

October 16, 2024

Hi All,

It has been said that the only people who like change are babies with dirty diapers. It may stink, but change is inevitable and it seems to accelerate with technological advances. Some change challenges us and some change creates opportunities for growth. We can either fear and resist change or we can take it head on by learning, adapting (which requires change) and growing, Letting change defeat us is not an option...

“The only thing that is constant is change, and that requires constant learning.”
— Heraclitus

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Crises, Challenges, and Bumps In The Road

Radio Ink (Loyd Ford), October 14, 2024

<https://radioink.com/2024/10/14/loyd-ford-crises-challenges-and-bumps-in-the-road/>

Progressive Tops National Radio Ads, The Home Depot Climbs

Radio Ink, October 14, 2024

<https://radioink.com/2024/10/14/progressive-tops-national-radio-ads-the-home-depot-climbs/>

Optimize ChatGPT Prompts for Sales

SalesFuel (Jessica Helinski), October 12, 2024

https://salesfuel.com/optimize-chatgpt-prompts-for-sales/?utm_source=SFW

Easy Ways to Improve Your Sales Intelligence

SalesFuel (Tim Londergan), October 12, 2024

https://salesfuel.com/easy-ways-to-improve-your-sales-intelligence/?utm_source=SFW

Professional Etiquette Can Set You Apart

SalesFuel (Jessica Helinski), October 12, 2024

https://salesfuel.com/professional-etiquette-can-set-you-apart/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Media Rep Malpractice**

Rick Fink, October 16, 2024

<https://radioink.com/2024/10/16/rick-fink-media-rep-malpractice/>

Despite More Podcasts Pushing Into Video, Survey Finds Audio Remains More Memorable.

Inside audio Marketing, October 16, 2024

<https://www.insideaudiomarketing.com/post/despite-more-podcasts-pushing-into-video-survey-finds-audio-remains-more-memorable-1>

MAGNA: Pharma Ads Do More Than Just Promote Medications.

Inside Audio Marketing, October 16, 2024

<https://www.insideaudiomarketing.com/post/magna-pharma-ads-do-more-than-just-promote-medications>

***64% of Listeners Feel Stronger Pull to Brands with Sonic Identity**

Radio Ink, October 15, 2024

<https://radioink.com/2024/10/15/64-of-listeners-feel-stronger-pull-to-brands-with-sonic-identity/>

ATTACHMENT: [Elevating Brand Experience Through Sound](#)

Automakers Estimated TV Spending Rises In Q3

MediaPost (Tanya Gazdik), October 16, 2024

https://www.mediapost.com/publications/article/400293/automakers-estimated-tv-spending-rises-in-q3.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136033&hashid=akE-7z-LS1W9CYmV5M9xXA

***Why Do Local Companies Need to Advertise Continuously?**

RAB Radio Matters Blog (Beth Osborne, director, marketing and content, Marketron), October 15, 2024

<https://www.radiomatters.org/index.php/2024/10/15/why-do-local-companies-need-to-advertise-continuously/>

NRF: Holiday sales, led by e-commerce, may grow to \$990 billion in 2024

Chain Store Age (Zachary Russell), October 15, 2024

<https://chainstoreage.com/nrf-holiday-sales-led-e-commerce-may-grow-990-billion-2024>

***Holiday spending to increase; experiences rising as popular gift option**

Chain Store Age (Zachary Russell), October 15, 2024

<https://chainstoreage.com/holiday-spending-increase-experiences-rising-popular-gift-option>

US Median Household Income Rose Last Year for the First Time Since 2019

Marketing Charts, October 15, 2024

https://www.marketingcharts.com/demographics-and-audiences/household-income-234112?mc_cid=294aa85b66&mc_eid=c106971821

***Think Media Mix Modeling Hates AM/FM Radio? Think Again! AM/FM Radio Is A Top ROI Generator According to 2,857 Nielsen MMM Studies**

Westwood One/Cumulus Media (John Fix), October 14, 2024

<https://www.westwoodone.com/blog/2024/10/14/think-media-mix-modeling-hates-am-fm-radio-think-again-am-fm-radio-is-a-top-roi-generator-according-to-2857-nielsen-mmm-studies/>

***Radio Intimacy Gets Results**

Radio Ink (Jeffrey Hedquist), October 14, 2024

<https://radioink.com/2024/10/14/jeffrey-hedquist-radio-intimacy-gets-results/>

***Climb This L.A.D.D.E.R To Better Listening**

Radio Ink (Pat Bryson), October 14, 2024

<https://radioink.com/2024/10/14/pat-bryson-climb-this-l-a-d-d-e-r-to-better-listening/>

***Right-Brain Emotions Birth Winning Ads In ‘The State of Audio’**

Radio Ink, October 11, 2024

<https://radioink.com/2024/10/11/right-brain-emotions-birth-winning-ads-in-the-state-of-audio/>

ATTACHMENT: [State of Audio Fall 2024 Trends](#)

NRF: Retail sales show mixed growth trends in September

Chain Store Age (Dan Berthiaume), October 11, 2024

<https://chainstoreage.com/nrf-retail-sales-show-mixed-growth-trends-september>

Marketers Are Satisfied with Retail Media’s Impact, Remain Focused on Sales

Marketing Charts, October 11, 2024

https://www.marketingcharts.com/advertising-trends/creative-and-formats-234082?mc_cid=294aa85b66&mc_eid=c106971821

Curtis LeGeyt At NAB Show New York: 'This Is Radio's Best Moment.'

Inside Radio, October 10, 2024

https://www.insideradio.com/free/curtis-legeyt-at-nab-show-new-york-this-is-radios-best-moment/article_9e9b353e-86da-11ef-bfc9-23bf19687bf1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_390

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Boost Sales Performance with AI Coaching

The Center For Sales Strategy (Matt Sunshine), October 16, 2024

https://blog.thecenterforsalesstrategy.com/boost-sales-performance-with-ai-coaching?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8ksiDevuvFu-pMPgcuywi2l6hu1m5AG0FMmJJ6242Yk3sdtAJRpwZhzScn83z8eQp0A-8eZx-8mxvYBE01O3DVRi-FbA&hsmi=329396952&utm_content=329396952&utm_source=hs_email

5 key stats on US digital ad spend growth in 2024

eMarketer (Becky Schilling), October 16, 2024

https://www.emarketer.com/content/5-key-stats-on-us-digital-ad-spend-growth-2024?utm_source=Newsletter&utm_medium=Email&utm_campaign=edaily+10.16.2024&utm_id=edaily+10.16.2024&utm_content=edaily+10.16.2024&jid=141337&sid=35804818

Xperi Xpands Media Consumption in Cars

LinkedIn (Roger C. Lanctot), October 14, 2024

<https://www.linkedin.com/pulse/xperi-xpands-media-consumption-cars-roger-c-lanctot-pr2we/?trackingId=a1bg5IB3RpSzl2vd5Si8TA%3D%3D>

Broadcasters Should Evaluate Attack Ads for Liability Concerns in the Final Weeks Before the November Election

Broadcast Law Blog (David Oxenford), October 10, 2024

https://www.broadcastlawblog.com/2024/10/articles/broadcasters-should-evaluate-attack-ads-for-liability-concerns-in-the-final-weeks-before-the-november-election/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_391

Radio's Digital Shift Takes Heavy Focus At NAB Show New York

Radio Ink, October 10, 2024

<https://radioink.com/2024/10/10/radios-digital-shift-takes-heavy-focus-at-nab-show-new-york/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***NAB: Support For FCC AI Ad Disclosure Is 'Cursory & Flawed'**

Radio Ink, October 16, 2024

<https://radioink.com/2024/10/16/nab-support-for-fcc-ai-ad-disclosure-is-cursory-flawed/>

***iHeart, Cumulus, and More Join Opposition to FCC's AI Disclosures**

Radio Ink, October 16, 2024

https://radioink.com/2024/10/16/iheart-cumulus-and-more-join-opposition-to-fccs-ai-disclosures/?vgo_ee=jyfiQ7Dd8rG9LLmQl8yxOaHGemBma7h40CVSAsxnAJK4LCwCyNQ%3AnkJfKpDxDp8G0nKcgP1aQKgE%2FklVvNJh

***The State Of Radio Formats 2024**

Jacobs Media Strategies (Fred Jacobs), October 15, 2024

https://jacobsmedia.com/the-state-of-radio-formats-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20393

***Experiential Market Keeps Growing, Set To Surpass Pre-Pandemic Levels In 2024.**

Inside Radio (pqmedia), October 15, 2024

https://www.insideradio.com/free/experiential-market-keeps-growing-set-to-surpass-pre-pandemic-levels-in-2024/article_d552e3ee-8ac0-11ef-b8ff-9bfca7638d69.html

***With Less Listening Needed In Nielsen's AQH Plan, How To Increase Listening Time.**

Inside Audio Marketing (nuvoodoo), October 14, 2024

<https://www.insideaudiomarketing.com/post/with-less-listening-needed-in-nielsen-s-agh-plan-how-to-increase-listening-time>

***WFA Forecasts Media Price Hikes For 2025 And 2026**

MediaPost (Steve McClellan), October 14, 2024

https://www.mediapost.com/publications/article/400224/wfa-forecasts-media-price-hikes-for-2025-and-2026.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136003&has_hid=XOWE7PwDT4-lekA7MLbhQg

Podcasters' Message To Ad Buyers: We're An Industry That's Growing Up.

Inside Audio Marketing, October 14, 2024

<https://www.insideaudiomarketing.com/post/podcasters-message-to-ad-buyers-we-re-an-industry-that-s-growing-up-1>

It's Not Just The Podcast Biz That's Evolving. So Is The Technology That Powers It.

Inside Audio Marketing, October 14, 2024

<https://www.insideaudiomarketing.com/post/it-s-not-just-the-podcast-biz-that-s-evolving-so-is-the-technology-that-powers-it>

***Recruiting for a High-Performing Sales Team: Roles and Key Competencies**

The Center For Sales Strategy (Trey Morris), October 14, 2024

https://blog.thecenterforsalesstrategy.com/recruiting-for-a-high-performing-sales-team?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8YGqVkt50XRopF12fxWEPZS8DI05x4SgvMuVYnaSj---MvSgjDRQeVj7OW-bGNlmJsvTEJ-0payetXMfItWJB7GW7C9w&hsmi=329000200&utm_content=329000200&utm_source=hs_email

Hispanic U.S. Market Estimated To Add 7.4M By 2030

MediaPost (Laurie Sullivan), September 30, 2024

https://www.mediapost.com/publications/article/399827/hispanic-us-market-estimated-to-add-74m-by-2030.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136004&has_hid=grmAnk9ZRAeFF01byG1w0g

Perspective: Reaffirming Radio's Timeless Influence with AI.

Inside Radio, September 16, 2024

https://www.insideradio.com/free/perspective-reaffirming-radio-s-timeless-influence-with-ai/article_4984e668-73fb-11ef-8b4d-fb1ab180e8d3.html

Perspective: Proving Radio's Impact: Leveraging AI to Demonstrate Attribution.

Inside Radio, October 14, 2024

https://www.insideradio.com/free/perspective-proving-radio-s-impact-leveraging-ai-to-demonstrate-attribution/article_dcf16742-89fd-11ef-87c7-671d47556962.html

CPG Ad Spending To Moderate In 2025

MediaPost (Sarah Mahoney), October 11, 2024

https://www.mediapost.com/publications/article/400196/cpg-ad-spending-to-moderate-in-2025.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=135994&has_hid=IZA7uSulTnimoAz9RMXvmQ

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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