

October 2, 2024

Hi All,

Let's kick off Q4 with some important resources, articles and research to strengthen our learning which will have a positive impact on our business! And let's add some good news in the form of the September Full Month Nielsen Audience Estimates for our PPM markets which are all trending up to give us momentum as we head into a prime political and Holidays advertising season.

The single biggest driver of business impact is the strength of an organization's learning culture.”
— Josh Bersin

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Sales Discovery Mistakes That Hurt Sales

SalesFuel (Jessica Helinski), September 28, 2024

https://salesfuel.com/sales-discovery-mistakes-that-hurt-sales/?utm_source=SFW

The Best Selling Tactics Demand Outstanding Writing

SalesFuel (Kathy Crosett), September 28, 2024

https://salesfuel.com/the-best-selling-tactics-demand-outstanding-writing/?utm_source=SFW

Give Yourself A Good Permission

Radio Ink (Loyd Ford), September 30, 2024

<https://radioink.com/2024/09/30/loyd-ford-give-yourself-a-good-permission/>

How Much is a Customer Worth?

Radio Ink (Pat Bryson), September 30, 2024

<https://radioink.com/2024/09/30/pat-bryson-how-much-is-a-customer-worth/>

Are Your Salespeople Cursed?

Radio Ink (Rick Fink), September 25, 2024

<https://radioink.com/2024/09/25/rick-fink-are-your-salespeople-cursed/>

Curated Articles/Resources for Reference, Background and Tracking

(Reminder that * denotes a highly recommended article)

***Cultivating Coaching Skills in Your Sales Leaders**

The Center For Sales Strategy (Tirzah Thornburg), October 2, 2024

https://blog.thecenterforsalesstrategy.com/cultivating-coaching-skills-in-your-sales-leaders?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-_ll1eoJfsVpwsL8JwKVPWpBmi2fZPVXGWoz9NwR0jIav2BOyX1HghL1LzWDdJIWofGhGJfKk9_5nYeUxCralMhAhyH_uA&hsmi=327308400&utm_content=327308400&utm_source=hs_email

Podcasting in the Latino Audio Universe

Edison Research Weekly Insights, October 2, 2024

https://www.edisonresearch.com/podcasting-in-the-latino-audio-universe/?_s=55vclyeumh48p91frd0e

Personal Decision Drivers Reportedly Now Surpass Professional Ones in B2B Buying Decisions

Marketing Charts, October 2, 2024

https://www.marketingcharts.com/industries/business-to-business-234041?mc_cid=5bb4526315&mc_eid=c106971821

Is Creative Wearout a Thing?

RAB Radio Insights Blog (Angela Jeffrey, Vice President Brand Management, ABX Advertising Benchmark Index).
October 1, 2024

https://www.radiomatters.org/index.php/2024/10/01/is-creative-wearout-a-thing/?utm_source=Radio%20Matters%20Blog&utm_campaign=40660aee83-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-40660aee83-582899012

What if They're Not Engaged? 6 Tactics to Boost Team Motivation and Performance

The Center For Sales Strategy (Beth Sunshine), October 1, 2024

https://blog.thecenterforsalesstrategy.com/6-tactics-to-boost-team-motivation?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-95-7e32YurA-L7pqjih1h3qDAqEvRPBhGja-l2SkVSQSWfitK0cnv_wdKBVpp2QcfEpBlmajZAD1AECdsvE2HCj1zdiw_&hsmi=327119250&utm_content=327119250&utm_source=hs_email

Consumers Are Cautious About Holiday Shopping Plans

MediaPost (Robert Williams), October 1, 2024

https://www.mediapost.com/publications/article/399901/consumers-are-cautious-about-holiday-shopping-plan.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135852&has_hid=o5sexdpQRQeeqa1Ux78qbw

Ad Agency Tells Clients To Look For TV Alternatives In Final Weeks Of Election.

Inside Audio Marketing (Harmelin Media), October 1, 2024

<https://www.insideaudiomarketing.com/post/ad-agency-tells-clients-to-look-for-tv-alternatives-in-final-weeks-of-election>

With A Projected 3.2% Holiday Retail Spending Bump, Which Advertisers Will Benefit?

Inside Audio Media, September 30, 2024

<https://www.insideaudiomarketing.com/post/with-a-projected-3-2-holiday-retail-spending-bump-which-advertisers-will-benefit>

Has Your Media Plan Fully Saturated Podcasts? To Grow Sales, Shift Weight From Cable To AM/FM Radio

Westwood One/Cumulus Media (Pierre Bouvard), September 30, 2024

<https://www.westwoodone.com/blog/2024/09/30/has-your-media-plan-fully-saturated-podcasts-to-grow-sales-shift-weight-from-cable-to-am-fm-radio/>

ATTACHMENT: [Radio Bests Cable TV On Price and Reach](#)

***Why Adaptability is a Must Have Quality in Your Next Sales Hire**

The Center For Sales Strategy (Mindy Murphy), September 30, 2024

https://blog.thecenterforsalesstrategy.com/why-adaptability-is-a-must-have-quality-in-your-next-sales-hire?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8k4379MHUsiqsR3_IKnr5C-tb1PY2jdu8DFZpYtfgMOYUFEKx7vbOkR1P8Et9mQ1CZDCx9GPEIKQir2uZbVQwWN1GNg&hsmi=326915373&utm_content=326915373&utm_source=hs_email

Another Week In Radio, Another Ad Spend Feast From Pfizer

Radio Ink (Media Monitors), September 30, 2024

<https://radioink.com/2024/09/30/another-week-in-radio-another-ad-spend-feast-from-pfizer/>

***Help Customers Make 'The Right Choice'**

Radio Ink (Jeffrey Hedquist), September 30, 2024

<https://radioink.com/2024/09/30/jeffrey-hedquist-help-customers-make-comfortable-decisions/>

Use Personal Branding In Sales to Boost Business

SalesFuel (Jessica Helinski), September 28, 2024

https://salesfuel.com/use-personal-branding-in-sales-to-boost-business/?utm_source=SFw

Inflation-Ravaged Consumers Seek Low-Cost Holiday Entertaining

MediaPost (Robert Williams), September 25, 2024

https://www.mediapost.com/publications/article/399746/inflation-ravaged-consumers-seek-low-cost-holiday.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=135852&hashid=o5sexdpQRQeeqa1Ux78qbw

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Local Radio in Focus: Geofencing, Politics, and Revenue Growth

(Note - This is a 22 minutes recording or you can click on the transcript).

BIA Advisory Services, October 01, 2024

[https://www.buzzsprout.com/1663015/episodes/15843550-local-radio-in-focus-geofencing-politics-and-revenue-growth?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 384](https://www.buzzsprout.com/1663015/episodes/15843550-local-radio-in-focus-geofencing-politics-and-revenue-growth?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20384)

Ad Market Expands 12% In August, Second Of Two Olympic Months

MediaPost (Joe Mandese), September 27, 2024

https://www.mediapost.com/publications/article/399785/ad-market-expands-12-in-august-second-of-two-oly.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135808&hashid=IZA7uSulTnimoAz9RMXvmQ

BIA: Auto Ad Growth for Radio in 2025

Radio+Television Business Report (Cameron Coats), September 27, 2024

[https://rbr.com/bia-auto-ad-trends-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 381](https://rbr.com/bia-auto-ad-trends-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20381)

Nielsen To Radio: The Clock Will Reset To Three Minutes

Jacobs Media (Fred Jacobs), September 27, 2024

[https://jacobsmedia.com/nielsen-to-radio-the-clock-will-reset-to-three-minutes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 381](https://jacobsmedia.com/nielsen-to-radio-the-clock-will-reset-to-three-minutes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20381)

BIA Reveals Its Top Revenue Strategies For Radio In 2025

Radio Ink, September 26, 2024

[https://radioink.com/2024/09/26/bia-reveals-its-top-revenue-strategies-for-radio-in-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 380](https://radioink.com/2024/09/26/bia-reveals-its-top-revenue-strategies-for-radio-in-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20380)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

FCC Seeks Dismissal of Challenge to Employee Data Collection Order.

Inside Radio, October 2, 2024

https://www.insideradio.com/free/fcc-seeks-dismissal-of-challenge-to-employee-data-collection-order/article_ef7c362a-808a-11ef-96b9-53d247b41279.html

The Perilous Price Of Politics

Jacobs Media (Fred Jacobs), October 1, 2024

https://jacobsmedia.com/the-perilous-price-of-politics/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20383

NAB 'Pleased' Of FCC's Audacy Post-Bankruptcy Plan OK

RBR-TVBR, September 30, 2024

https://rbr.com/nab-pleased-of-fccs-audacy-post-bankruptcy-plan-ok/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20383

Report: Potential PPM Change Could Boost Nielsen Ratings 26%

Radio Ink. September 30, 2024

<https://radioink.com/2024/09/30/report-potential-ppm-change-could-boost-nielsen-ratings-26/>

FCC Issues \$6 Million Fine For Undisclosed Use Of AI Technology.

Inside Radio, September 30, 2024

https://www.insideradio.com/free/fcc-issues-6-million-fine-for-undisclosed-use-of-ai-technology/article_55955650-7f03-11ef-9fc1-6b0b4f524c1d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20382

***With Weeks To Go, Big Reach Will Get Bigger Election Ad Spend**

Radio Ink, September 27, 2024

https://radioink.com/2024/09/27/with-weeks-to-go-big-reach-will-get-bigger-election-ad-spend/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20381

***New California Law Will Direct More State Ad Dollars To Ethnic Media.**

Inside Radio, September 27, 2024

https://www.insideradio.com/free/new-california-law-will-direct-more-state-ad-dollars-to-ethnic-media/article_4020be78-7c91-11ef-82b6-7b0ae4ad495e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_381

FCC Approves HD Radio Change That Supporters Say Will Improve Signal Coverage.

Inside Radio, September 26, 2024

https://www.insideradio.com/free/fcc-approves-hd-radio-change-that-supporters-say-will-improve-signal-coverage/article_3f022dd4-7bd7-11ef-a2f4-ef245dc98590.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_380

FEC: Current Rules Bar ‘Fraudulent Misrepresentations’ Whether Created By AI Or Not.

Inside Radio, September 26, 2024

https://www.insideradio.com/free/fec-current-rules-bar-fraudulent-misrepresentations-whether-created-by-ai-or-not/article_b1b2f552-7bd7-11ef-8721-331b6839310f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_380

Nielsen PPM Audience Monthly Trends

The September, 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below and we enter Q4 with all metrics trending up.

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
Sept Monthly - 501,900

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
Sept Monthly - 9,640,800

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
Sept Monthly - 87,600

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
Sept Monthly - 1,763,700

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
Sept Monthly - 110,200

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
Sept Monthly - 2,259,800

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Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031