

August 14, 2024

Hi All,

Here is an all new batch of great resources and articles for you to continue on the journey of constant learning. We can never let our learning stop but it is critical that we put that learning into action...

“In the end we retain from our studies only that which we practically apply.”

—Johann Wolfgang Von Goethe

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Problem Is Everything

Radio Ink (Loyd Ford), August 12, 2024

<https://radioink.com/2024/08/12/loyd-ford-the-problem-is-everything/>

We All Play A Part In Great Service

Radio ink (Pat Bryson), August 12, 2024

<https://radioink.com/2024/08/12/pat-bryson-we-all-play-a-part-in-great-service/>

Best Sales Strategies Don't Include Covert Manipulation

SalesFuel (Tim Londergan), August 10, 2024

https://salesfuel.com/best-sales-strategies-dont-include-covert-manipulation/?utm_source=SFW

How to Convert Sales Conference Attendees Into Leads

SalesFuel (Jessica Helinski), August 10, 2024

https://salesfuel.com/how-to-convert-sales-conference-attendees-into-leads/?utm_source=SFW

How to Uncover Hidden Sales Allies

SalesFuel (Jessica Helinski), August 10, 2024

https://salesfuel.com/how-to-uncover-hidden-sales-allies/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

MediaRadar: Professional Services, Media & Entertainment, Technology Hot Categories.

Inside Radio, August 14, 2024

https://www.insideradio.com/free/mediaradar-professional-services-media-entertainment-technology-hot-categories/article_fdb09360-5a08-11ef-972b-079c0824fb12.html

***Maximize Your Results: Add Digital Marketing to Your Audio Campaign**

Audacy (Audacy Insights Team), August 13, 2024

<https://audacyinc.com/insights/maximize-your-results-add-digital-marketing-to-your-audio-campaign/>

***Adelaide Attentiveness Measurement: \$1,000 Of AM/FM Radio Ads Require \$2,635 Worth Of Facebook Ads To Achieve The Same Level Of Attention; Audio Platforms Generate Nearly The Same Attentiveness As TV**

Westwood One/Cumulus Media (Pierre Bouvard), August 12, 2024

<https://www.westwoodone.com/blog/2024/08/12/adelaide-attentiveness-measurement-1000-of-am-fm-radio-ads-require-2635-worth-of-facebook-ads-to-achieve-the-same-level-of-attention-audio-platforms-generate-nearly-the-same-attentiveness-as-tv/>

***Rev Up Your Marketing Strategy with Radio, August 2024**

Katz Radio Group (Lisa Cirigliano), August 13, 2024

https://insights.katzradiogroup.com/auto-aftermarket-2024?utm_campaign=Radio%20Insights%202024&utm_medium=email&_hsenc=p2ANqtz-8y0Hd3BMqghfem0xYIMrouv2hXGqShuiSXn5dl1nqQ4Ny9QwlnRFkuWNHHHrLQ8dQaA186sJEZ7rrN4R4YcTEgkU0eSQ&_hsmi=319972462&utm_content=319972462&utm_source=hs_email

***Radio is a Must to Reach Hispanics**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), August 13, 2024

<https://www.radiomatters.org/>

***'Disadvantages' Into Advantages**

Radio Ink (Jeffrey Hedquist), August 12, 2024

<https://radioink.com/2024/08/12/jeffrey-hedquist-disadvantages-into-advantages/>

***Radio Earns High Marks for Higher Education**

Katz Radio Group, August 12, 2024

https://insights.katzradiogroup.com/case-studies/university-web-lift?utm_campaign=Sound%20Answers%202024&utm_medium=email&hsenc=p2ANqtz--iuq9hXDln2Q5Aq9vj4_jzxyiStg5T6dz8sxj4nW0qLVb4z3j_6CHhLMno2rOA3-UtUbONCJH26IQLVqYBXSrlhkUFVBvQYO1nylBpcx9Yv8Wxbscs&hsmi=319312148&utm_content=319312148&utm_source=hs_email

CTA Forecasts 4 Million Radio Receivers Will Sell This Year.

Inside Radio, August 12, 2024

[https://www.insideradio.com/free/cta-forecasts-4-million-radio-receivers-will-sell-this-year/article_1ea9e27a-587d-11ef-97cf-478551974180.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 349](https://www.insideradio.com/free/cta-forecasts-4-million-radio-receivers-will-sell-this-year/article_1ea9e27a-587d-11ef-97cf-478551974180.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20349)

Wall Street Uncertainty Leads To Muted Week For Radio Ads

Radio Ink, August 12, 2024

<https://radioink.com/2024/08/12/wall-street-uncertainty-leads-to-muted-week-for-radio-ads/>

***Beyond The Screen: How Audio Ads Can Add To Your Brand's Success**

MediaPost (Teresa Elliott), August 9, 2024

https://www.mediapost.com/publications/article/398413/beyond-the-screen-how-audio-ads-can-add-to-your-b.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135290&hashid=nPO6kNh8ToCb2_NBH4Mycg

Social Shopping's Popularity Continues

marketing charts, August 9, 2024

https://www.marketingcharts.com/digital/social-media-233705?mc_cid=ee05f5aade&mc_eid=c106971821

Holiday Planning For Brands And Agencies Starts Right About...Now

MediaPost (Richard Whitman), August 9, 2024

[https://www.mediapost.com/publications/article/398416/holiday-planning-for-brands-and-agencies-starts-ri.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 349](https://www.mediapost.com/publications/article/398416/holiday-planning-for-brands-and-agencies-starts-ri.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20349)

***Voters Trust in Radio Across Party Lines**

Katz Radio Group, August 9, 2024

<https://insights.katzradiogroup.com/sound-answers-101-voters-trust-in-radio-across-party-lines?hstc=202540622.e245cf88309b0fd6723003f20a5020d1.1716245494747.1722392814387.1723194554393.8&hssc=202540622.2.1723194554393&hsfp=1734556699>

***'I Got This'**

Radio Ink (Rick Fink), August 7, 2024

https://radioink.com/2024/08/07/rick-fink-i-got-this/?vgo_ee=cnqO1816flmk3MJ2oPnTBrIRgmyVnLswR1GAtF9qECUAW2Uh9ICP%3AoEN%2F1DWpfAjN1pCZbFm9LvAlI2b8%2BSJu

Audio Ads Give Edge As Retailers Sweat Back-to-School Decline

Radio Ink (Veritonic), August 6, 2024

https://radioink.com/2024/08/06/audio-ads-give-edge-as-retailers-sweat-back-to-school-decline/?vgo_ee=HEa5xV1sJ9rtKDmb%2BXC2oPbL2bTpbFaY0Sfi1YjFx4zTievDnt4g%3AMF8K%2FPAgmlsla2LzTf5gbH7A0Aw6t2jd

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

TOP FIVE SELECTED ARTICLES/RESOURCES

US Online and Traditional Media Advertising Outlook, 2024-2028

marketing charts, August 14, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233738?mc_cid=ee05f5aade&mc_eid=c106971821

What If They're Not Learning? 5 Methods to Enhance Training for Salespeople

The Center For Sales Strategy (Stephanie Downs), August 14, 2024

https://blog.thecenterforsalesstrategy.com/5-methods-to-enhance-training-for-salespeople?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-90OzGzaEBLUvPD4oKGCRSmJDNS2QIYu4ZB9Z1Uo7QEYSqdlS0Q2tUkIs9sRTrxDVBTMyzjw7POR1k9LvQvqljihAA8Ww&hsmi=320066319&utm_content=320066319&utm_source=hs_email

Under Fire From Conservatives, GARM Ad Buying Standards Being Discontinued.

Inside Radio, August 9, 2024

https://www.insideradio.com/free/under-fire-from-conservatives-garm-ad-buying-standards-being-discontinued/article_7a5835c4-55b5-11ef-adc0-37ea7979aeb9.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20347

Radio Is Leaving Political Dollars on the Digital Table

BIA says radio is missing an ad revenue opportunity

RadioWorld (Nick Langan), August 8, 2024

https://www.radioworld.com/news-and-business/radio-is-leaving-political-dollars-on-the-digital-table?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_346

Radio Battles For Small Share In BIA's Full 2025 Local Ad Forecast

Radio Ink, August 7, 2024

https://radioink.com/2024/08/07/radio-battles-for-share-in-bias-full-2025-local-ad-forecast/?vgo_ee=ILzlhE7EZBVkWCJ6QA8aWq5kYyH35dnn1qj3slR9Bb%2F3sSKupbzH%3AcToa%2Bh6VVrCzsBit12U5YYcY9SkEc%2Bwi

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Where Retail Media Stands In The Marketing Budget**

MarketingDive, August 14, 2024

https://www.marketingdive.com/trendline/retail-media-networks/246/?utm_source=MD&utm_medium=InlineAug14&utm_campaign=FetchRewards&utm_content=ad-INLINE_SPOT_1&utm_term=66303

***5 Practical Ways to Help Salespeople Build On Their Strengths**

The Center For Sales Strategy (Susan McCullin), August 13, 2024

https://blog.thecenterforsalesstrategy.com/5-practical-ways-to-help-salespeople-build-on-their-strengths?utm_medium=email&hsenc=p2ANqtz--Qd7cul5ZK2pUGRh3kiu1xjVzWssY574pGKe1oH_LPkZ7Bagc1OtCv-Qa5W9P4LTkbfUEkg_xDGDqmSNI2sUSNDoyOA&hsmi=319910772&utm_content=319910772&utm_source=hs_email

Q2 U.S. Streaming Consumer Spending Soars 27%

MediaPost (Wayne Friedman), August 13, 2024

https://www.mediapost.com/publications/article/398488/q2-us-streaming-consumer-spending-soars-27.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135269&hashid=0GmwUb-VQzGI9svJRwTNrA

Recent Google Ruling May Open Door to More AI-Powered eCommerce

PYMNTS, August 12, 2024

<https://www.pymnts.com/news/ecommerce/2024/recent-google-ruling-may-open-door-to-more-ai-powered-e-commerce/>

***FEC Appears Ready to Take a Pass on Regulating AI in Political Ads**

Broadcast Law Blog (David Oxenford), August 11, 2024

https://www.broadcastlawblog.com/2024/08/articles/fec-appears-ready-to-take-a-pass-on-regulating-ai-in-political-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_349

Creative Tightrope: Radio's AI Balancing Act

Radio Ink (Cameron Coats), August 9, 2024

<https://radioink.com/2024/08/09/cameron-coats-creative-tightrope-radios-ai-balancing-act/>

***FM Programming Non Duplication Rule Goes Back into Effect – A Win for the Music Industry While the NAB Objects**

Broadcast Law Blog (David Oxenford), August 8, 2024

https://www.broadcastlawblog.com/2024/08/articles/fm-programming-nonduplication-rule-goes-back-into-effect-a-win-for-the-music-industry-while-the-nab-objects/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_347

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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