

November 13, 2024

Hi All,

I thought this article below is important enough that I am including it in the intro so all will see it:

**Billboards Promoting Audio Advertising Greet Motorists In Southern California.**

Inside Radio, November 12, 2024

[https://www.insideradio.com/free/billboards-promoting-audio-advertising-greet-motorists-in-southern-california/article\\_1af6e9ce-a0cc-11ef-aacf-0b55a0b1fa21.html](https://www.insideradio.com/free/billboards-promoting-audio-advertising-greet-motorists-in-southern-california/article_1af6e9ce-a0cc-11ef-aacf-0b55a0b1fa21.html)

Moving on, there is so much great content this week that the Top Five categories filled up very quickly. So you will see a lot of asterisks denoting important topics on everything from economic forecasting to sales development and training to research methodology innovations that will change the way we do business.

Choose your content carefully and keep up the continuous learning because to stop learning leads to failure...and failure is not an option...

**“If I am through learning, I am through.”**

– John Wooden

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

**Spread Your Influence Locally**

Radio Ink (Loyd Ford), November 11, 2024

<https://radioink.com/2024/11/11/loyd-ford-spread-your-influence-locally/>

**Leave A Message At The Tone**

Radio Ink (Pat Bryson), November 11, 2024

<https://radioink.com/2024/11/11/pat-bryson-leave-a-message-at-the-tone/>

**Your New Sales Job Off to A Slow Start? Take These Steps**

SalesFuel (Jessica Helinski), November 9, 2024

[https://salesfuel.com/your-new-sales-job-off-to-a-slow-start-take-these-steps/?utm\\_source=SFW](https://salesfuel.com/your-new-sales-job-off-to-a-slow-start-take-these-steps/?utm_source=SFW)

### **Build Strong Relationships in Sales to Stand Apart from AI**

SalesFuel (Jessica Helinski), November 9, 2024

[https://salesfuel.com/build-strong-relationships-in-sales-to-stand-apart-from-ai/?utm\\_source=SFW](https://salesfuel.com/build-strong-relationships-in-sales-to-stand-apart-from-ai/?utm_source=SFW)

### **Video Platforms Are Top Tools for Selling**

SalesFuel (Tim Londergan), November 9, 2024

[https://salesfuel.com/video-platforms-are-top-tools-for-selling/?utm\\_source=SFW](https://salesfuel.com/video-platforms-are-top-tools-for-selling/?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)**

### **\*Creating More Call-Ins**

Radio Ink (Rick Fink), November 13, 2024

<https://radioink.com/2024/11/13/rick-fink-creating-more-call-ins/>

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

Inside Audio Marketing, November 13, 2024

<https://www.insideaudiomarketing.com/post/agency-suggests-brands-put-audio-on-their-holiday-lists-1>

### **Maker Of Toilet Paper, Napkins And Paper Towels Says Audio Is Cleaning Up For Them.**

Inside Audio Marketing, November 13, 2024

<https://www.insideaudiomarketing.com/post/maker-of-toilet-paper-napkins-and-paper-towels-says-audio-is-cleaning-up-for-them>

### **\*Audacy CMO Suchman Targets the Audio Ad Spend Gap**

Radio Ink, November 12, 2024

[https://radioink.com/2024/11/12/audacy-cmo-suchman-targets-the-audio-ad-spend-gap/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_413](https://radioink.com/2024/11/12/audacy-cmo-suchman-targets-the-audio-ad-spend-gap/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_413)

### **\*5 Ideas for Streaming Audio Advertising**

Aspire by Marketron, November 12, 2024

<https://aspire.marketron.com/5-ideas-for-streaming-audio-advertising/>

### **\*January “National Day” Campaign Ideas for Local Advertisers**

Aspire by Marketron, November 12, 2024

<https://aspire.marketron.com/january-national-day-campaign-ideas-for-local-advertisers/>

**\*Social Media Targeting Options: Demographics, Interests and More**

Aspire by Marketron, November 12, 2024

<https://aspire.marketron.com/social-media-targeting-options-demographics-interests-and-more/>

**\*Creating a Simplified Buying Process for Local Advertisers**

Aspire by Marketron, November 12, 2024

<https://aspire.marketron.com/creating-a-simplified-buying-process-for-local-advertisers/>

**Retail sales stage comeback in October**

Chain Store Age (Marianne Wilson), November 12, 2024

<https://chainstoreage.com/retail-sales-stage-comeback-october>

**\*Radio Cultivates Engagement With America's Farmers and Ranchers**

Katz Radio Group, November 11, 2024

<https://insights.katzradiogroup.com/sound-answers-104-radio-cultivates-engagement-with-farmers-and-ranchers>

**\*Auto Aftermarket Retailers: New Study Reveals Significant Recovery In Shopping, Spending, And Brand Perceptions; AM/FM Radio And Podcasts Are Ideal To Reach Auto Parts Shoppers**

Westwood One/Cumulus Media (Pierre Bouvard), November 11, 2024

<https://www.westwoodone.com/blog/2024/11/11/auto-aftermarket-retailers-new-study-reveals-significant-recovery-in-shopping-spending-and-brand-perceptions-am-fm-radio-and-podcasts-are-ideal-to-reach-auto-parts-shoppers/>\*

**\*Abe Maslow: Ad Man**

Radio Ink (Jeffrey Hedquist), November 11, 2024

<https://radioink.com/2024/11/11/jeffrey-hedquist-abe-maslow-ad-man/>

**\*Almost 50% Of Podcast Listeners Discover New Products Through Ads.**

Inside Radio (AnalyticsIQ\_ , November 11, 2024

[https://www.insideradio.com/free/almost-50-of-podcast-listeners-discover-new-products-through-ads/article\\_59a70e42-a077-11ef-b6cc-7b11f4190f26.html](https://www.insideradio.com/free/almost-50-of-podcast-listeners-discover-new-products-through-ads/article_59a70e42-a077-11ef-b6cc-7b11f4190f26.html)

**National Radio Spot Play Rebounds During Election Week**

Radio Ink, November 11, 2024

<https://radioink.com/2024/11/11/national-radio-spot-play-rebounds-during-election-week/>

**\*NRF: Holiday spending on track for steady growth; economy on 'solid footing'**

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

<https://chainstoreage.com/nrf-holiday-spending-track-steady-growth-economy-solid-footing>

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **The Economy and Media Advertising: What's The Post-Political Forecast?**

Radio+Television Business Report (Adam Jacobson), November 13, 2024

[https://rbr.com/forecast-2025-first-session-287778-2/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 414](https://rbr.com/forecast-2025-first-session-287778-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20414)

#### **Time for a 5-Minute Timeout**

RAB Radio Matters Blog (Rich Tunkel, Managing Director, Nielsen Audio), November 12, 2024

[https://www.radiomatters.org/index.php/2024/11/12/time-for-a-5-minute-timeout/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=7b54bb6881-EMAIL CAMPAIGN 2018 01 05 COPY 01&utm\\_medium=email&utm\\_term=0 66c3360299-7b54bb6881-582899012](https://www.radiomatters.org/index.php/2024/11/12/time-for-a-5-minute-timeout/?utm_source=Radio%20Matters%20Blog&utm_campaign=7b54bb6881-EMAIL%20CAMPAIGN%202018%2001%2005%20COPY%2001&utm_medium=email&utm_term=0_66c3360299-7b54bb6881-582899012)

#### **Programmatic Audio, Advertising Next Mountain To Climb**

MediaPost (Laurie Sullivan), November 11, 2024

[https://www.mediapost.com/publications/article/400996/programmatic-audio-advertising-next-mountain-to-c.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=136360&hashid=grmAnk9ZRAeFF01byG1w0g](https://www.mediapost.com/publications/article/400996/programmatic-audio-advertising-next-mountain-to-c.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136360&hashid=grmAnk9ZRAeFF01byG1w0g)

#### **33 ad execs predict how Trump's election will impact marketing**

Execs offer advice and weigh in on what the industry can expect under Trump

Ad Age Staff. November 07, 2024.

[https://adage.com/article/marketing-news-strategy/33-ad-exec-predict-how-president-elect-trump-will-shape-marketing/2590756?utm\\_source=ad-age-daily&utm\\_medium=email&utm\\_campaign=20241110&utm\\_content=hero-headline](https://adage.com/article/marketing-news-strategy/33-ad-exec-predict-how-president-elect-trump-will-shape-marketing/2590756?utm_source=ad-age-daily&utm_medium=email&utm_campaign=20241110&utm_content=hero-headline)

#### **How FCC Regulation of Broadcasters May Change in a New Administration – Looking at the Pending Issues**

Broadcast Law Blog (David Oxenford), November 7, 2024

[https://www.broadcastlawblog.com/2024/11/articles/how-fcc-regulation-of-broadcasters-may-change-in-a-new-administration-looking-at-the-pending-issues/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 412](https://www.broadcastlawblog.com/2024/11/articles/how-fcc-regulation-of-broadcasters-may-change-in-a-new-administration-looking-at-the-pending-issues/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20412)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**\*Digital dominates advertising, but traditional channels are still relevant for some sectors**

eMarketer (Jennifer King), November 13, 2024

<https://content-naf.emarketer.com/digital-dominates-advertising-traditional-channels>

**\*WARC: Two-Thirds of Marketers Optimistic About 2025**

Radio Ink (Adam R. Jacobson), November 13, 2024

[https://radioink.com/2024/11/13/warc-two-thirds-of-marketers-optimistic-about-2025/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20414](https://radioink.com/2024/11/13/warc-two-thirds-of-marketers-optimistic-about-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20414)

**\*What Nielsen's Three-Minute Listening Qualifier Means For Radio.**

Inside Radio, November 13, 2024

[https://www.insideradio.com/free/what-nielsen-s-three-minute-listening-qualifier-means-for-radio/article\\_b27589ec-a197-11ef-a652-df928465b035.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20414](https://www.insideradio.com/free/what-nielsen-s-three-minute-listening-qualifier-means-for-radio/article_b27589ec-a197-11ef-a652-df928465b035.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20414)

**\*Will Advertisers Pay More For Bigger Radio Listening Estimates?**

Inside Radio, November 13, 2024

[https://www.insideradio.com/free/will-advertisers-pay-more-for-bigger-radio-listening-estimates/article\\_93659466-a197-11ef-92ae-53b79dcaa1a0.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20414](https://www.insideradio.com/free/will-advertisers-pay-more-for-bigger-radio-listening-estimates/article_93659466-a197-11ef-92ae-53b79dcaa1a0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20414)

**\*Nielsen Sets Start Date For New 3-Minute Rule In PPM Markets**

Radio Ink, November 12, 2024

<https://radioink.com/2024/11/12/niensens-new-3-minute-rule-for-ppm-markets-sets-start-date/>

**\*Jacobs Media Extends Digital Revenue Push With jācapps DR**

Radio Ink, November 12, 2024

<https://radioink.com/2024/11/12/jacobs-media-extends-digital-revenue-push-with-jacapps-dr/>

**\*Ad spending in 2025—why North American marketers are being more cautious than their peers  
Only 30% of North American marketers anticipate upping spend for next year, the lowest percentage of any region**

AdAge (Parker Herren), November 11, 2024.

[https://adage.com/article/media/2025-ad-spending-forecast-wfa/2591211?utm\\_source=ad-age-news-alerts&utm\\_medium=email&utm\\_campaign=20241111&utm\\_content=hero-headline](https://adage.com/article/media/2025-ad-spending-forecast-wfa/2591211?utm_source=ad-age-news-alerts&utm_medium=email&utm_campaign=20241111&utm_content=hero-headline)

### **Media, broadcast execs upbeat on regulatory, deal outlook under Trump administration**

Stream TV Insider (Bevin Fletcher), November 11, 2024

[https://www.streamtvinsider.com/video/media-broadcast-exec-ups-beat-regulatory-deal-outlook-under-trump-administration?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_413](https://www.streamtvinsider.com/video/media-broadcast-exec-ups-beat-regulatory-deal-outlook-under-trump-administration?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_413)

### **Trade Desk's strong Q3 underscores key strengths as digital marketing evolves**

**The advertising platform has posted a 20% revenue gain for 11 straight quarters.**

MarketingDive (Aaron Baar), November 11, 2024

[https://www.marketingdive.com/news/trade-desks-strong-q3-underscores-key-strengths-as-digital-marketing-evolv/732514/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202024-11-13%20Marketing%20Dive%20Newsletter%20%5Bissue:67767%5D&utm\\_term=Marketing%20Dive](https://www.marketingdive.com/news/trade-desks-strong-q3-underscores-key-strengths-as-digital-marketing-evolv/732514/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202024-11-13%20Marketing%20Dive%20Newsletter%20%5Bissue:67767%5D&utm_term=Marketing%20Dive)

### **\*Spotify's AI is no match for a real DJ**

The Verge (Allison Johnson), November 10, 2024

<https://www.theverge.com/24290914/spotify-ai-dj-radio-kexp>

### **House Republicans Urge FTC To Halt 'Controversial' Work**

MediaPost (Wendy Davis), November 8, 2024

[https://www.mediapost.com/publications/article/400979/house-republicans-urge-ftc-to-halt-controversial.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=136349&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/400979/house-republicans-urge-ftc-to-halt-controversial.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=136349&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **Carr Says FCC Should Stop Work on Partisan Matters**

**Senior Republican on the commission says "It is time to change course"**

Radioworld, November 7, 2024

[https://www.radioworld.com/news-and-business/headlines/carr-fcc-should-stop-work-on-partisan-matters?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_411](https://www.radioworld.com/news-and-business/headlines/carr-fcc-should-stop-work-on-partisan-matters?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_411)

### **\*AI Good And Bad: The Threats And Opportunities**

MediaPost (Ray Schultz), November 7, 2024

[https://www.mediapost.com/publications/article/400935/ai-good-and-bad-the-threats-and-opportunities.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=136357&hashid=Oo\\_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/400935/ai-good-and-bad-the-threats-and-opportunities.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136357&hashid=Oo_vrjRtQN66NUEi-d4V6g)

### **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 - 511,300

**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 - 9,429,800

**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

Oct Monthly - 89,800

**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 - 1,745,100

**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 - 114,000

**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 - 2,273,100

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