

October 9, 2024

Hi All,

Here is your weekly installment of media, marketing and advertising intelligence to help you adapt in this ever changing and challenging environment. Continuous learning is our greatest tool in achieving our goals and I draw your attention to the first article in the Sales resources this week to show just how important lifelong learning is.

“Intelligence is the ability to adapt to change.”
– Stephen Hawking

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How Lifelong Learning Can Help You Smash Sales Goals

SalesFuel (Kathy Crosett), October 5, 2024

https://salesfuel.com/how-lifelong-learning-can-help-you-smash-sales-goals/?utm_source=SFW

Don't Treat Your Sales Calls Like Prison Food

Radio Ink (Loyd Ford), October 7, 2024

<https://radioink.com/2024/10/07/dont-treat-your-sales-calls-like-prison-food/>

Turning 'Mini-Contracts' Into Big Orders

Radio Ink (Pat Bryson), October 7, 2024

<https://radioink.com/2024/10/07/pat-bryson-turning-small-agreements-into-big-orders/>

Stakeholder Mapping Makes Your Sales Process More Effective

SalesFuel (Jessica Helinski), October 5, 2024

https://salesfuel.com/stakeholder-mapping-makes-your-sales-process-more-effective/?utm_source=SFW

Sales Win-Loss Review Best Practices

SalesFuel (Jessica Helinski), October 5, 2024

https://salesfuel.com/sales-win-loss-review-best-practices/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Nielsen: Radio Delivers As Top-Tier Medium For ROI.**

Inside Audio Marketing, October 9, 2024

<https://www.insideaudiomarketing.com/post/nielsen-radio-delivers-as-top-tier-medium-for-roi>

***How to Master Social Listening in Sales**

The Center for Sales Strategy, October 9, 2024

https://blog.thecenterforsalesstrategy.com/how-to-master-social-listening-in-sales?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-FzdZolzm8hkEY10h-YCHDESBXB2aKmgReJt-Zy_PB2p1AsvCDMsg8HKt9GqsvxR1sgZkdAwvm07t69mNfwp6q14F8OA&hsmi=328342308&utm_content=328342308&utm_source=hs_email

***SiriusXM Report: AM/FM Beats TV in Trust and Ad Acceptance**

Radio Ink, October 7, 2024

<https://radioink.com/2024/10/07/siriusxm-report-am-fm-beats-tv-in-trust-and-ad-acceptance/>

***Sailing Across Holiday Shopping Channels**

MediaPost (Laurie Sullivan), October 7, 2024

https://www.mediapost.com/publications/article/400042/sailing-across-holiday-shopping-channels.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135944&hashid=WQXi43NhR1CWyuU6Uk3lQQ

***Survey: Consumers value shopping local**

Chain Store Age (Zachary Russell), October 7, 2024

<https://chainstoreage.com/survey-consumers-value-shopping-local>

Circana: Holiday shopping intentions fueled by consumer optimism, hunt for value

Chain Store Age (Marianne Wilson), October 7, 2024

<https://chainstoreage.com/circana-holiday-shopping-intentions-fueled-consumer-optimism-hunt-value>

Pfizer Drops from Radio's Top Spot As Q4 Ad Churn Begins

Radio Ink, October 7, 2024

<https://radioink.com/2024/10/07/pfizer-drops-from-radios-top-spot-as-q4-ad-churn-begins/>

***Advertisers Need To Focus On Capturing Listeners' Attention.**

Inside Radio, October 4, 2024

[https://www.insideradio.com/free/advertisers-need-to-focus-on-capturing-listeners-attention/article_dcfb8fbc-821c-11ef-b68f-cfb8409b83eb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 386](https://www.insideradio.com/free/advertisers-need-to-focus-on-capturing-listeners-attention/article_dcfb8fbc-821c-11ef-b68f-cfb8409b83eb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20386)

Survey: Influencer marketing playing increased role in gift purchases

Chain Store Age (Zachary Russell), October 4, 2024

<https://chainstoreage.com/survey-influencer-marketing-playing-increased-role-gift-purchases>

Car Dealers Spent \$4.5 Billion On Ads In First Half Of Year.

Inside Radio, October 3, 2024

[https://www.insideradio.com/free/car-dealers-spent-4-5-billion-on-ads-in-first-half-of-year/article_ea837fa8-8156-11ef-871d-034de6401adf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 385](https://www.insideradio.com/free/car-dealers-spent-4-5-billion-on-ads-in-first-half-of-year/article_ea837fa8-8156-11ef-871d-034de6401adf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20385)

NAACP Turns To Radio With Hopes Of Boosting Black Voter Turnout.

Inside Radio, October 3, 2024

[https://www.insideradio.com/free/naACP-turns-to-radio-with-hopes-of-boosting-black-voter-turnout/article_6078f622-81a0-11ef-8aec-4fc9c4134b4a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 386](https://www.insideradio.com/free/naACP-turns-to-radio-with-hopes-of-boosting-black-voter-turnout/article_6078f622-81a0-11ef-8aec-4fc9c4134b4a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20386)

***You've Just Been Lied To**

Radio Ink (Rick Fink), October 2, 2024

<https://radioink.com/2024/10/02/rick-fink-youve-just-been-lied-to/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Emotional Messaging, Unified Measurement And AI Are All Impacting Audio Advertising.

Inside Audio Marketing, October 9, 2024

<https://www.insideaudiomarketing.com/post/emotional-messaging-unified-measurement-and-ai-are-all-impacting-audio-advertising>

ATTACHMENT: [State of Audio – The Trends Report](#)

In 2025, Total U.S. AM/FM Radio Listening Levels To Grow An Estimated 10% Due To Nielsen Portable People Meter Crediting Enhancement; AM/FM Radio To Surpass TV In 25-54 Average Audience

Westwood One/Cumulus Media (Pierre Bouvard), October 7, 2024

<https://www.westwoodone.com/blog/2024/10/07/in-2025-total-u-s-am-fm-radio-listening-levels-to-grow-an-estimated-10-due-to-nielsen-portable-people-meter-crediting-enhancement-am-fm-radio-to-surpass-tv-in-25-54-average-audience/>

It's Not Your Father's Media-Buying Marketplace

MediaPost (Joe Mandese), October 3, 2024

https://www.mediapost.com/publications/article/399958/its-not-your-fathers-media-buying-marketplace.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135902&hashid=IZA7uSulTnimoAz9RMXvmQ

What Challenges Keep Radio's Best Managers Awake At Night?

Radio Ink, October 3, 2024

https://radioink.com/2024/10/03/october-2024-issue-tease-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=LocalMedia_%26_Technology_Daily_385

Communication Skills and Storytelling Top the Most Valued List in Media's Changing Talent Landscape

Marketing Charts, October 3, 2024

https://www.marketingcharts.com/business-of-marketing/staffing-234049?mc_cid=c2d834a39f&mc_eid=c106971821

**CURATED ARTICLES/RESOURCES FOR
REFERENCE, BACKGROUND AND TRACKING**

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

The DOJ Says Google May Need 'Structural' Changes to Undo Its Search Monopoly

In a filing, the DOJ called for Google to potentially break up its business

ADWEEK (Catherine Perloff), October 9, 2024

https://www.adweek.com/media/the-doj-says-google-structural-changes-to-search/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=Media_Newsletter_241009073114&recip_id=1385784&lyt_id=1385784

Congress Expected To Pass Law Requiring AM Radio In All New Cars

Forbes (Brad Adgate), October 8, 2024

https://www.forbes.com/sites/bradadgate/2024/10/08/congress-expected-to-pass-law-requiring-am-radio-in-all-new-cars/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_389

This is how you deal with a toxic employee when you're a manager

FastCompany (Vincent Sanderson), October 8, 2024

<https://www.fastcompany.com/91203330/this-is-how-you-deal-with-a-toxic-employee-when-youre-a-manager>

3 things lead to lasting behavioral change if leaders behave accordingly

SmartBrief (Larry Robertson), October 8, 2024

https://www.smartbrief.com/original/3-things-lead-to-lasting-behavioral-change-if-leaders-behave-accordingly?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_content=724E6ED3-3378-46A1-B073-BC0971CF883E&utm_source=brief

Federal judge orders Google to open its Android app store to competition

AP News, October 7, 2024

<https://apnews.com/article/google-epic-android-app-store-d635ff5b6a2c8b755faa14fe471b73e2>

"This Is Our 'Why'"

Jacobs Media (Fred Jacobs), October 7, 2024

https://jacobsmedia.com/this-is-our-why/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_387

Adobe Advocates For FCC AI Ad Disclosure Rule, With A Catch

Radio Ink, October 3, 2024

<https://radioink.com/2024/10/03/adobe-advocates-for-fcc-ai-ad-disclosure-rule-with-a-catch/>

FCC Makes Its Case for Collecting Employment Data

Commission seeks dismissal of court docket that would halt its program

RadioWorld (Randy J. Stine), October 4, 2024

https://www.radioworld.com/news-and-business/business-and-law/fcc-makes-its-case-for-collecting-employment-data?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_387

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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