

December 11, 2024

Hi All,

Here is your weekly installment of resources, research, sales training materials and economic forecasts to help you learn, adapt, make timely changes and grow your success..

“Change almost never fails because it’s too early. It almost always fails because it’s too late.”
– Seth Godin

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Five Sales Strategies For A Thrilling 2025

Radio Ink (Loyd Ford), December 9, 2024

[https://radioink.com/2024/12/09/loyd-ford-five-sales-strategies-for-a-thrilling-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 430](https://radioink.com/2024/12/09/loyd-ford-five-sales-strategies-for-a-thrilling-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20430)

No More Client No-Shows?

Radio Ink (Pat Bryson), December 9, 2024

<https://radioink.com/2024/12/09/pat-bryson-no-more-no-shows/>

How to Close the Sales Year on A High Note

SalesFuel (Jessica Helinski), December 7, 2024

https://salesfuel.com/how-to-close-the-sales-year-on-a-high-note/?utm_source=SFW

How to Master Sales with This Secret

SalesFuel (Tim Londergan), December 7, 2024

https://salesfuel.com/how-to-master-sales-with-this-secret/?utm_source=SFW

3 Social Selling Tips to Refresh Your Approach

SalesFuel (Jessica Helinski), December 7, 2024

https://salesfuel.com/3-social-selling-tips-to-refresh-your-approach/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

2025 On The Horizon: Here's What's Happening In Retail.

Inside Radio (Morning Consult), December 11, 2024

https://www.insideradio.com/free/2025-on-the-horizon-here-s-what-s-happening-in-retail/article_9155c0ce-b795-11ef-9edd-1f59bca8e93a.html

***The Power of Social Media and Radio**

RAB Radio Matters Blog (Nick Arias, Research & Insights Assistant), December 10, 2024

https://www.radiomatters.org/index.php/2024/12/10/the-power-of-social-media-and-radio/?utm_source=Radio%20Matters%20Blog&utm_campaign=e4631b81d8-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-e4631b81d8-582899012

***How Numbers Drive Behavioral Decision-making**

Knowledge at Wharton (Angie Basiouny), December 10, 2024

https://knowledge.wharton.upenn.edu/article/how-numbers-drive-behavioral-decision-making/?utm_campaign=KatW_Weekly2024&utm_medium=email&utm_source=kwpardot&utm_term=12-11-2024&utm_content=How_Numbers_Drive_Behavioral_Decision-making

***February "National Day" Campaign Ideas for Local Advertisers**

Aspire by Marketron, December 10, 2024

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

***Local Business Changes Create Opportunities for Winning Ad Deals**

Aspire by Marketron, December 10, 2024

<https://aspire.marketron.com/local-business-changes-create-opportunities-for-winning-ad-deals/>

***Designing Media Plans for Converting Existing Demand and Building Future Awareness**

Aspire by Marketron, December 10, 2024

<https://aspire.marketron.com/designing-media-plans-for-converting-existing-demand-and-building-future-awareness/>

Study Reveals What Makes Podcast Ads Resonate with Audiences

Radio Ink, December 10, 2024

https://radioink.com/2024/12/10/study-reveals-what-makes-podcast-ads-resonate-with-audiences/?vgo_ee=tvSs1%2BjMqnCZzdQgdtGmjhhZ%2BY3nhkeUZ5cBqSC5XKPzfaQRO6A%3D%3Agph1vQBfWQ2oT1iQwNZWkL6WBR1fUVP5

***Screen Engine/ASI: Audio Is The Ideal Media Platform To Market Video Streaming Services**

Westwood One/Cumulus Media (Pierre Bouvard), December 9, 2024

<https://www.westwoodone.com/blog/2024/12/09/screen-engine-asi-audio-is-the-ideal-media-platform-to-market-video-streaming-services/>

This 5 Minute Exercise Will Give You A Lifetime of Great Ads

Radio Ink (Jeffrey Hedquist), December 9, 2024

<https://radioink.com/2024/12/09/jeffrey-hedquist-this-5-minute-exercise-will-give-you-a-lifetime-of-great-ads/>

Pharma Makes Leap of the Week in Radio Ad Play Rankings

Radio Ink, December 9, 2024

<https://radioink.com/2024/12/09/pharma-makes-leap-of-the-week-in-radio-ad-play-rankings/>

***Sell Smarter® Podcast**

Every week we give you 5 sales insights and strategies so you can Sell Smarter®

SalesFuel, December 7, 2024

(Note: This podcast is 9 minutes and 17 seconds long)

<https://dcs->

[spotify.megaphone.fm/CSN5896332089.mp3?key=ed6386dd3bba011cbdc8dfea31c6de29&request_event_id=d1e2b1f-0070-4235-81dc-922da7801ba3&timetoken=1733872750_2865F644167D9BEE71B7B00F6CE7F8B3](https://dcs-spotify.megaphone.fm/CSN5896332089.mp3?key=ed6386dd3bba011cbdc8dfea31c6de29&request_event_id=d1e2b1f-0070-4235-81dc-922da7801ba3&timetoken=1733872750_2865F644167D9BEE71B7B00F6CE7F8B3)

***Katz Details Radio's Role in Year-Round E-Commerce Engagement**

Radio Ink, December 6, 2024

https://radioink.com/2024/12/06/katz-details-radios-role-in-year-round-e-commerce-engagement/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_429

Holiday Retail: NRF's Chief Economist Likes What He Sees.

Inside Radio, December 6, 2024

https://www.insideradio.com/free/holiday-retail-nrf-s-chief-economist-likes-what-he-sees/article_7e0cb4d2-b41b-11ef-9a0c-a79ff61e54a4.html

***How Music is Listened to in the U.S.**

Edison Research Weekly Insights, December 4, 2024

<https://www.edisonresearch.com/how-music-is-listened-to-in-the-u-s/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Executive Survey Shows Podcasting Industry ‘Buzzing With Optimism.’

Inside Audio Marketing, December 11, 2024

<https://www.insideaudiomarketing.com/post/executive-survey-shows-podcasting-industry-buzzing-with-optimism>

GroupM Forecast: Digital Audio Up, AM/FM Flat For 2025

Radio Ink, December 10, 2024

https://radioink.com/2024/12/10/groupm-forecast-digital-audio-up-am-fm-flat-for-2025/?vgo_ee=RPdgMm%2BbA2ZnvGMgTyQFQhXCIO5OT%2BDAQfRv%2FD8Ow%2FmMUtnfOEg%3D%3AQMdzbF8Zo9vH095Lx9%2BY848s6WgIf8YC

Digital Audio Gains Amid Traditional Decline in MAGNA Forecast

Radio Ink, December 9, 2024

<https://radioink.com/2024/12/09/digital-audio-gains-amid-traditional-decline-in-magna-forecast/>

BIA: Digital Is The Key To Radio’s Revenue For The 2026 Election

Radio Ink, December 6, 2024

https://radioink.com/2024/12/06/bia-digital-is-the-key-to-radios-revenue-for-the-2026-election/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20429

In 2025, Advertisers Want More Performance Marketing -- What About Brand Equity?by MediaPost (Maarten Albarda), December 6, 2024

https://www.mediapost.com/publications/article/401683/in-2025-advertisers-want-more-performance-marketing.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136658&hashid=13ziehw8S-6SGyiO6J0RFg

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Edison Research Highlights Its Top Ten Insights of 2024**

Radio Ink, December 11, 2024

https://radioink.com/2024/12/11/edison-research-highlights-its-top-ten-insights-of-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily 432

Here's Why SiriusXM Is Shifting Away From Digital And Back To Satellite Radio.

Inside Radio, December 11, 2024

https://www.insideradio.com/free/here-s-why-siriusxm-is-shifting-away-from-digital-and-back-to-satellite-radio/article_fed9c1c2-b795-11ef-b25b-87e62bb03052.html

Support Keeps Growing In Congress For Bill Requiring AM In Cars.

Inside Radio, December 11, 2024

https://www.insideradio.com/free/support-keeps-growing-in-congress-for-bill-requiring-am-in-cars/article_212698fe-b796-11ef-a070-b741919ffb1d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily 432

Merry Merchmas! And A Profitable New Year

Jacobs Media (Fred Jacobs), December 11, 2024

<https://jacobsmedia.com/merry-merchmas-and-a-profitable-new-year/>

***Audio Ad Spending Accelerated In Third Quarter, Says MoffettNathanson.**

Inside Audio Marketing, December 10, 2024

<https://www.insideaudiomarketing.com/post/audio-ad-spending-accelerated-in-third-quarter-says-moffettnathanson>

***Mind over (change) matter**

Many employees fear change, but Dave Coffaro offers five steps leaders can use to ease necessary transitions.

SmartBrief (Dave Coffaro), December 12, 2024

https://www.smartbrief.com/original/mind-over-change-matter?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_content=483F7867-3AA9-4C9D-9758-26E93EB3D393&utm_source=brief

Brendan Carr Outlines Media Trust Agenda as FCC Chair

Radio Ink, December 9, 2024

https://radioink.com/2024/12/09/brendan-carr-outlines-media-trust-agenda-as-fcc-chair/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily 430

Perspective: Future-Proof Your Broadcast Content: The Case for Indexing Your Broadcast Archive Now!

Inside Radio, December 9, 2024

https://www.insideradio.com/free/perspective-future-proof-your-broadcast-content-the-case-for-indexing-your-broadcast-archive-now/article_fc35a3ce-b5ff-11ef-83e8-cfb710587a7d.html

Federal Court Upholds U.S. Ban on TikTok

Variety (Todd Spangler), December 6, 2024

https://variety.com/2024/digital/news/court-upholds-us-tiktok-ban-1236238853/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_429

***Study: Car Ownership Remains Strong, 62% Want Radio Built-In**

DTS study also finds a majority of young people view their vehicle as a “third space”

Radio World (Nick Langan), December 6, 2024

https://www.radioworld.com/news-and-business/dts-study-finds-car-ownership-is-thriving-and-majority-want-am-fm-radio-built-in?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&utm_medium=email&utm_content=A4ECC274-905E-4231-93F3-A2AB307D6EF5&utm_source=SmartBrief

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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