

September 18, 2024

Hi All,

Back from traveling and time to get the Midweek Resource Roundup ramped up again. This installment is jammed with great information, research and sales training materials as well as a number of articles with economic forecasts and advertising spending predictions for the rest of this year and for 2025. You will also find the August Full Month results for our Nielsen PPM markets below.

So we can read on and expand our knowledge to grow and achieve because our capacity to learn has no limits...

“The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.”

-- Mortimer Adler

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Stats Can Sell, But Stories Win

Radio Ink (Loyd Ford), September 16, 2024

https://radioink.com/2024/09/16/loyd-ford-stats-can-sell-but-stories-win/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_372

Leverage AI In Sales With These Prompts

SalesFuel (Jessica Helinski), September 14, 2024

https://salesfuel.com/leverage-ai-in-sales-with-these-prompts/?utm_source=SFW

How to Overcome Objections in the New B2B Selling Environment

SalesFuel (Kathy Crosett), September 14, 2024

https://salesfuel.com/how-to-overcome-objections-in-the-new-b2b-selling-environment/?utm_source=SFW

Smart Sales Questions You Should Be Asking

SalesFuel (Jessica Helinski), September 14, 2024

https://salesfuel.com/smart-sales-questions-you-should-be-asking/?utm_source=SFW

How Sellers Should Deal With Toxic Customers

SalesFuel (Jessica Helinski), September 7, 2024

https://salesfuel.com/how-sellers-should-deal-with-toxic-customers/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*RAB: The Case For Radio Across Multicultural Campaigns.

Inside Radio, September 18, 2024

https://www.insideradio.com/free/rab-the-case-for-radio-across-multicultural-campaigns/article_05291820-7588-11ef-a6b2-ab7f3856aefd.html

*How to Stop Your Competitors from Stealing Your Key Accounts

The Center For Sales Strategy (Susan McCullin), September 17, 2024

https://blog.thecenterforsalesstrategy.com/how-to-stop-people-from-stealing-your-business-key-account-retention?utm_medium=email&hsenc=p2ANqtz--mkzR1tJkBHGmcJ0KV92WmzmPHz-UKXST8JR0z8ItvXiP4GcOiMZbAI93_kREIIVQPF9RACT9VZhV66J1FPmfm7FkA&hsmi=325075439&utm_content=325075439&utm_source=hs_email

*By Sticking To 'Fact-Based, Unbiased Journalism,' Local Radio News Leads All Media In Credibility.

Inside Radio, September 17, 2024

https://www.insideradio.com/free/by-sticking-to-fact-based-unbiased-journalism-local-radio-news-leads-all-media-in-credibility/article_2605f392-751f-11ef-8649-3f70091a5d9b.html

It's Good Judgement to Use Radio for Legal Services

RAB Radio Matters Blog (Annette Malave, SVP/Insights), September 17, 2024

RABhttps://www.radiomatters.org/index.php/2024/09/17/its-good-judgement-to-use-radio-for-legal-services/?utm_source=Radio%20Matters%20Blog&utm_campaign=84c58691b7-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-84c58691b7-582899012

*Perception Vs. Reality: Eight Things Brands Get Wrong About AM/FM Radio

Westwood One/Cumulus Media (Pierre Bouvard), September 16, 2024

<https://www.westwoodone.com/blog/2024/09/16/perception-vs-reality-eight-things-brands-get-wrong-about-am-fm-radio/>

Nielsen: Hispanics Under 50 Spend More Time With Radio Than The General U.S. Population.

Inside Radio, September 16, 2024

https://www.insideradio.com/free/nielsen-hispanics-under-50-spend-more-time-with-radio-than-the-general-u-s-population/article_dd2d5de6-73fb-11ef-bc11-7f5a9c303efa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_372

Working With Mr. Not-So-Big

Radio Ink (Pat Bryson), September 16, 2024

<https://radioink.com/2024/09/16/pat-bryson-working-with-mr-not-so-big/>

Radio Impacts Independent Voters in Swing States

Katz Radio Group, September 16, 2024

<https://insights.katzradiogroup.com/case-studies/presidential-campaign-swing-state-voters-political-brand-lift>

***Add THIS to Close More Sales**

The Center For Sales Strategy (Trey Morris), September 12, 2024

https://blog.thecenterforsalesstrategy.com/increase-your-closing-ratio-by-adding-this-to-your-proposal?utm_medium=email&hsenc=p2ANqtz--5-pDXN4KqKU_EuMQldBumE5-wpDK2Bsz78lwg7ocsZHGfHwGvY4UXLyIRiqD4qh0LPH3OXae_-QmotFLIMPcYKv0kg&hsmi=324387198&utm_content=324387198&utm_source=hs_email

What Ever Happened To Pandora? Edison's Q2 2024 "Share Of Ear" Reveals Pandora's Stunning Collapse And The Enduring Strength Of AM/FM Radio And Podcasts

Westwood One/Cumulus Media (Pierre Bouvard), September 9, 2024

<https://www.westwoodone.com/blog/2024/09/09/what-ever-happened-to-pandora-edisons-q2-2024-share-of-ear-reveals-pandoras-stunning-collapse-and-the-enduring-strength-of-am-fm-radio-and-podcasts/>

***What Marketers Miss: AM/FM Continues to Thrive in a Digital Era**

Radio Ink, September 10, 2024

https://radioink.com/2024/09/10/what-marketers-miss-am-fm-continues-to-thrive-in-a-digital-era/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_368

Radio and Podcasts – Engaging Listeners Everywhere

RAB Radio Matters Blog (Nick Arias, Research & Insights), September 10, 2024

Assistanthttps://www.radiomatters.org/index.php/2024/09/10/radio-and-podcasts-engaging-listeners-everywhere/?utm_source=Radio%20Matters%20Blog&utm_campaign=c821487541-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-c821487541-582899012

***The Great Sales Detective**

Radio Ink (Loyd Ford), September 9, 2024

<https://radioink.com/2024/09/09/loyd-ford-the-great-sales-detective/>

***Your Client's Top Problems For 2025**

Radio Ink (Pat Bryson), September 9, 2024

<https://radioink.com/2024/09/09/pat-bryson-your-clients-top-problems-for-2025/>

***Best Personal Brand Strategies That Scream Success**

SalesFuel (Tim Londergan), September 7, 2024

https://salesfuel.com/best-personal-brand-strategies-that-scream-success/?utm_source=SFW

***Use Sales Narratives to Drive Results**

SalesFuel (Jessica Helinski), September 7, 2024

https://salesfuel.com/use-sales-narratives-to-drive-results/?utm_source=SFW

***How To Pull Off Reel Big Sales**

Radio Ink (Rick Fink), September 5, 2024

<https://radioink.com/2024/09/05/rick-fink-how-to-pull-off-reel-big-sales/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

FCC Announces Filing of Radio Regulatory Fees is Back On – Due Date Still September 26

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

<https://www.broadcastlawblog.com/2024/09/articles/fcc-announces-filing-of-radio-regulatory-fees-is-back-on-due-date-still-september-26/>

Your Client's SEO Needs Radio

Radio Ink (Jeffrey Hedquist), September 16, 2024

<https://radioink.com/2024/09/16/jeffrey-hedquist-your-clients-seo-needs-radio/>

Report: Local Radio To Generate \$12.9 Billion In Ad Revenue In 2025.

Inside Radio (RAB), September 17, 2024

https://www.insideradio.com/free/report-local-radio-to-generate-12-9-billion-in-ad-revenue-in-2025/article_9ddd4530-74c2-11ef-b06a-ab38da4d8048.html

Wieser Upgrades '24 For The 5th Time, Cites Stronger-Than-Expected Q2

MediaPost (Joe Mandese), September 4, 2024

https://www.mediapost.com/publications/article/399021/wieser-upgrades-24-for-the-5th-time-cites-strong.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135574&h_ashid=IZA7uSulTnimoAz9RMXvmQ

Global Ad Spend's Set for a Strong Increase This Year. Here Are the Details.

marketing charts, September 16, 2024

https://www.marketingcharts.com/advertising-trends/spending-and-spenders-233926?mc_cid=22229e71ac&mc_eid=c106971821

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

The Value Of Staying In Your Lane

Jacobs Media (Fred Jacobs), September 18, 2024

<https://jacobsmedia.com/the-value-of-staying-in-your-lane/>

NAB Asks Federal Court To Block New FCC Sponsorship Identification Disclosure Rules.

Inside Radio, September 18, 2024

[https://www.insideradio.com/free/nab-asks-federal-court-to-block-new-fcc-sponsorship-identification-disclosure-rules/article_60f440c6-7588-11ef-9185-eb5ee7a9a1fc.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 374](https://www.insideradio.com/free/nab-asks-federal-court-to-block-new-fcc-sponsorship-identification-disclosure-rules/article_60f440c6-7588-11ef-9185-eb5ee7a9a1fc.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20374)

AM Radio For Every Vehicle Act Passed To House Floor For Vote

Radio Ink, September 18, 2024

[https://radioink.com/2024/09/18/am-radio-for-every-vehicle-act-passed-to-house-floor-for-vote/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 374](https://radioink.com/2024/09/18/am-radio-for-every-vehicle-act-passed-to-house-floor-for-vote/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20374)

State Broadcast Associations Get Behind Bill That Would Go After Deepfake Culprits.

Inside Radio, September 17, 2024

https://www.insideradio.com/free/state-broadcast-associations-get-behind-bill-that-would-go-after-deepfake-culprits/article_68309898-7539-11ef-8104-1f60d239933a.html

Extending Your Radio Brand

Jacobs Media (Fred Jacobs), September 17, 2024

[https://jacobsmedia.com/extending-your-radio-brand/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 373](https://jacobsmedia.com/extending-your-radio-brand/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20373)

***Strong Ad Market Means Smaller Drop in TV Revenues, Says Magna Forecast**

Broadcasting & Cable (Jon Lafayette), September 16, 2024

https://www.nexttv.com/news/strong-ad-market-means-smaller-drop-in-tv-revenues-magna-forecasts?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=F471DF21-8853-46D0-A807-5A68B282BA99&utm_source=SmartBrief

***The Shift in Ad-Supported Audio: Younger Listeners Tune Out Traditional Radio**

(Note: The headline is a bit misleading since Traditional Radio still has the largest share of this demo).

marketing charts, September 13, 2024

https://www.marketingcharts.com/advertising-trends/creative-and-formats-233933?mc_cid=22229e71ac&mc_eid=c106971821

NAB Says New California Big Tech Deal “Hurts Local Journalism”

tvtech (George Winslow), September 10, 2024

[https://www.tvtechnology.com/news/nab-says-new-california-big-tech-deal-hurts-local-journalism?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 368](https://www.tvtechnology.com/news/nab-says-new-california-big-tech-deal-hurts-local-journalism?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20368)

***How To Know If Your Sales Candidate Will Be Good At Prospecting**

The Center For Sales Strategy (Stephanie Downs), September 9, 2024

https://blog.thecenterforsalesstrategy.com/how-to-know-if-your-sales-candidate-will-be-good-at-prospecting?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--rQExLzSLlc2QQ1gLwbmqPI3KmpWc6QO1vmg4LF1PngiVyZv9GcvE1uwoinW2O-kxO8KdaXkWjKnVvEeTy27dB-vsBA&hsmi=323772703&utm_content=323772703&utm_source=hs_email

Nielsen PPM Audience Monthly Trends

The August, 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. Looks pretty stable.

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
Aug Monthly - 484,400

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
Aug Monthly - 9,435,300

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

Jul Monthly - 87,200
Aug Monthly - 83,500

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

Jul Monthly - 1,727,400
Aug Monthly - 1,706,300

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
Aug Monthly - 108,500

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
Aug Monthly - 2,259,100

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