

August 21, 2024

Hi All,

Even though we are quickly approaching Labor Day and the end of the summer vacation season there is still plenty of great content for you in this week's Roundup.

The Roundup will be on hiatus for the next three weeks while I do some traveling with family to attend a family and friends reunion and other activities in Northern Italy

To emphasize just how important it is for us to keep up with our constant, lifelong learning, I want to bring back one of my favorite quotes from Eric Hoffer to bring home that point...

“In a world of change, the learners shall inherit the earth, while the learned shall find themselves perfectly suited for a world that no longer exists.”

— Eric Hoffer

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Overachieving Sellers' Playbook

Radio Ink (Loyd Ford), August 19, 2024

<https://radioink.com/2024/08/19/loyd-ford-the-overachieving-sellers-playbook/>

Overcome the Biggest Fears In Sales

SalesFuel (Jessica Helinski), August 17, 2024

https://salesfuel.com/overcome-the-biggest-fears-in-sales/?utm_source=SFW

How To Close A Deal That Has Stalled

SalesFuel (Jessica Helinski), August 17, 2024

https://salesfuel.com/how-to-close-a-deal-that-has-stalled/?utm_source=SFW

Sales Skills Tips: Better Workflow Planning Breaks Monotony

SalesFuel (Tim Londergan), August 17, 2024

https://salesfuel.com/sales-skills-tips-better-workflow-planning-breaks-monotony/?utm_source=SFW

CredTalk: Improving Your Negotiation Skills

(Note: This is 90-second video)

SalesFuel, August 17, 2024

https://vimeo.com/841253337?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Home Improvement: New Studies Reveal Audio Is Sales Engine Of The Category**

Westwood One/Cumulus Media (Pierre Bouvard), August 19, 2024

<https://www.westwoodone.com/blog/2024/08/19/home-improvement-new-studies-reveal-audio-is-sales-engine-of-the-category/>

***How to Stay Motivated During Lengthy Sales Cycles**

LeadG2 (Isha Bell), August 20, 2024

https://leadg2.thecenterforsalesstrategy.com/blog/how-to-stay-motivated-during-lengthy-sales-cycles?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsenc=p2ANqtz-vqPq_tvDLPKxDG3Z-5_vDCirkiX8sNBceYUPHKx69Qccziljr3YiK05dsTRRP2qvPyO9ztmsGnflYirdwyY9Hdl2Flw&hsmi=320889973&utm_content=320889973&utm_source=hs_email

Weekly Spot Count: Pfizer, Vicks Make Biggest Gains.

Inside Audio Marketing, August 20, 2024

<https://www.insideaudiomarketing.com/post/weekly-spot-count-pfizer-vicks-make-biggest-gains>

***Radio Drives Political Engagement: 7 in 10 AM/FM Listeners Tune In for Election News and Find Motivation to Vote**

Audacy (Idil Cakim, SVP and Reggie Shah, Sr. Director of Research & Insights), August 19, 2024

<https://audacyinc.com/insights/radio-drives-political-engagement-7-in-10-am-fm-listeners-tune-in-and-find-motivation-to-vote/>

How Retailers Can Keep Consumers Spending Online And In-Store

MediaPost (Emily Cross), August 19, 2024

https://www.mediapost.com/publications/article/398629/how-retailers-can-keep-consumers-spending-online-a.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135342&hashid=nPO6kNh8ToCb2_NBH4Mycg

Broadcasting Is Alive and Well In Texas

Radio Ink (Pat Bryson), August 19, 2024

<https://radioink.com/2024/08/19/pat-bryson-broadcasting-is-alive-and-well-in-texas/>

Retail spending trends: Adapting to consumer pressure in 2024

Chain Store Age (Piper Donnelly), August 19, 2024

<https://chainstoreage.com/retail-spending-trends-adapting-consumer-pressure-2024>

***Unlocking Modern Buyer Personas: 5 Key Buyer Insights to Supercharge Your Marketing & Sales**

Customer Think (Jim Kraus), August 17, 2024

https://customerthink.com/unlocking-modern-buyer-personas-5-key-buyer-insights-to-supercharge-your-marketing-sales/?ct_subscriber=yes

Consumer sentiment rises for first time in months

Chain Store Age, August 16, 2024

<https://chainstoreage.com/news-briefs/2024-08-16?article=consumer-sentiment-rises-first-time-months>

Online spending patterns shift in July

Chain Store Age (Dan Berthiaume), August 16, 2024

<https://chainstoreage.com/online-spending-patterns-shift-july>

***Why Short-Form Video Is the Future Of Lead Generation**

HubSpot (Kipp Bodnar and Kieran Flanagan), August 15, 2024

https://blog.hubspot.com/marketing/short-form-video-lead-generation?utm_medium=email&hsenc=p2ANqtz-9qsboEWk6qAHXy3VbS_fSXjAKXIC_cnrleaoeZ6HIOWqIOL03J84NcV5hfiUyQQ03bHJx71DJjrnGWP3bhV3VCTluHA&hsmi=320404235&utm_content=320404235&utm_source=hs_email

***Chart of the Week: Email Rules in the Ad-Sales Process**

Borrell Associates, August 15, 2024

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

Report: New Vehicle Prices Still Lower, With Sales Incentives Higher.

Inside Radio, August 15, 2024

https://www.insideradio.com/free/report-new-vehicle-prices-still-lower-with-sales-incentives-higher/article_66a94922-5acf-11ef-922a-7b5de7def1d4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_351

***How Chris Kowalewski, CGO of Compass Group, Sells: Putting People First**

LinkedIn Sales Blog (Amanda Van Nuys), August 14, 2024

<https://www.linkedin.com/business/sales/blog/real-sales/how-chris-kowalewski-sells-putting-people-first>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

The Revolution Will Not Be Monetized

Jacobs Media (Paul Jacobs), August 20, 2024

https://jacobsmedia.com/the-revolution-will-not-be-advertised/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_354

Edison: Interest In Music Discovery Falls and Radio Drops With It

Radio Ink, August 16, 2024

<https://radioink.com/2024/08/16/edison-interest-in-music-discovery-falls-and-radio-drops-with-it/>

ATTACHMENT: [Edison Research - Music Discovery Report](#)

FTC Approves Final Rules Banning Fake Testimonials.

Inside Radio, August 15, 2024

https://www.insideradio.com/free/ftc-approves-final-rules-banning-fake-testimonials/article_aab15af6-5acf-11ef-b777-93bc8e4d4694.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_351

Digital Economy To Reach \$16.5T, Take 17% Of GDP By 2028

MediaPost (Laurie Sullivan), August 12, 2024

https://www.mediapost.com/publications/article/398454/digital-economy-to-reach-165t-take-17-of-gdp-b.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135327&hashid=IZA7uSulTnimoAz9RMXvmQ

Five Lessons from the Olympics for Your Sales Teams

Sales & Marketing Management (Mark Mangelson), August 8, 2024

https://salesandmarketing.com/five-lessons-from-the-olympics-for-your-sales-teams/?utm_medium=email&_hsenc=p2ANqtz--fVleSUOTXYWvu7aadVV4vXlKpVNBG4-2AEDIoIQuOggYDYu6Q4DsLd8EhuWAQSMEM2utRiQRnDmYvXzyFJKqlvMuAzpA&_hsmi=320405578&utm_content=320405578&utm_source=hs_email#utm_source=rss

(Reminder that * denotes a highly recommended article)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Maintaining Motivation and Resilience When Dealing with Roadblocks**

The Center For Sales Strategy (Stephanie Stoll), August 20, 2024

https://blog.thecenterforsalesstrategy.com/maintaining-motivation-and-resilience-when-dealing-with-roadblocks?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9pfJPcFk_7v3o99kc_kcN8CpUIMOL027iPvRNnF6iAOv-xvYd4xYCQ6QeX3QAwijzwMMtrMBcl8M9z7BxYn0pydwfGw&hsmi=320885116&utm_content=320885116&utm_source=hs_email

***Why Advertisers Won't Buy Digital Services from Media Cos.**

(Note: This is a 6 1/2 minute video)

Borrell, August 20, 2024

<https://www.youtube.com/watch?v=XhQrmlBS18I>

***For Radio Stations Trying To Raise Their Digital Game, New Podcast Has A Few Ideas.**

Inside Radio, August 20, 2024

https://www.insideradio.com/free/for-radio-stations-trying-to-raise-their-digital-game-new-podcast-has-a-few-ideas/article_531e4614-5ebc-11ef-b86e-bba7b645f0d9.html

With Congress At Home, Support For AM Radio Bill Hits 260 Supporters.

Inside Radio, August 20, 2024

https://www.insideradio.com/free/with-congress-at-home-support-for-am-radio-bill-hits-260-supporters/article_03486cd6-5ebd-11ef-8230-5349e34f50ee.html

Making Magic

McVay Media (Mike McVay), August 20, 2024

https://radioink.com/2024/08/20/mike-mcvay-making-magic/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_354

What does 'digital-first' mean when it comes to B2B marketing today?

The Drum (Mike Blake), August 19, 2024

<https://www.thedrum.com/opinion/2024/08/19/what-does-digital-first-mean-when-it-comes-b2b-marketing-today>

House Democrats Back FCC Rule for AI Disclosure in Political Ads

Radio Ink, August 15, 2024

https://radioink.com/2024/08/15/house-democrats-back-fcc-rule-for-ai-disclosure-in-political-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_351

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

--

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031