

**October 30, 2024**

Hi All,

It is the day before Halloween and there are so many sweet treats in this edition of the Midweek Resource Roundup it scary!

We should have had the October PPM trends this week but our Nielsen rep is late getting them to me. So watch for then next week.

The goal of the Midweek Resource Roundup is to provide us with the essential information, articles and research to constantly learn, change and improve!...Often!

**“To improve is to change; to be perfect is to change often.”**  
– Winston Churchill

And one last thing...Go Dodgers!

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## **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Adopt These Consultative Skills to Improve Customer Experiences**

SalesFuel (Jessica Helinski), October 26, 2024

[https://salesfuel.com/adopt-these-consultative-skills-to-improve-customer-experiences/?utm\\_source=SFW](https://salesfuel.com/adopt-these-consultative-skills-to-improve-customer-experiences/?utm_source=SFW)

#### **Falling On The Sword**

Radio Ink (Pat Bryson), October 28, 2024

<https://radioink.com/2024/10/28/pat-bryson-falling-on-the-sword/>

#### **How to Achieve Top Sales Focus**

SalesFuel (Tim Londergan), October 26, 2024

[https://salesfuel.com/how-to-achieve-top-sales-focus/?utm\\_source=SFW](https://salesfuel.com/how-to-achieve-top-sales-focus/?utm_source=SFW)

#### **Improve the (New Client) Onboarding Process With These Tips**

SalesFuel (Jessica Helinski), October 26, 2024

[https://salesfuel.com/improve-the-onboarding-process-with-these-tips/?utm\\_source=SFW](https://salesfuel.com/improve-the-onboarding-process-with-these-tips/?utm_source=SFW)

### **The Surprising Self-Sabotage Among Sales Professionals – and How to Overcome It**

Sales And Marketing Management (Casey Cunningham), October 14, 2024

[https://salesandmarketing.com/the-surprising-self-sabotage-among-sales-professionals-and-how-to-overcome-it/?utm\\_medium=email&hsenc=p2ANqtz-IPDHGKzSuS-QZf3wbsCMVVXAK5yDCj\\_LLn7I0debGRIWW27W7qt-NcZQDISBzFAQDNXbN909sqQqvyxepVn2pynyvA&hsmi=330836995&utm\\_content=330836995&utm\\_source=hs\\_email](https://salesandmarketing.com/the-surprising-self-sabotage-among-sales-professionals-and-how-to-overcome-it/?utm_medium=email&hsenc=p2ANqtz-IPDHGKzSuS-QZf3wbsCMVVXAK5yDCj_LLn7I0debGRIWW27W7qt-NcZQDISBzFAQDNXbN909sqQqvyxepVn2pynyvA&hsmi=330836995&utm_content=330836995&utm_source=hs_email)

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

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **Agency Suggests Brands Put Audio On Their Holiday Lists**

Inside Audio Marketing,(Ad Results Media), October 30, 2024

<https://www.insideaudiomarketing.com/post/agency-suggests-brands-put-audio-on-their-holiday-lists>

### **Prospecting: Key Moves from National Brands This Week.**

Inside Radio. October 30, 2024

[https://www.insideradio.com/free/prospecting-key-moves-from-national-brands-this-week/article\\_63c6525c-968b-11ef-9233-4b116041df77.html](https://www.insideradio.com/free/prospecting-key-moves-from-national-brands-this-week/article_63c6525c-968b-11ef-9233-4b116041df77.html)

### **Among 2023's Top-Spending Advertisers, Names Familiar To Radio.**

Inside Radio, October 29, 2024

<https://www.insideaudiomarketing.com/post/among-2023-s-top-spending-advertisers-names-familiar-to-radio>

### **The Sports Audio Report: Demographics at Play released by Edison Research and SiriusXM Media**

Edison Research, October 29, 2024

[https://www.edisonresearch.com/the-sports-audio-report-demographics-at-play-released-by-edison-research-and-siriusxm-media/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_404](https://www.edisonresearch.com/the-sports-audio-report-demographics-at-play-released-by-edison-research-and-siriusxm-media/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_404)

### **New Back To The Office Study: Marketers, Agencies And Average Americans Now Have Similar Commuting Habits**

Westwood One/Cumulus Media (Pierre Bouvard), October 28, 2024

<https://www.westwoodone.com/blog/2024/10/28/new-back-to-the-office-study-marketers-agencies-and-average-americans-now-have-similar-commuting-habits/>

### **Countdown to Holiday Ads: Radio's Top Brands Hold Steady**

Radio Ink, October 28, 2024

<https://radioink.com/2024/10/28/countdown-to-holiday-ads-radios-top-brands-hold-steady/>

### **\*'Are You Sure This Ad Will Work?' No!**

Radio Ink (Jeffrey Hedquist), October 28, 2024

<https://radioink.com/2024/10/28/jeffrey-hedquist-are-you-sure-this-ad-will-work-no/>

### **\*CredTalk: Improving Your Negotiation Skills**

(Note - This is a 90 second video)

SalesFuel (C. Lee Smith & Charles Price), October 26, 2024

[https://vimeo.com/841253337?utm\\_source=SFW](https://vimeo.com/841253337?utm_source=SFW)

### **\*How to Tackle Skepticism About Marketing ROI**

LeadG2 (Carly Kneec), October 25, 2024

[https://leadg2.thecenterforsalesstrategy.com/blog/how-to-tackle-skepticism-about-marketing-roi?utm\\_medium=email&hsenc=p2ANqtz-9-](https://leadg2.thecenterforsalesstrategy.com/blog/how-to-tackle-skepticism-about-marketing-roi?utm_medium=email&hsenc=p2ANqtz-9-)

[Ha1MOs5EeFQ3TDXSRDZK8D24Psl\\_qHYPvOJZUEykiYCebmFQgu1vmUU4CLlbgTVEmBaidpqxCIZMGblon30tN1PzkQ&hsmi=330836008&utm\\_content=330836008&utm\\_source=hs\\_email](https://leadg2.thecenterforsalesstrategy.com/blog/how-to-tackle-skepticism-about-marketing-roi?utm_medium=email&hsenc=p2ANqtz-9-Ha1MOs5EeFQ3TDXSRDZK8D24Psl_qHYPvOJZUEykiYCebmFQgu1vmUU4CLlbgTVEmBaidpqxCIZMGblon30tN1PzkQ&hsmi=330836008&utm_content=330836008&utm_source=hs_email)

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

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Global Radio Advertising Market Poised for Growth Through 2033**

Radio Ink, October 30, 2024

[https://radioink.com/2024/10/30/global-radio-advertising-market-poised-for-growth-through-2033/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_404](https://radioink.com/2024/10/30/global-radio-advertising-market-poised-for-growth-through-2033/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_404)

#### **Thanks To Smaller Categories, The Ad Market Expanded In September For 18th Consecutive Month.**

Inside Audio Marketing (SMI), October 29, 2024

<https://www.insideaudiomarketing.com/post/thanks-to-smaller-categories-the-ad-market-expanded-in-september-for-18th-consecutive-month>

#### **Are We Still Having Fun?**

Radio Ink (Loyd Ford), October 28, 2024

<https://radioink.com/2024/10/28/loyd-ford-are-we-still-having-fun/>

### **What's Goin' On (On The Radio)?**

Jacobs Media (Fred Jacobs), October 25, 2024

[https://jacobsmedia.com/whats-goin-on-on-the-radio/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 401](https://jacobsmedia.com/whats-goin-on-on-the-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20401)

### **If You're Not Going to Coach Your Salespeople, Don't Bother Training Them**

Membrain (Bob Apollo), October 16, 2024

[https://www.membrain.com/blog/if-youre-not-going-to-coach-your-salespeople-dont-bother-training-them?utm\\_medium=email&\\_hsenc=p2ANqtz-9xtZXemlQfYJK8Kzoz8Ux7Vyx7uQrgsF4xWjEJUvP13gqm8vTslOb\\_ZTfdV6OIdPyxYI9iIJQ2uFCxYVv4UEnbxrQ5A&hsmi=330836995&utm\\_content=330836995&utm\\_source=hs\\_email](https://www.membrain.com/blog/if-youre-not-going-to-coach-your-salespeople-dont-bother-training-them?utm_medium=email&_hsenc=p2ANqtz-9xtZXemlQfYJK8Kzoz8Ux7Vyx7uQrgsF4xWjEJUvP13gqm8vTslOb_ZTfdV6OIdPyxYI9iIJQ2uFCxYVv4UEnbxrQ5A&hsmi=330836995&utm_content=330836995&utm_source=hs_email)

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

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **Here In My Car, I Feel Safest Of All**

Jacobs Media (Fred Jacobs), October 30, 2024

[https://jacobsmedia.com/here-in-my-car-i-feel-safest-of-all-2/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 404](https://jacobsmedia.com/here-in-my-car-i-feel-safest-of-all-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20404)

### **NAB Hikes Lobbying Spending With Washington Focused On Big Issues For Broadcasters.**

Inside Radio, October 29, 2024

[https://www.insideradio.com/free/nab-hikes-lobbying-spending-with-washington-focused-on-big-issues-for-broadcasters/article\\_5ab3aee6-95c6-11ef-a5e4-d344ee2227f0.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 403](https://www.insideradio.com/free/nab-hikes-lobbying-spending-with-washington-focused-on-big-issues-for-broadcasters/article_5ab3aee6-95c6-11ef-a5e4-d344ee2227f0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20403)

### **LISSEN 2 MOR RAYDIO!**

Jacobs Media (Fred Jacobs), October 29, 2024

[https://jacobsmedia.com/lissen-2-mor-raydio/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 403](https://jacobsmedia.com/lissen-2-mor-raydio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20403)

### **Creating a Strong Employer Brand to Attract Top Sales Talent**

The Center For Sales Strategy (Tirzah Thornburg), October 28, 2024

[https://blog.thecenterforsalesstrategy.com/creating-a-strong-employer-brand-to-attract-top-sales-talent?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz--OEa159FSpNr3nKHg9Y7Vlcjgq4DivjzBko\\_PRsZGzCHSuh1FjGsNwECOrl8KnFucgUNi5QefR7ALEtcBO3pXar3aqhQ&hsmi=331144746&utm\\_content=331144746&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/creating-a-strong-employer-brand-to-attract-top-sales-talent?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--OEa159FSpNr3nKHg9Y7Vlcjgq4DivjzBko_PRsZGzCHSuh1FjGsNwECOrl8KnFucgUNi5QefR7ALEtcBO3pXar3aqhQ&hsmi=331144746&utm_content=331144746&utm_source=hs_email)

### **\*AM Radio Mandate: NAB vs. Auto Makers**

LinkedIn (Roger C. Lanctot), October 28, 2024

<https://www.linkedin.com/pulse/nab-vs-auto-makers-roger-c-lanctot-y5ame/>

### **\*How Slowing Down With People Boosts Team Morale and Performance The long-term benefits far outweigh the initial time investment.**

Inc, (David Finkel), October 27, 2024

<https://www.inc.com/david-finkel/how-slowing-down-with-people-boosts-team-morale-and-performance/90990484>

### **AM Radio's Value in Focus as Congressional Deadline Approaches**

Radio Ink, October 28, 2024

[https://radioink.com/2024/10/28/am-radios-value-in-focus-as-congressional-deadline-approaches/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_402](https://radioink.com/2024/10/28/am-radios-value-in-focus-as-congressional-deadline-approaches/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_402)

### **\*Radio Watches Closely as FTC Appeals Non-Compete Ban's Halt**

Radio Ink, October 24, 2024

[https://radioink.com/2024/10/24/radio-watches-closely-as-ftc-appeals-non-compete-bans-halt/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_400](https://radioink.com/2024/10/24/radio-watches-closely-as-ftc-appeals-non-compete-bans-halt/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_400)

### **\*Spotify Pilots Ad Exchange, Partners with The Trade Desk**

**Spotify Ad Exchange focuses on expanding automated ad offerings, starting with video ads**

GuruFocus (Faizan Farooque), October 24, 2024

<https://www.gurufocus.com/news/2563954/spotify-pilots-ad-exchange-partners-with-the-trade-desk>

### **\*Is a one-size-fits-all approach hindering marketing's diverse potential?**

The Drum (Gordon Young), October 25, 2024

<https://www.thedrum.com/opinion/2024/10/25/one-size-fits-all-approach-hindering-marketing-s-diverse-potential>

### **\*Advertising Industry Investments In AI Soar in 2024**

Radio Ink, October 25, 2024

<https://radioink.com/2024/10/25/advertising-industry-investments-in-ai-soar-in-2024/>

## **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

Oct Monthly -

#### **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

Oct Monthly -

**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

Oct Monthly -

**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

Oct Monthly -

**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

Oct Monthly -

**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

Oct Monthly -

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