

November 20, 2024

Hi All,

Time never stops and neither can learning. So here is your weekly installment of learning opportunities. Invest some time to learn, grow and apply what you learn to improve your game and enjoy the good life!...

“There are three ingredients in the good life: learning, earning and yearning.”
– Christopher Morley

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

What The Best Salespeople of 2025 Will Have in Common

Radio Ink (Pat Bryson), November 18, 2024

<https://radioink.com/2024/11/18/what-will-the-best-salespeople-of-2025-have-in-common/>

Your 2025 Depends On The Questions You Ask Now

Radio Ink (Loyd Ford), November 18, 2024

<https://radioink.com/2024/11/18/loyd-ford-your-2025-depends-on-the-questions-you-ask-now/>

How to Excel at Standard Sales Jobs

SaleFuel (Tim Londergan), November 16, 2024

https://salesfuel.com/how-to-excel-at-standard-sales-jobs/?utm_source=SFW

Rapport-Building Tips for Sales Reps

SalesFuel (Jessica Helinski), November 16, 2024

https://salesfuel.com/rapport-building-tips-for-sales-reps/?utm_source=SFW

Sales Pipeline Management: Building a Predictable Revenue Engine

Iannarino (Anthony Iannarino), November 14, 2024

https://www.thesalesblog.com/blog/sales-pipeline-management-building-predictable-revenue-engine?utm_medium=email&_hsenc=p2ANqtz-94bsEL-tZTRh3Uu5b3i0U2uc-8YcB5SVXIL-kACR5WQzyFmWYEFediyBBRpEtuBsHFFRbEaCsN-2c9HEW86sLzCUSVA&_hsmi=334117985&utm_content=334117985&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***iHeartMedia’s Conal Byrne: Three Actions For Marketers.**

Inside Audio Marketing, November 20, 2024

<https://www.insideaudiomarketing.com/post/iheartmedia-s-conal-byrne-three-actions-for-marketers>

Holiday marketing trends—more promotions, direct mail and upbeat ads

Ahead of looming tariffs, retailers are pulling out all the stops to get consumers to shop

Ad Age (Adrienne Pasquarelli), November 20, 2024.

https://adage.com/article/marketing-news-strategy/2024-christmas-and-holiday-marketing-promotions-direct-mail-upbeat-ads/2592226?utm_source=ad-age-wake-up-call-wednesday&utm_medium=email&utm_campaign=20241120&utm_content=hero-headline

***Edison Research’s Q3 2024 “Share Of Ear” Reveals AM/FM Radio is The Dominant Ad-Supported Audio Platform Across All Demographics; Plus Podcasts Hit Major Milestone Among Hispanics**

Westwood One/Cumulus Media (Pierre Bouvard), November 18, 2024

<https://www.westwoodone.com/blog/2024/11/18/edison-researchs-q3-2024-share-of-ear-reveals-am-fm-radio-is-the-dominant-ad-supported-audio-platform-across-all-demographics-plus-podcasts-hit-major-milestone-among-hispan/>

With Retail Sales Up In Sept. And Oct., NRF Sees ‘Good Early Step Forward’ For Holiday Shopping.

Inside Audio Marketing, November 20, 2024

<https://www.insideaudiomarketing.com/post/with-retail-sales-up-in-sept-and-oct-nrf-sees-good-early-step-forward-for-holiday-shopping>

Media Monitors: Wireless Companies Verizon, T-Mobile Gain; Progressive Still On Top.

Inside Radio, November 19, 2024

https://www.insideradio.com/free/media-monitors-wireless-companies-verizon-t-mobile-gain-progressive-still-on-top/article_9ed165ac-a654-11ef-8bfd-ef3a4064bee8.html

Survey Finds Podcasts Continue To Hold Sway Over Consumer Decision-Making.

Inside Radio (Veritonic), November 19, 2024

https://www.insideradio.com/free/survey-finds-podcasts-continue-to-hold-sway-over-consumer-decision-making/article_32e4d786-a6c0-11ef-960d-332756646143.html

***TD Bank: Holiday shoppers shifting from traditional presents to experiences**

Chain Store Age (Marianne Wilson), November 19, 2024

<https://chainstoreage.com/td-bank-holiday-shoppers-shifting-traditional-presents-experiences>

Coaching Salespeople: Shift the Focus – From 'Here's What to Fix' to 'Here's What You Do Best'

The Center For Sales Strategy (Beth Sunshine), November 6, 2024

https://blog.thecenterforsalesstrategy.com/blog/bid/105879/coaching-salespeople-enough-about-you-let-s-talk-about-me?utm_medium=email&hsenc=p2ANqtz-8ps3sllTkEe6P4Ao-s6rq1X9WB5EInD2XrhnmahVLcwykujxZM7NjDKoiRp_DXOGZQ-HdRUw5_NdWoaVQcK9VVBNS7SA&hsmi=334117985&utm_content=334117985&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Local Broadcasters Push Growth With Tech and Audience Focus**

Radio Ink, November 20, 2024

<https://radioink.com/2024/11/20/local-broadcasters-push-growth-with-tech-and-audience-focus/>

***FCC's Final Moves Under Rosenworcel Hold Weight For Radio**

Radio Ink, November 20, 2024

https://radioink.com/2024/11/20/fccs-final-moves-under-rosenworcel-hold-weight-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20419

Great Radio – In The Niche Of Time?

Jacobs Media (Fred Jacobs), November 20, 2024

<https://jacobsmedia.com/great-radio-in-the-niche-of-time/>

***Incoming FCC Chair Targets Big Tech, DEI, And Media Rules.**

Inside Radio, November 19, 2024

https://www.insideradio.com/free/incoming-fcc-chair-targets-big-tech-dei-and-media-rules/article_c9b35daa-a656-11ef-963d-27100f80ec5d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20418

***What Can Radio Learn From Social Media Influencers?**

With nearly 40% of young adults getting news from influencers, a new Pew study highlights opportunities for broadcasters

RadioWorld (Nick Langan), November 19, 2024

https://www.radioworld.com/news-and-business/what-can-radio-learn-from-social-media-influencers?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=95B144D3-1528-4996-BE06-7E144C014736&utm_source=SmartBrief

House Bill Looks To Block Any FCC-Created Rules On AI-Generated Political Ads.

Inside Radio, November 19, 2024

https://www.insideradio.com/free/house-bill-looks-to-block-any-fcc-created-rules-on-ai-generated-political-ads/article_23b333ea-a655-11ef-81f7-97a6068ba353.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_418

Visual Ads Can Monetize the Dashboard

Stations are getting a premium for synchronized text and images with audio ads

RadioWorld (Paul McLane), November 19, 2024

https://www.radioworld.com/news-and-business/programming-and-sales/visual-ads-can-monetize-the-dashboard?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=95B144D3-1528-4996-BE06-7E144C014736&utm_source=SmartBrief

Congress Reaffirms Low Costs To Keep AM Radio in EVs

Radio Ink, November 18, 2024

https://radioink.com/2024/11/18/congress-reaffirms-low-costs-to-keep-am-radio-in-evs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_417

***Coleman Brings New Radio Ad Effectiveness Measure To The US**

Radio Ink, November 15, 2024

<https://radioink.com/2024/11/15/coleman-brings-new-radio-ad-effectiveness-measure-to-the-us/>

Preparing Radio for Consumer Behavior in the Gen Alpha Era

Radio Ink, November 15, 2024

<https://radioink.com/2024/11/15/preparing-radio-for-consumer-behavior-in-the-gen-alpha-era/>

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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