

September 25, 2024

Hi All,

It is Wednesday and that means it is time again to light that flame of learning and burn down the obstacles that stand in the way of our success...

Education is the kindling of a flame, not the filling of a vessel.

– Socrates

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How to Increase Local Advertiser Budgets to Drive Better Ad Performance

Aspire by Marketron, September 25, 2024

<https://aspire.marketron.com/how-to-increase-local-advertiser-budgets-to-drive-better-ad-performance/>

How to Introduce Your Local Digital Advertising Solutions to Radio Advertisers

Aspire by Marketron, September 23, 2024

<https://aspire.marketron.com/how-to-introduce-your-local-digital-advertising-solutions-to-radio-advertisers/>

The Power of ‘So What?’

Radio Ink (Loyd Ford), September 23, 2024

<https://radioink.com/2024/09/23/loyd-ford-the-power-of-so-what/>

The Anatomy of a Top Biller

Radio Ink (Pat Bryson), September 23, 2024

<https://radioink.com/2024/09/23/pat-bryson-the-anatomy-of-a-top-biller/>

How to Prepare for Year-End Renewals Now

SalesFuel (Jessica Helinski), September 21, 2024

https://salesfuel.com/how-to-prepare-for-year-end-renewals-now/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Cakim: Local News Radio Trust Boosts Ad Impact

Radio Ink, September 25, 2024

<https://radioink.com/2024/09/25/cakim-local-news-radio-trust-boosts-ad-impact/>

Nielsen Study on Latino Sports Fans Shows Untapped Market Potential

Sportico (Jason Clinkscales), September 24, 2024

<https://www.sportico.com/business/commerce/2024/nielsen-study-latino-sports-fans-market-1234798334/>

***AM/FM Radio Powers Tax Preparation Brand Advertising Effectiveness According To Four New Studies; Despite Spending 12X On TV Versus AM/FM Radio, Brand Familiarity Is Greater Among Heavy AM/FM Radio Listeners Than Among Heavy TV Viewers**

Westwood One/Cumulus Media (Pierre Bouvard), September 23, 2024

<https://www.westwoodone.com/blog/2024/09/23/am-fm-radio-powers-tax-preparation-brand-advertising-effectiveness-according-to-four-new-studies-despite-spending-12x-on-tv-versus-am-fm-radio-brand-familiarity-is-greater-among-heavy-am-fm-radio-li/>

***November “National Day” Campaign Ideas for Local Advertisers**

Aspire by Marketron, September 23, 2024

<https://aspire.marketron.com/november-national-day-campaign-ideas-for-local-advertisers/>

***Get Festive! Winter Holiday Ad Campaign Ideas for Local Advertisers**

Aspire by Marketron, September 23, 2024

<https://aspire.marketron.com/get-festive-winter-holiday-ad-campaign-ideas-for-local-advertisers/>

***How to Show Empathy In Email Communications**

SalesFuel (Jessica Helinski), September 21, 2024

https://salesfuel.com/how-to-show-empathy-in-email-communications/?utm_source=SFW

Activate Mindfulness to Access Your Amazing Sales Mindset

SalesFuel (Tim Londergan), September 21, 2024

https://salesfuel.com/activate-mindfulness-to-access-your-amazing-sales-mindset/?utm_source=SFW

Baby Boomers Seem Less Likely Than Others to Try New Brands

MarketingCharts, September 20, 2024

https://www.marketingcharts.com/brand-related/brand-loyalty-233978?mc_cid=4359949ecf&mc_eid=c106971821

***Women Propelling Radio's Digital Growth Share Their Strategies**

Radio Ink, September 20, 2024

https://radioink.com/2024/09/20/women-propelling-radios-digital-growth-share-their-strategies/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_376

***Inclusive Advertising Could Be A Boon For Radio Buyers**

Radio Ink, September 19, 2024

https://radioink.com/2024/09/19/inclusive-advertising-could-be-a-boon-for-radio-buyers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_375

Dramatic Increase in Spoken Word Listening Among Age 13-34

Edison Research Weekly Insights, September 18, 2024

https://www.edisonresearch.com/dramatic-increase-in-spoken-word-listening-among-age-13-34/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_375

Out To Lunch: The Best Times To Reach People In Their Offices

MediaPost (Ray Schultz), September 16, 2024

https://www.mediapost.com/publications/article/399350/out-to-lunch-the-best-times-to-reach-people-in-th.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135733&hashi d=Oo_vrjRtQN66NUEi-d4V6g

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

TOP FIVE SELECTED ARTICLES/RESOURCES

The Power of Local Broadcast Advertising in a Rapidly Evolving Media Landscape

MartechSeries (Ann Hailer, President of Broadcast, Locality), September 24, 2024

https://martechseries.com/mts-insights/guest-authors/the-power-of-local-broadcast-advertising-in-a-rapidly-evolving-media-landscape/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_379

Navigating the Evolving Landscape of U.S. Radio Ad Spend: BIA Advisory Services Touts the Resiliency of Local Radio with Projected Revenues Reaching \$13.6 billion in 2024

Ad Tech Daily, September 23, 2024

https://adtechdaily.com/2024/09/23/navigating-the-evolving-landscape-of-u-s-radio-ad-spend-bia-advisory-services-touts-the-resiliency-of-local-radio-with-projected-revenues-reaching-13-6-billion-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_378

What's on the Horizon for Radio

RAB Radio Matters Blog (Nicole Ovadia, vice president of forecasting and analysis, BIA Advisory Services), September 23, 2024

https://www.radiomatters.org/index.php/2024/09/23/whats-on-the-horizon-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_377&utm_term=0_66c3360299-7b5e6c2f98-500551257

FTC Blasts 'Commercial Surveillance Ecosystem,' Calls For New Laws

MediaPost (Wendy Davis), September 19, 2024

https://www.mediapost.com/publications/article/399573/ftc-blasts-commercial-surveillance-ecosystem-ca.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135734&hashid=IZA7uSulTnimoAz9RMXvmQ

Memo To Radio: There's Still Time To "Break The Business"

Jacobs Media (Fred Jacobs), September 25, 2024

https://jacobsmedia.com/memo-to-radio-theres-still-time-to-break-the-business/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_379

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Webinar: Nielsen's new PPM crediting enhancement**

Learn about the 3-minute qualifier on September 26

(click on link to register for webinar)

<https://view.nielsen-email.com/?qs=45750182478e8671d2d2e855bb072a3b463087674f7bbb1ebffc1902262b31055c8bd5d20de85cd2355ae77c7bb75635f9a3f6a2c60c061a6a42799628689f5b55fc82ffa07ac5c70d61e9ae534d0501bd201d478af95c1f>

***Digital Keeps National Brand Focus On Audio, With Spending Up Double-Digits In First Half.**

Inside Audio Marketing (Guideline), September 25, 2024

<https://www.insideaudiomarketing.com/post/digital-keeps-national-brand-focus-on-audio-with-spending-up-double-digits-in-first-half>

***BetterHelp Held Top Spot In August As Magellan AI Says Most Of Top 15 Brands Upped Spending.**

Inside Audio Marketing (Magellan AI), September 25, 2024

<https://www.insideaudiomarketing.com/post/betterhelp-held-top-spot-in-august-as-magellan-ai-says-most-of-top-15-brands-upped-spending>

***Decision-Makers Welcome More Creativity in B2B Ads**

MarketingCharts, September 25, 2024

https://www.marketingcharts.com/advertising-trends/creative-and-formats-234004?mc_cid=4359949ecf&mc_eid=c106971821

Spot TV Spending In 2025 To Range Between -3.5% and +2.8%, Analysts Say

TVNewsCheck (Paige Albinak), September 25, 2024

https://tvnewscheck.com/business/article/spot-tv-spending-in-2025-to-range-between-3-5-and-2-8-analysts-say/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_379

***Employee Development: Addressing the Gaps Holding Your Team Back**

The Center For Sales Strategy (Beth Sunshine), September 25, 2024

https://blog.thecenterforsalesstrategy.com/addressing-the-gaps-holding-your-team-back?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8uSuue-vmAgo44l-ypvaaZcDQ5QDmnDeLVIACvdikhfDu3KQu7kyYh9g9S6u7mtHn4R07WKqztWtGUFZtfc3S9TZt0g&hsmi=326247070&utm_content=326247070&utm_source=hs_email

***Five Ways to Play Moneyball When Hiring and Coaching Salespeople**

The Center For Sales Strategy (Trey Morris), September 24, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/106483/five-ways-to-play-moneyball-when-hiring-and-coaching-salespeople?utm_medium=email&hsenc=p2ANqtz-9RxYvE4mBYeMt7g0hMGdvKyyCikFsMJCwGA_1lVd1Gyb2W4ieal19XftzLJ8TemBVS_xwMB1aYODhhVPYobMc7DktzPA&hsmi=326071747&utm_content=326071747&utm_source=hs_email

FCC Wants AI Disclosures To Fight Deepfakes, But Broadcasters Doubt It'll Work.

Inside Radio, September 23, 2024

https://www.insideradio.com/free/fcc-wants-ai-disclosures-to-fight-deepfakes-but-broadcasters-doubt-it-ll-work/article_0ca35214-797a-11ef-a562-d3989d7bae31.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_377

More Voices Express Elation Over AM Act's Progress In US House

Radio Ink, September 23, 2024

<https://radioink.com/2024/09/23/more-voices-express-elation-over-am-acts-progress-in-us-house/>

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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