

December 4, 2024

Hi All,

While you are still munching on your Thanksgiving leftovers, here is a bunch more tasty content for you to chew on...and while you're digesting all your learning you can also avoid embarrassment...

Anyone who isn't embarrassed by who they were last year probably isn't learning enough.
~Alain de Botton

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Plan For Extra Sales Power In 2025

Radio Ink (Loyd Ford), December 2, 2024

https://radioink.com/2024/12/02/loyd-ford-the-plan-for-extra-sales-power-in-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20425

There's Magic in the Message

Radio Ink (Pat Bryson), December 2, 2024

https://radioink.com/2024/12/02/pat-bryson-theres-magic-in-the-message/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20425

3 Effective Discovery Call Questions for Sellers

SalesFuel (Jessica Helinski), November 30, 2024

https://salesfuel.com/3-effective-discovery-call-questions-for-sellers/?utm_source=SFW

Here's A More Effective Way To Get A Sales Referral

SalesFuel (Jessica Helinski), November 30, 2024

https://salesfuel.com/heres-a-more-effective-way-to-get-a-sales-referral/?utm_source=SFW

Proven Sales Tips for Executive Sales

SalesFuel (Jessica Helinski), November 30, 2024

https://salesfuel.com/proven-sales-tips-for-executive-sales/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NRF: Nearly 200 Million Consumers Shopped Over Thanksgiving Holiday Weekend.

Inside Audio Marketing, December 4, 2024

<https://www.insideaudiomarketing.com/post/nrf-nearly-200-million-consumers-shopped-over-thanksgiving-holiday-weekend>

***WARC and Audacy Present Case for More Audio Ad Spend in 2025**

Radio Ink, December 4, 2024

<https://radioink.com/2024/12/04/warc-and-audacy-present-case-for-more-audio-ad-spend-in-2025/>

***Radio Builds Home Improvement Businesses**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), December 3, 2024

https://www.radiomatters.org/index.php/2024/12/03/radio-builds-home-improvement-businesses/?utm_source=Radio%20Matters%20Blog&utm_campaign=90a7887dd9-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-90a7887dd9-582899012

Cyber Monday sales shattered records

eMarketer (Zak Stambor), December 3, 2024

<https://content-naf.emarketer.com/cyber-monday-sales-shattered-records>

Black Friday Week Drives Surge in Retail Radio Advertising

Radio Ink, December 2, 2024

https://radioink.com/2024/12/02/black-friday-week-drives-surge-in-retail-radio-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_426

Mastercard: Total retail sales up 3.4% on Black Friday; apparel, footwear strong

Chain Store Age, December 2, 2024

<https://chainstoreage.com/news-briefs/2024-12-02?article=mastercard-total-retail-sales-34-black-friday-apparel-footwear-strong>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Kantar Media: 2025 MEDIA TRENDS & PREDICTIONS

Kantar Media, December 4, 2024

ATTACHMENT: [Kantar Media – 2025 Media Trends & Predictions](#)

Dentsu Outlook Sees ‘Resilience’ In Audio Advertising Into 2025

Inside Audio Marketing, December 4, 2024

<https://www.insideaudiomarketing.com/post/dentsu-outlook-sees-resilience-in-audio-advertising-into-2025>

Curran: Radio Marketing Budgets to See 14% Increase in 2025

Radio Ink, December 4, 2024

<https://radioink.com/2024/12/04/curran-radio-marketing-budgets-to-see-14-increase-in-2025/>

Dentsu Markedly Boosts Worldwide, U.S. Ad Outlooks: Cites 'Deeper Dive' Analysis

MediaPost (Joe Mandese), December 3, 2024

<https://www.mediapost.com/publications/article/401558/dentsu-markedly-boosts-worldwide-us-ad-outlooks.html>

CMOs, Buoyed by Economic Optimism, Forecast Budget Increases

Marketing Charts, December 2, 2024

https://www.marketingcharts.com/business-of-marketing/marketing-budgets-234375?mc_cid=1f2b849906&mc_eid=c106971821

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

News Has ‘Narrow Window’ To Make One-To-One Connections On Digital

TVNewsCheck (Michael Depp) December 4, 2024

<https://tvnewscheck.com/digital/article/news-has-narrow-window-to-make-one-to-one-connections-on-digital/>

***Algorithms vs. The Human Touch**

Jacobs Media (Fred Jacobs), December 3, 2024

[https://jacobsmedia.com/is-it-coming-down-to-this-algorithms-vs-the-human-touch/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 427](https://jacobsmedia.com/is-it-coming-down-to-this-algorithms-vs-the-human-touch/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20427)

***The Pressure Is on for Big Tech to Regulate the Broken Digital Advertising Industry**

Brands have been at the mercy of the algorithm when it comes to where their ads appear online, but they're about to get more control.

Wired (Claire Atkin), December 2, 2024

<https://www.wired.com/story/big-tech-digital-advertising-regulation/>

***YouTube Expands Its Lead As The #1 Platform For Podcasts, According To Brand New Cumulus Media And Signal Hill Insights' Podcast Download – Fall 2024 Report**

Westwood One/Cumulus Media (Elizabeth Mayer), December 2, 2024

<https://www.westwoodone.com/blog/2024/12/02/youtube-expands-its-lead-as-the-1-platform-for-podcasts-according-to-brand-new-cumulus-media-and-signal-hill-insights-podcast-download-fall-2024-report/>

***The Ups and Downs of Audio in 2024**

Amplifi (Steven Goldstein), December 2, 2024

https://www.amplifimedia.com/blogstein-1/the-ups-and-downs-of-audio-in-2024?mc_cid=7e289a2c14&mc_eid=30f6902dce

American Consumer Institute Advocates for AM Act Passage

Radio Ink, December 2, 2024

<https://radioink.com/2024/12/02/american-consumer-institute-advocates-for-am-act-passage/>

The FCC Offers a Hand to the Little Guy

LinkedIn (Roger C. Lanctot), December 1, 2024

<https://www.linkedin.com/pulse/fcc-offers-hand-little-guy-roger-c-lanctot-hxm2e/?trackingid=mMQ0P7H%2BTsS%2FnFRy4a%2B7Vv%3D%3D>

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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