

November 6, 2024

Hi All,

Many of you have asked for additional economic forecast guidance as we move toward the end of this budget year and launch into a new one. The Top Five articles in the Management section today are devoted to providing you with that additional guidance. And there will be more in the next couple of weeks after next week's Radio-television Business Report Forecast 2025 in New York, among other economic forecasting resources.

We have also posted the Nielsen audience trend data for October Full Month for our PPM markets below.

The election is over and the voters have spoken! The results are in and they say that the Midweek Resource Roundup is their greatest tool for continuous learning and training!

“Embrace what you don’t know, especially in the beginning, because what you don’t know can become your greatest asset.”

-- Sara Blakely

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Art of Buyer Emotion

Radio Ink (Loyd Ford), November 4, 2024

<https://radioink.com/2024/11/04/loyd-ford-the-art-of-buyer-emotion/>

How A \$.79 Pocket Protector Saved One Station \$1000s

Radio Ink (Pat Bryson), November 4, 2024

<https://radioink.com/2024/11/04/how-a-79-cent-pocket-protector-saved-one-station-1000s/>

Effective Sales Strategy: How to Coordinate Buying and Selling Stages

SalesFuel (Tim Londergan), November 2, 2024

https://salesfuel.com/effective-sales-strategy-how-to-coordinate-buying-and-selling-stages/?utm_source=SFW

When It’s OK to Delay Tough Conversations in Sales

SalesFuel (Jessica Helinski), November 2, 2024

https://salesfuel.com/when-its-ok-to-delay-tough-conversations-in-sales/?utm_source=SFW

Build Credibility With Prospects With These Tips

SalesFuel (Jessica Helinski), November 2, 2024

https://salesfuel.com/build-credibility-with-prospects-with-these-tips/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Will the Election Affect Holiday Shopping?**

StreetFight (Kathleen Sampey), November 6, 2024

[https://streetfightmag.com/2024/11/06/will-the-election-affect-holiday-shopping/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 409](https://streetfightmag.com/2024/11/06/will-the-election-affect-holiday-shopping/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20409)

Why Radio Should Play a Central Role in Multicultural Campaigns

RAB Radio Matters Blog (Tammy Greenberg, SVP/Business) November 5, 2024

Developmenthttps://www.radiomatters.org/index.php/2024/11/05/why-radio-should-play-a-central-role-in-multicultural-campaigns/?utm_source=Radio%20Matters%20Blog&utm_campaign=b995dfa012-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-b995dfa012-582899012

Radio Holds Reach and Influence For The NFL Postseason

Radio Ink, November 4, 2024

<https://radioink.com/2024/11/04/radio-holds-reach-and-influence-for-the-nfl-postseason/>

Anxiety Squeezes National Ad Spending Ahead of Election Day

Radio Ink, November 4, 2024

<https://radioink.com/2024/11/04/anxiety-squeezes-national-ad-spending-ahead-of-election-day/>

Consumers think private label food brands offer value, quality

eMarketer (Arielle Feger), November 4, 2024

<https://content-naf.emarketer.com/consumers-private-label-food-brands-offer-value-quality>

***Unwrap the Magic of Holiday Audio Advertising: 8 Tips for a Winning Campaign**

Audacy Insights Team, October 31, 2024

<https://audacyinc.com/insights/unwrap-the-magic-of-holiday-audio-advertising-8-tips-for-a-winning-campaign/>

***Nielsen & Edison: Radio Holds 67% of Ad-Supported Audio Time**

Radio Ink, October 31, 2024

[https://radioink.com/2024/10/31/nielsen-edison-radio-holds-67-of-ad-supported-audio-time/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 405](https://radioink.com/2024/10/31/nielsen-edison-radio-holds-67-of-ad-supported-audio-time/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20405)

***How Radio Can Boost Staffing Agency Success**

Radio Ink (Chris Stonick), October 31, 2024

<https://radioink.com/2024/10/31/chris-stonick-how-radio-can-boost-staffing-agency-success/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

BIA's Ovadia: Local Advertising 'Likely' To See Boost Under Trump

Radio Ink, November 6, 2024

<https://radioink.com/2024/11/06/bias-ovadia-local-advertising-likely-to-see-boost-under-trump/>

Sub-Par Growth for California, Followed by Banner Years for State and U.S. GDPs

UCLA Anderson School of Management, October 2, 2024

<https://www.anderson.ucla.edu/news-and-events/press-releases/sub-par-growth-for-california-followed-by-banner-years-for-state-and-us-gdps>

Audio Still Isn't Getting Its Fair Share Of Ad Dollars. IAB Wants To Fix That.

Inside Radio, November 1, 2024

[https://www.insideradio.com/free/audio-still-isn-t-getting-its-fair-share-of-ad-dollars-iab-wants-to-fix/article_5fd36862-9819-11ef-aaa4-c7a846846ac8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 406](https://www.insideradio.com/free/audio-still-isn-t-getting-its-fair-share-of-ad-dollars-iab-wants-to-fix/article_5fd36862-9819-11ef-aaa4-c7a846846ac8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20406)

California Economic Forecast: How Mass Immigration is changing the U.S. and California Economy

California Forecast (Mark Schniepp), October 2024

<https://californiaforecast.com/author/californiaforecast/>

What ad spend trends say about 2025 and beyond: Media/entertainment bounce back, B2B stays traditional

eMarketer (Beth Negus Viveiros), October 25, 2024

<https://www.emarketer.com/content/ad-spend-trends-2025-beyond-media-entertainment-bounce-back-b2b-stays-traditional>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Don't Leave The Office Today Before Doing THIS**

Radio Ink (Rick Fink), November 6, 2024

<https://radioink.com/2024/11/06/prepare-for-tomorrow-before-you-leave-the-office-today/>

***What a Trump Presidency Could Mean For Broadcast Regulations**

Radio Ink, November 6, 2024

<https://radioink.com/2024/11/06/what-a-trump-presidency-could-mean-for-broadcast-regulations/>

***AI and Radio: Parlor Trick? Existential Threat? or Huge Opportunity?**

Inside Radio (Joe D'Angelo), November 6, 2024

https://www.insideradio.com/free/ai-and-radio-parlor-trick-existential-threat-or-huge-opportunity/article_dd439328-9c0e-11ef-b502-f3d43b332650.html

NAB Challenges FCC's New Foreign Sponsorship ID Rules

Radio Ink, November 6, 2024

<https://radioink.com/2024/11/06/nab-challenges-fccs-new-foreign-sponsorship-id-rules/>

***RMLC Announces Arbitration Decision on SESAC Royalties for Commercial Radio Stations for 2023-2026**

Broadcast Law Blog (David Oxenford), November 5, 2024

<https://www.broadcastlawblog.com/2024/11/articles/rmlc-announces-arbitration-decision-on-sesac-royalties-for-commercial-radio-stations-for-2023-2026/>

***12 Talent Things to Focus on in 2025**

The Center For Sales Strategy (Kate Rehling), November 4, 2024

https://blog.thecenterforsalesstrategy.com/12-talent-things-to-focus-on-in-2025?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8Pi0KUYxtKuO7T8PngxYn_slVYN_3Y1Zo_jg3zPyl9OQfdY04RSt6hb5VjEb3hWY_NidGO0BBkYve_pP9kcrb5Dkrvpg&hsmi=332238209&utm_content=332238209&utm_source=hs_email

***Radio Stations Must Heed FTC's New Sponsored Content Rules**

Radio Ink, November 4, 2024

https://radioink.com/2024/11/04/radio-stations-need-to-be-aware-of-new-ftc-ruling/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20407

Ex-FCC Chair: Congress Must Check Presidential Media Powers

Radio Ink, November 3, 2024

<https://radioink.com/2024/11/03/ex-fcc-chair-congress-must-check-presidential-media-powers/>

FCC Releases Details of Pending Geotargeting Rules

The commission is expected to make them final in November.

RadioWorld (Randy J. Stine), November 3, 2024

https://www.radioworld.com/news-and-business/business-and-law/fcc-releases-details-of-pending-geotargeting-rules?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_407

***Marketing Leaders Discuss AI's Role in Radio Innovation**

Radio Ink, November 1, 2024

<https://radioink.com/2024/11/01/november-2024-issue-teaser-1/>

Battle Over Media Ownership Rule Changes Will Be Aired In Federal Appeals Court.

Inside Radio, November 1, 2024

https://www.insideradio.com/free/battle-over-media-ownership-rule-changes-will-be-aired-in-federal-appeals-court/article_c30a2d86-9818-11ef-b601-af5ec609955e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_406

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

Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031