

August 7, 2024

Hi All,

Our minds can be compared to a fine carbon steel knife blade and, like that fine blade, for our minds to perform at their best they must be regularly honed and sharpened. That is where the Midweek Resource Roundup comes in. It is the "whetstone" to use to hone and sharpen your mind to perform at its best. That is how we stay on the cutting edge of our business...

**"Only a fool would charge into battle with a dull blade..."**  
-- Marcus Aurelius

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **How to Steer Your Sales Manager to Boost Your Career**

Radio Ink (Loyd Ford), August 5, 2024

<https://radioink.com/2024/08/05/loyd-ford-how-to-steer-your-sales-manager-to-boost-your-career/>

#### **Why Likability is Among the Most Effective Sales Techniques**

SalesFuel (Tim Londergan), August 3, 2024

[https://salesfuel.com/why-likability-is-among-the-most-effective-sales-techniques/?utm\\_source=SFW](https://salesfuel.com/why-likability-is-among-the-most-effective-sales-techniques/?utm_source=SFW)

#### **The Best Phone Sales Tips For Reluctant Callers**

SalesFuel (Jessica Halinski), August 3, 2024

[https://salesfuel.com/the-best-phone-sales-tips-for-reluctant-callers/?utm\\_source=SFW](https://salesfuel.com/the-best-phone-sales-tips-for-reluctant-callers/?utm_source=SFW)

#### **Improve the Sales Cycles With These Winning Tips**

SalesFuel (Jessica Helinski), August 3, 2024

[https://salesfuel.com/improve-the-sales-cycles-with-these-winning-tips/?utm\\_source=SFW](https://salesfuel.com/improve-the-sales-cycles-with-these-winning-tips/?utm_source=SFW)

#### **Adapting Your Sales Approach for Different Prospect Personalities**

The Center For Sales Strategy (Stephanie Stoll), July 29, 2024

[https://blog.thecenterforsalesstrategy.com/adapting-sales-approach-for-prospect-personalities?utm\\_medium=email&hsenc=p2ANqtz-49pFSWPP\\_jwamZLIRcXrVrwdJBjKjvBTaiUqFavqE9cAXx\\_WKoxpAou3kZqps7vMHN7ZAu90Xs-DpOSgVL11gqBciQ&hsmi=318460339&utm\\_content=318460339&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/adapting-sales-approach-for-prospect-personalities?utm_medium=email&hsenc=p2ANqtz-49pFSWPP_jwamZLIRcXrVrwdJBjKjvBTaiUqFavqE9cAXx_WKoxpAou3kZqps7vMHN7ZAu90Xs-DpOSgVL11gqBciQ&hsmi=318460339&utm_content=318460339&utm_source=hs_email)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**Edison: Radio Dominates Two-Thirds of Ad-Supported Audio Listening Time.**

Inside Radio, August 6, 2024

[https://www.insideradio.com/free/edison-radio-dominates-two-thirds-of-ad-supported-audio-listening-time/article\\_0e1f552a-53be-11ef-92a4-1335afea44d9.html](https://www.insideradio.com/free/edison-radio-dominates-two-thirds-of-ad-supported-audio-listening-time/article_0e1f552a-53be-11ef-92a4-1335afea44d9.html)

**\*Fiserv: These Retail Categories Showed Gains In July.**

Inside Radio, August 6, 2024

[https://www.insideradio.com/free/fiserv-these-retail-categories-showed-gains-in-july/article\\_f49a8e90-53bc-11ef-880e-6729fbb7ad36.html](https://www.insideradio.com/free/fiserv-these-retail-categories-showed-gains-in-july/article_f49a8e90-53bc-11ef-880e-6729fbb7ad36.html)

**Weekly Spot Count: Progressive On Top For Fourth Straight Week.**

Inside Radio (Medai Monitors), August 6, 2024

[https://www.insideradio.com/free/weekly-spot-count-progressive-on-top-for-fourth-straight-week/article\\_51b25072-53bd-11ef-8c4e-7fd9994c6f26.html](https://www.insideradio.com/free/weekly-spot-count-progressive-on-top-for-fourth-straight-week/article_51b25072-53bd-11ef-8c4e-7fd9994c6f26.html)

**\*Would You Show Up With A Pitcher Of Tea?**

Radio Ink (Pat Bryson), August 5, 2024

<https://radioink.com/2024/08/05/pat-bryson-would-you-show-up-with-a-pitcher-of-tea/>

**Adapting Your Sales Approach for Different Prospect Personalities**

The Center For Sales Strategy (Stephanie Stoll), July 29, 2024

[https://blog.thecenterforsalesstrategy.com/adapting-sales-approach-for-prospect-personalities?utm\\_medium=email&hsenc=p2ANqtz-49pFSWPP\\_jwamZLIRcXrVrwdJBjKjvBTaiUqFavqE9cAXx\\_WKoxpAou3kZqps7vMHN7ZAu90Xs-DpOSgVL11gqBciQ&hsmi=318460339&utm\\_content=318460339&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/adapting-sales-approach-for-prospect-personalities?utm_medium=email&hsenc=p2ANqtz-49pFSWPP_jwamZLIRcXrVrwdJBjKjvBTaiUqFavqE9cAXx_WKoxpAou3kZqps7vMHN7ZAu90Xs-DpOSgVL11gqBciQ&hsmi=318460339&utm_content=318460339&utm_source=hs_email)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **FCC Allows 100% Ownership of US Radio Station by Canadian Owner – Once Again Demonstrating Openness to Foreign Investment in the US Broadcast Industry**

Broadcast Law Blog (David Oxenford), August 5, 2024

[https://www.broadcastlawblog.com/2024/08/articles/fcc-allows-100-ownership-of-us-radio-station-by-canadian-owner-once-again-demonstrating-openness-to-foreign-investment-in-the-us-broadcast-industry/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_343](https://www.broadcastlawblog.com/2024/08/articles/fcc-allows-100-ownership-of-us-radio-station-by-canadian-owner-once-again-demonstrating-openness-to-foreign-investment-in-the-us-broadcast-industry/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_343)

#### **More 2Q24 Ad Results: Platforms Still Strong and Traditional Media Owners Weak While Marketers Continue High Levels of Spend**

Madison and Wall, August 3, 2024

[https://madisonandwall.substack.com/p/more-2q24-ad-results-platforms-still?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_343](https://madisonandwall.substack.com/p/more-2q24-ad-results-platforms-still?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_343)

#### **Competitive Info: Ad Budgets Continue Shift Away From TV.**

Inside Radio, August 2, 2024

[https://www.insideradio.com/free/competitive-info-ad-budgets-continue-shift-away-from-tv/article\\_543878f4-509c-11ef-8941-4b49628b6b73.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_342](https://www.insideradio.com/free/competitive-info-ad-budgets-continue-shift-away-from-tv/article_543878f4-509c-11ef-8941-4b49628b6b73.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_342)

#### **The Record: Q2 U.S. Audio Listening Trends**

Edison Research/Nielsen (Laura Ivey), August 2, 2024

[https://www.edisonresearch.com/the-record-q2-u-s-audio-listening-trends/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_343](https://www.edisonresearch.com/the-record-q2-u-s-audio-listening-trends/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_343)

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

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

### **No National EAS Test In 2024, FEMA Says, But Radio's October Filing Deadline Remains.**

Inside Radio, August 6, 2024

[https://www.insideradio.com/free/no-national-eas-test-in-2024-fema-says-but-radios-october-filing-deadline-remains/article\\_71a0e1a0-53bd-11ef-b863-8f49cbaf009a.html](https://www.insideradio.com/free/no-national-eas-test-in-2024-fema-says-but-radios-october-filing-deadline-remains/article_71a0e1a0-53bd-11ef-b863-8f49cbaf009a.html)

### **Comment Period Opens For FCC Rule On Political Advertising AI**

Radio Ink, August 6, 2024

[https://radioink.com/2024/08/06/comment-period-opens-for-fcc-rule-on-political-advertising-ai/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_344](https://radioink.com/2024/08/06/comment-period-opens-for-fcc-rule-on-political-advertising-ai/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_344)

### **NAB Seeks Evidence-Based Judgement Over FM Duplication Rule**

Radio Ink, August 6, 2024

[https://radioink.com/2024/08/06/nab-seeks-evidence-based-judgement-over-fm-duplication-rule/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_344](https://radioink.com/2024/08/06/nab-seeks-evidence-based-judgement-over-fm-duplication-rule/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_344)

### **'This Will Save Lives,' FCC's Rosenworcel Says Of Proposed EAS Code.**

Inside Radio, August 2, 2024

[https://www.insideradio.com/free/this-will-save-lives-fcc-s-rosenworcel-says-of-proposed-eas-code/article\\_f6e939e2-5111-11ef-a65f-e35c2988c51b.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_343](https://www.insideradio.com/free/this-will-save-lives-fcc-s-rosenworcel-says-of-proposed-eas-code/article_f6e939e2-5111-11ef-a65f-e35c2988c51b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_343)

### **Conservative Groups To Lawmakers: Get Moving On AM Radio Bill.**

Inside Radio, August 2, 2024

[https://www.insideradio.com/free/conservative-groups-to-lawmakers-get-moving-on-am-radio-bill/article\\_a6c31916-509d-11ef-a7a3-6f09d1a3822f.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_342](https://www.insideradio.com/free/conservative-groups-to-lawmakers-get-moving-on-am-radio-bill/article_a6c31916-509d-11ef-a7a3-6f09d1a3822f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_342)

### **Net neutrality is on ice**

**The Supreme Court's Chevron ruling opened the door for an appeals court to block the FCC's net neutrality rules.**

The Verge (Lauren Feiner), Aug 1, 2024

[https://www.theverge.com/2024/8/1/24211570/net-neutrality-sixth-circuit-stay-blocked-fcc?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_342](https://www.theverge.com/2024/8/1/24211570/net-neutrality-sixth-circuit-stay-blocked-fcc?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_342)

## Nielsen PPM Audience Monthly Trends

The July, 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. Some midsummer wobbles.

### 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

Jul Monthly - 471,300

#### **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

Jul Monthly - 9,408,200

**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

Jul Monthly - 87,200

**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

Jul Monthly - 1,727,400

**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

Jul Monthly - 107,300

**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



Jul Monthly - 2,266,000

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