

November 27, 2024

Hi All,

Are you ready for the feast!? Oh sure, we are all ready for the wonderful Thanksgiving feasts we will share with family and friends tomorrow. But there is another feast being offered up...the feast of knowledge that is in this week's installment of the Midweek Resource Roundup! An abundance of great, applicable content, research, the latest Nielsen audience estimates for our PPM markets, sales training materials and so much more awaits you to dig in! There is an abundance of content, we just need that unquenchable desire to learn!...

“The tools for learning are abundant. It’s the desire to learn that’s scarce.”

-- Naval Ravikant

Wishing you all a very Happy Thanksgiving!!

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

AM/FM Radio Delivers Results For Retailers This Holiday Season

Westwood One/Cumulus Media (Pierre Bouvard), November 25, 2024

<https://www.westwoodone.com/blog/2024/11/25/am-fm-radio-delivers-results-for-retailers-this-holiday-season-2/>

5 Sales Misses That Could Be Costing You Money

Radio Ink (Loyd Ford), November 25, 2024

<https://radioink.com/2024/11/25/loyd-ford-5-sales-misses-that-could-be-costing-you-money/>

Handling Rejection in Sales Is Easier With This Approach

SalesFuel (Jessica Helinski), November 23, 2024

https://salesfuel.com/handling-rejection-in-sales-is-easier-with-this-approach/?utm_source=SFW

Effective Tactics in Sales: Learning and Recalling Unusual Details

SaleFuel (Tim Londergan), November 23, 2024

https://salesfuel.com/effective-tactics-in-sales-learning-and-recalling-unusual-details/?utm_source=SFW

Role-Playing in Sales Sharpens Your Skills

SalesFuel (Jessica Helinski), November 23, 2024

https://salesfuel.com/role-playing-in-sales-sharpens-your-skills/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Pay Now or Pay Later: Preventive Maintenance in Media Sales**

Radio Ink (Rick Fink), November 27, 2024

https://radioink.com/2024/11/27/rick-fink-pay-now-or-pay-later-preventive-maintenance-in-media-sales/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20424

***In-Car Listening on Mobile Phones**

Edison Research Weekly Insights, November 26, 2024

<https://www.edisonresearch.com/in-car-listening-on-mobile-phones/>

***SMBs Ramp Up Local Marketing Tools for New Year Success**

SalesFuel (Rachel Cagle) November 26, 2024

https://salesfuel.com/smb-s-ramp-up-local-marketing-tools-for-new-year-success/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20423

Perception vs. Reality: Rebranding Your Way To Ad Success

Radio Ink (Jeffrey Hedquist), November 25, 2024

<https://radioink.com/2024/11/25/jeffrey-hedquist-perception-vs-reality-rebranding-your-way-to-ad-success/>

How much will parents spend per child this holiday season?

Chain Store Age, November 25, 2024

<https://chainstoreage.com/news-briefs/2024-11-25?article=how-much-will-parents-spend-child-holiday-season>

***Which Brands May Buy More Holiday Ads? NRF's Survey Of Top Gifts Offers A Hint.**

Inside Radio, November 25, 2024

https://www.insideradio.com/free/which-brands-may-buy-more-holiday-ads-nrf-s-survey-of-top-gifts-offers-a-hint/article_e7945a36-ab01-11ef-9e7d-cb6edf99b432.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20422

Lowes' Leads Media Monitors' Spot Ten Ahead of Black Friday

Radio Ink, November 25, 2024

<https://radioink.com/2024/11/25/lowes-leads-media-monitors-spot-ten-ahead-of-black-friday/>

***Hindsight and adaptation: How local media is rethinking digital advertising**

E&P Magazine (Bob Sillick), November 22, 2024

<https://www.editorandpublisher.com/stories/hindsight-and-adaptation-how-local-media-is-rethinking-digital-advertising,253056>

***Bob Pittman Highlights Radio's Credibility in National Interview.**

Inside Radio, November 22, 2024

https://www.insideradio.com/free/bob-pittman-highlights-radio-s-credibility-in-national-interview/article_89ab9d92-a8f6-11ef-a409-431248e0cda0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_422

***CCO Tony Mennuto Shares Success Plan for Impactful Radio Ads**

Radio Ink, November 21, 2024

https://radioink.com/2024/11/21/cco-tony-mennuto-shares-success-plan-for-impactful-radio-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_420

There's Room For Radio In Private School Recruitment

Radio Ink (Chris Stonick), November 21, 2024

<https://radioink.com/2024/11/21/chris-stonick-theres-room-for-radio-private-school-recruitment/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Perspective: Radio's Reality And What It's Facing Right Now.

Inside Radio (Dave Charles, CEO, Media RESULTS Inc.), November 25, 2024

https://www.insideradio.com/free/perspective-radio-s-reality-and-what-it-s-facing-right-now/article_02207910-aafe-11ef-b5a3-57d33c41e0ca.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_423

Hindsight and adaptation: How local media is rethinking digital advertising

E&P Magazine (Bob Sillick), November 22, 2024

https://www.editorandpublisher.com/stories/hindsight-and-adaptation-how-local-media-is-rethinking-digital-advertising,253056?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_421

Study: Digital Ad Sellers Facing High Stress, Getting AI Assistance

Radio Ink (Frequence), November 22, 2024

<https://radioink.com/2024/11/22/study-digital-ad-sellers-facing-high-stress-getting-ai-assistance/>

2025 Local TV Ad Forecast: -20% To \$21B

MediaPost (Wayne Friedman), November 21, 2024

https://www.mediapost.com/publications/article/401346/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_421

Local TV Advertising Poised for Growth in 2025, Led by Legal and Automotive Industries

BIA Advisory Services, November 21, 2024

https://bia.com/press-releases/local-tv-advertising-poised-for-growth-in-2025-led-by-legal-and-automotive-industries/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_420

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Ad Growth Decelerates To +0.9% In October: Sports, Elections Cited**

MediaPost (Joe Mandese), November 27, 2024

https://www.mediapost.com/publications/article/401473/ad-growth-decelerates-to-09-in-october-sports.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136558&hashid=XOWE7PwT4-lekA7MLbhQg

***US B2B Marketing and Advertising Spend Forecast to Pick Up Steam Next Year**

Marketing Charts, November 25, 2024

https://www.marketingcharts.com/industries/business-to-business-234342?mc_cid=c823651e3f&mc_eid=c106971821

NAB Still Hopeful for AM Bill in Lame-Duck Congress

Shawn Donilon says it's "very much in the mix"

RadioWorld (Randy J. Stine), November 25, 2024

https://www.radioworld.com/news-and-business/headlines/nab-still-hopeful-for-am-bill-in-lame-duck-congress?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_423

Study: Local-Market Ad Professionals Are Embracing AI Tech

TVNewsCheck (Mark K. Miller), November 25, 2024

<https://tvnewscheck.com/ai/article/study-local-market-ad-professionals-are-embracing-ai-tech/>

***1 in Every 8 Customer Experiences Is "Bad"**

Marketing Charts, November 21, 2024

https://www.marketingcharts.com/customer-centric/customer-experience-234348?mc_cid=c823651e3f&mc_eid=c106971821

***FCC Approves Final ZoneCasting Rules, Limiting Each Station To 25 Boosters.**

Inside Radio, November 21, 2024

https://www.insideradio.com/free/fcc-approves-final-zonecasting-rules-limiting-each-station-to-25-boosters/article_1bbb6020-a855-11ef-9e6e-2386845206a1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_421

FCC Proposes More Than A Dozen Rule Updates, Including Filings For AMs Seeking Power Hikes.

Inside Radio, November 21, 2024

https://www.insideradio.com/free/fcc-proposes-more-than-a-dozen-rule-updates-including-filings-for-ams-seeking-power-hikes/article_f8bc4ed4-a7de-11ef-8eff-2ba00503b1cd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_420

Rosenworcel Confirms Departure From FCC Upon Biden Exit

RBR-TVBR, November 21, 2024

https://rbr.com/rosenworcel-confirms-departure-from-fcc-upon-biden-exit/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_420

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
Nov Monthly - 500,600

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
Nov Monthly - 9,443,400

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
Nov Monthly - 90,700

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
Nov Monthly - 1,794,300

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
Nov Monthly - 105,500

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
Nov Monthly - 2,186,500

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