Continues Pushback Against Mandatory DIRS Reporting

Says FCC should shift its focus to helping broadcasters find fuel for generators after disasters

RadioWorld (Randy J. Stine), July 30, 2024

https://www.radioworld.com/news-and-business/business-and-law/nab-continues-pushback-against-mandatory-dirs-reporting?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=878D1439-88D7-4F06-A999-C8DA756ED270&utm_source=SmartBrief

Carmakers Stack Up \$7 Million In Q2 To Halt AM Radio Act

Radio Ink, July 30, 2024

<https://radioink.com/2024/07/30/carmakers-stack-up-7-million-in-q2-to-halt-am-radio-act/>

Digital Radio: Go Big or Go Home

Roger Lanctot writes that large screens represent a huge opportunity for radio

RadioWorld (Roger Lanctot), July 29, 2024

https://www.radioworld.com/columns-and-views/guest-commentaries/digital-radio-go-big-or-go-home?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=4A139EF3-06DE-4EA0-A1BB-2675FBFF3C0E&utm_source=SmartBrief

FCC Hears From a Range of Voices on Class A10

Some express support, others worry about interference and impact on translators

RadioWorld (Paul McLane), July 25, 2024

https://www.radioworld.com/news-and-business/headlines/fcc-hears-from-a-range-of-voices-on-class-a10?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%2B336

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. We should have the July Full Month available by next week.

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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