

October 23, 2024

Hi All,

Here is another edition of your Midweek Resource RoundUp that is packed full of actionable resources, research and sales training articles. We never lose sight of our goal of constant learning to fuel our growth and keep us moving forward to achieve our goals...

**"You are always a student, never a master. You have to keep moving forward."**  
–Conrad Hall

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Maybe It's Time To Make Those Adjustments**

Radio Ink (Loyd Ford), October 21, 2024

<https://radioink.com/2024/10/21/loyd-ford-maybe-its-time-to-make-those-adjustments/>

#### **Turning Mistakes Into Profits**

Radio Ink (Pat Bryson), October 21, 2024

<https://radioink.com/2024/10/21/pat-bryson-turning-mistakes-into-profits/>

#### **Personal Selling Strategies to End a Successful Year**

SaleFuel (Tim Londergan), October 19, 2024

[https://salesfuel.com/personal-selling-strategies-to-end-a-successful-year/?utm\\_source=SFW](https://salesfuel.com/personal-selling-strategies-to-end-a-successful-year/?utm_source=SFW)

#### **Follow This Sales Discovery Meeting Plan**

SalesFuel (Jessica Helinski), October 19, 2024

[https://salesfuel.com/follow-this-sales-discovery-meeting-plan/?utm\\_source=SFW](https://salesfuel.com/follow-this-sales-discovery-meeting-plan/?utm_source=SFW)

#### **Is Your Sales Script Using These Generic Phrases?**

SalesFuel (Jessica Helinski), October 19, 2024

[https://salesfuel.com/is-your-sales-script-using-these-generic-phrases/?utm\\_source=SFW](https://salesfuel.com/is-your-sales-script-using-these-generic-phrases/?utm_source=SFW)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**\*Radio Tops TV At Reaching Key Home Improvement Shoppers**

Radio Ink (MARU/Matchbox), October 22, 2024

[https://radioink.com/2024/10/22/radio-tops-tv-at-reaching-key-home-improvement-shoppers/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_398](https://radioink.com/2024/10/22/radio-tops-tv-at-reaching-key-home-improvement-shoppers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_398)

**The 2024 State of Spend**

Ibotta Performance Network, October 22, 2024

<https://ipn.ibotta.com/resource-hub/the-2024-state-of-spend>

**\*Radio is a Workhorse for Recruitment**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), October 22, 2024

[https://www.radiomatters.org/index.php/2024/10/22/radio-is-a-workhorse-for-recruitment/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_399&utm\\_term=0\\_66c3360299-216d060bed-582961143](https://www.radiomatters.org/index.php/2024/10/22/radio-is-a-workhorse-for-recruitment/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_399&utm_term=0_66c3360299-216d060bed-582961143)

**\*Holiday by the Numbers 2024**

Katz Radio Group (Lisa Cirigliano), October 22, 2024

[https://insights.katzradiogroup.com/holiday-by-the-numbers-2024?utm\\_campaign=Radio%20Insights%202024&utm\\_medium=email&hsenc=p2ANqtz-s3gIr6Jp05VjAz3nC0RnoGPU-VkeMXBhY\\_WERcQrklp6FvhNRO3MEjE1UPHjj-PZJOrJb2CYwoeZ\\_Mv2NKivye9VgA&hsmi=330158812&utm\\_content=330158812&utm\\_source=hs\\_email](https://insights.katzradiogroup.com/holiday-by-the-numbers-2024?utm_campaign=Radio%20Insights%202024&utm_medium=email&hsenc=p2ANqtz-s3gIr6Jp05VjAz3nC0RnoGPU-VkeMXBhY_WERcQrklp6FvhNRO3MEjE1UPHjj-PZJOrJb2CYwoeZ_Mv2NKivye9VgA&hsmi=330158812&utm_content=330158812&utm_source=hs_email)

**Americans Are Warming Up To Advertising, Says Kantar.**

Inside Radio, October 22, 2024

[https://www.insideradio.com/free/americans-are-warming-up-to-advertising-says-kantar/article\\_149b2f10-903f-11ef-9477-83d4aa067c10.html](https://www.insideradio.com/free/americans-are-warming-up-to-advertising-says-kantar/article_149b2f10-903f-11ef-9477-83d4aa067c10.html)

**\*Wayfair's Campaign Reach Explodes With A Reallocation From Linear TV to AM/FM Radio; Home Improvement Online Shoppers Are Best Reached With AM/FM Radio And Podcasts**

Westwood One/Cumulus Media (Pierre Bouvard), October 21, 2024

<https://www.westwoodone.com/blog/2024/10/21/wayfairs-campaign-reach-explodes-with-a-reallocation-from-linear-tv-to-am-fm-radio-home-improvement-online-shoppers-are-best-reached-with-am-fm-radio-and-podcasts/>

### **How AI and influencer marketing are transforming audio into the most effective ad medium**

AdAge (Paul Suchman), October 21, 2024.

<https://adage.com/article/media/how-ai-and-influencer-marketing-are-transforming-audio-most-effective-ad-medium/2587796>

### **Consumers' Financial Situation Improves, But Spending Intentions Remain Cautious**

Marketing Charts, October 21, 2024

[https://www.marketingcharts.com/customer-centric/spending-trends-234144?mc\\_cid=2fbb4cca54&mc\\_eid=c106971821](https://www.marketingcharts.com/customer-centric/spending-trends-234144?mc_cid=2fbb4cca54&mc_eid=c106971821)

### **Marketers Are Seeking New Ways To Ensure Brand Safety On Digital Media**

Forbes (Brad Adgate), October 21, 2024

[https://www.forbes.com/sites/bradadgate/2024/10/21/marketers-are-seeking-new-ways-to-ensure-brand-safety-on-digital-media/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_397](https://www.forbes.com/sites/bradadgate/2024/10/21/marketers-are-seeking-new-ways-to-ensure-brand-safety-on-digital-media/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_397)

### **Radio Ad Spend Holds Steady Ahead of Shortened Holiday Season**

Radio Ink (Media Monitors), October 21, 2024

<https://radioink.com/2024/10/21/radio-ad-spend-holds-steady-ahead-of-shortened-holiday-season/>

### **Triton: Political Podcast Listeners Are Older, Educated, and Affluent**

Radio Ink, October 19, 2024

<https://radioink.com/2024/10/19/triton-political-podcast-listeners-are-older-educated-and-affluent/>

### **Forecasts Point To Retail-Healthy Holidays**

MediaPost (Sarah Mahoney), October 16, 2024

[https://www.mediapost.com/publications/article/400266/forecasts-point-to-retail-healthy-holidays.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=136077&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/400266/forecasts-point-to-retail-healthy-holidays.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136077&hashid=IZA7uSulTnimoAz9RMXvmQ)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Hire for Talent, Train for Skill Development: Stop Trying to Teach a Fish to Climb Trees**

The Center For Sales Strategy (Trey Morris), October 23, 2024

[https://blog.thecenterforsalesstrategy.com/blog/bid/130702/hire-for-talent-train-for-skill-development?utm\\_medium=email&hsenc=p2ANqtz-8V4AV2yoCza3ils6g1dCmxInnSgDgeNNkminjd3\\_cb6if3xeLndhhKB8FnVhYnc85WrGUIDCkP4F9VcOWoLPC1ynYiA&hsmi=330542217&utm\\_content=330542217&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/blog/bid/130702/hire-for-talent-train-for-skill-development?utm_medium=email&hsenc=p2ANqtz-8V4AV2yoCza3ils6g1dCmxInnSgDgeNNkminjd3_cb6if3xeLndhhKB8FnVhYnc85WrGUIDCkP4F9VcOWoLPC1ynYiA&hsmi=330542217&utm_content=330542217&utm_source=hs_email)

#### **AM Radio Legislative Fight Sees Automakers Stepping Up D.C. Blockade**

Radio+TV Business Report (Cameron Coats), October 23, 2024

[https://rbr.com/am-radio-for-every-vehicle-act-dying-286912-2/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=LocalMedia%26TechnologyDaily399](https://rbr.com/am-radio-for-every-vehicle-act-dying-286912-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=LocalMedia%26TechnologyDaily399)

#### **Exclusive data: What's changing in podcast advertising?**

eMarketer (Sara Lebow), October 23, 2024

[https://www.emarketer.com/content/exclusive-data-changing-podcast-advertising?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=edaily+10.23.2024&utm\\_id=edaily+10.23.2024&utm\\_content=edaily+10.23.2024&jid=143034&sid=35804818](https://www.emarketer.com/content/exclusive-data-changing-podcast-advertising?utm_source=Newsletter&utm_medium=Email&utm_campaign=edaily+10.23.2024&utm_id=edaily+10.23.2024&utm_content=edaily+10.23.2024&jid=143034&sid=35804818)

#### **S&P: TV-Station Advertising To Grow 14% to \$24.95 Billion in 2024**

TVTechnology (George Winslow), October 21, 2024

[https://www.tvtechnology.com/news/s-and-p-tv-station-advertising-to-grow-14-percent-to-usd24-95-billion-in-2024?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm\\_medium=email&utm\\_content=44B4BF3A-4B2A-4C17-9F16-5BF609A12537&utm\\_source=SmartBrief](https://www.tvtechnology.com/news/s-and-p-tv-station-advertising-to-grow-14-percent-to-usd24-95-billion-in-2024?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=44B4BF3A-4B2A-4C17-9F16-5BF609A12537&utm_source=SmartBrief)

#### **Groups Ask FCC To Clarify Rule And Close Lowest Unit Rate Loophole.**

Inside Radio, October 18, 2024

[https://www.insideradio.com/free/groups-ask-fcc-to-clarify-rule-and-close-lowest-unit-rate-loophole/article\\_98ab0a60-8d1e-11ef-8d61-1f75bca0fff2.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=LocalMedia%26TechnologyDaily396](https://www.insideradio.com/free/groups-ask-fcc-to-clarify-rule-and-close-lowest-unit-rate-loophole/article_98ab0a60-8d1e-11ef-8d61-1f75bca0fff2.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=LocalMedia%26TechnologyDaily396)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**\*Broadcasters Renew Call For Court To Toss Out FCC's New Employee Reporting Requirements.**

Inside Radio, October 23, 2024

[https://www.insideradio.com/free/broadcasters-renew-call-for-court-to-toss-out-fcc-s-new-employee-reporting-requirements/article\\_64587442-910a-11ef-93e3-bb95b86f3f9d.html](https://www.insideradio.com/free/broadcasters-renew-call-for-court-to-toss-out-fcc-s-new-employee-reporting-requirements/article_64587442-910a-11ef-93e3-bb95b86f3f9d.html)

**New Rules Giving Digital FMs More Technical Flexibility To Kick-In On Nov. 20.**

Inside Radio, October 22, 2024

[https://www.insideradio.com/free/new-rules-giving-digital-fms-more-technical-flexibility-to-kick-in-on-nov-20/article\\_91f0151c-903e-11ef-a694-1368c73fa9f0.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 398](https://www.insideradio.com/free/new-rules-giving-digital-fms-more-technical-flexibility-to-kick-in-on-nov-20/article_91f0151c-903e-11ef-a694-1368c73fa9f0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20398)

**The Public's Perception of Advertising & PR Slips to A New Low**

Marketing Charts, October 22, 2024

[https://www.marketingcharts.com/industries-234197?mc\\_cid=2fbb4cca54&mc\\_eid=c106971821](https://www.marketingcharts.com/industries-234197?mc_cid=2fbb4cca54&mc_eid=c106971821)

**\*Spotting Coaching Abilities in Your Sales Management Candidates**

The Center For Sales Strategy (Kelly George), October 21, 2024

[https://blog.thecenterforsalesstrategy.com/spotting-coaching-abilities-in-your-sales-management-candidates?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz-8oJymV\\_t8xTD2h3SxYPIpTCF81H6ou0BQ4A1hS-HleS8VIRJBA80yFyD00d1J1s3emrn7jvHFRva20Rcte0bWKxY6s2w&hsmi=330063360&utm\\_content=330063360&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/spotting-coaching-abilities-in-your-sales-management-candidates?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8oJymV_t8xTD2h3SxYPIpTCF81H6ou0BQ4A1hS-HleS8VIRJBA80yFyD00d1J1s3emrn7jvHFRva20Rcte0bWKxY6s2w&hsmi=330063360&utm_content=330063360&utm_source=hs_email)

**\*Radio Adapts To New Dashboard Rivals; Experts Say Its Simplicity Is Hard To Beat.**

Inside Audio Marketing, October 21, 2024

<https://www.insideaudiomarketing.com/post/radio-adapts-to-new-dashboard-rivals-experts-say-its-simplicity-is-hard-to-beat>

**Broadcasters Ask Appeals Court To Vacate FCC's Quadrennial Ownership Order.**

Inside Radio, October 21, 2024

[https://www.insideradio.com/free/broadcasters-ask-appeals-court-to-vacate-fcc-s-quadrennial-ownership-order/article\\_5fa69f20-8f7d-11ef-9309-d37e9b386475.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 397](https://www.insideradio.com/free/broadcasters-ask-appeals-court-to-vacate-fcc-s-quadrennial-ownership-order/article_5fa69f20-8f7d-11ef-9309-d37e9b386475.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20397)

### **FCC Announces Second EEO Audit of 2024 – 150 Radio and TV Stations Targeted**

Broadcast Law Blog (David Oxenford), October 21, 2024

[https://www.broadcastlawblog.com/2024/10/articles/fcc-announces-second-eeo-audit-of-2024-150-radio-and-tv-stations-targeted/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_398](https://www.broadcastlawblog.com/2024/10/articles/fcc-announces-second-eeo-audit-of-2024-150-radio-and-tv-stations-targeted/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_398)

### **\*NAB Suggests Safer, Software-Driven Solution For EAS**

Radio Ink, October 21, 2024

[https://radioink.com/2024/10/21/nab-suggests-safer-software-driven-solution-for-eas/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_397](https://radioink.com/2024/10/21/nab-suggests-safer-software-driven-solution-for-eas/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_397)

### **Whose Buying Power Is It Anyway?**

Research Director, Inc. (Steve Allan), October 21, 2024

<https://radioink.com/2024/10/21/research-director-inc-whose-buying-power-is-it-anyway/>

### **\*BMI Rates To Be Impacted By Court Ruling On Royalty Rates.**

Inside Radio, October 17, 2024

[https://www.insideradio.com/free/bmi-rates-to-be-impacted-by-court-ruling-on-royalty-rates/article\\_f93bd230-8c59-11ef-92ea-c7fe537e7022.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_395](https://www.insideradio.com/free/bmi-rates-to-be-impacted-by-court-ruling-on-royalty-rates/article_f93bd230-8c59-11ef-92ea-c7fe537e7022.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_395)

### **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  
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