

December 18, 2024

Hi All,

The Midweek Resource Roundup will be on hiatus for the next two weeks for the Christmas/Hanukkah and New Year's Holidays. But we close out this year with plenty of great articles, research, sales training materials and economic forecasts.

We have a commitment to constant learning, adapting, innovating and growing. To accomplish this we must embrace change. That will be a major theme for 2025...

“Nobody likes to change. There will always be resistance to change, and there always will be change. And the quicker you get to that, the easier it is. It’s not such a difficult thing. If you entrench yourself and go, ‘By God, I will not change, I will not have this.’ Then, you’re a dead man. We’re great at adaptability. It’s our strongest suit.”

– Nick Nolte

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Developing Great Radio Salespeople

Radio Ink (Loyd Ford), December 16, 2024

<https://radioink.com/2024/12/16/loyd-ford-developing-great-radio-salespeople/>

The Power of a Third-Party Story

Radio Ink (Pat Bryson), December 16, 2024

<https://radioink.com/2024/12/16/pat-bryson-the-power-of-a-third-party-story/>

How to Respond to Customer Complaints in Sales

SalesFuel (Jessica Helinski), December 15, 2024

https://salesfuel.com/how-to-respond-to-customer-complaints-in-sales/?utm_source=SFV

Sell Smarter® Podcast

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

The Art of the Discovery Call; Sales Tips for Executives; How SMBs are Gearing Up for 2025; Transform Leadership Culture and more

(Note: This is a 9 minute and 17 second podcast)

SalesFuel, December 15, 2025

<https://dcs->

[spotify.megaphone.fm/CSN4777268117.mp3?key=226fc57a12f4a3e48f2325d4ed766400&request_event_id=4aad8eea-7139-46f0-b67e-6862863ca92e&timetoken=1734392705_D1B02104F1F3FFF838577976F31D16C9](https://dcs-spotify.megaphone.fm/CSN4777268117.mp3?key=226fc57a12f4a3e48f2325d4ed766400&request_event_id=4aad8eea-7139-46f0-b67e-6862863ca92e&timetoken=1734392705_D1B02104F1F3FFF838577976F31D16C9)

Local Ad Buyers Tell Radio's Strengths and Weaknesses for 2025

Radio Ink, December 13, 2024

<https://radioink.com/2024/12/13/local-ad-buyers-tell-radios-strengths-and-weaknesses-for-2025/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***The Secret To Raising Rates Without Losing Customers**

Radio Ink (Rick Fink), December 18, 2024

<https://radioink.com/2024/12/18/rick-fink-the-secret-to-raising-rates-without-losing-customers/>

***Five for '25: The Cox Automotive Forecast**

Cox Automotive, December 17, 2024

https://www.coxautoinc.com/market-insights/five-for-25-the-cox-automotive-forecast/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20436

Adweek: Full-Funnel Campaigns Drive Advertising Objective

Inside Radio, December 17, 2024

https://www.insideradio.com/free/adweek-full-funnel-campaigns-drive-advertising-objectives/article_d09cc59e-bc49-11ef-96f1-07da5d2d8dc6.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20436

Retail sales rose more than expected in November, fueled by auto, online

Chain Store Age (Marianne Wilson), December 17, 2024

<https://chainstoreage.com/retail-sales-rose-more-expected-november-fueled-auto-online>

HRA Report: Brands Must Prioritize Radio for Hispanic Reach

Radio Ink, December 16, 2024

<https://radioink.com/2024/12/16/latinos-account-for-71-of-us-growth-radio-is-their-top-medium/>

Lowe's Tops Radio Ad Charts as Retail Makes Final Holiday Surge

Radio Ink, December 16, 2024

<https://radioink.com/2024/12/16/lowes-tops-radio-ad-charts-as-retail-makes-final-holiday-surge/>

***Luminate: Radio Still Significant Source For Music Discovery, Even Among Gen Z, Millennials.**

Inside Audio Marketing, December 16, 2024

<https://www.insideaudiomarketing.com/post/luminate-radio-still-significant-source-for-music-discovery-even-among-gen-z-millennials>

***Two Sales Development Representative Skills to Master**

SalesFuel (Jessica Helinski), December 15, 2024

https://salesfuel.com/two-sales-development-representative-skills-to-master/?utm_source=SFW

***Communication Skills: New Ways to Explain Your Sales Slides**

Sales Fuel (Tim Londergan), December 15, 2025

https://salesfuel.com/communication-skills-new-ways-to-explain-your-sales-slides/?utm_source=SFW

***Auto Dealer Optimism Is On The Rise. Will Ad Dollars Follow?**

Inside Radio (Cox Automotive Dealer Sentiment Index), December 13, 2024

https://www.insideradio.com/free/auto-dealer-optimism-is-on-the-rise-will-ad-dollars-follow/article_6ead05e6-b920-11ef-888d-1b69e01b0724.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20434

***Closing The Gap: Audio Seen As Untapped 'Moneyball Medium.'**

Inside Radio, December 13, 2024

https://www.insideradio.com/free/closing-the-gap-audio-seen-as-untapped-moneyball-medium/article_d7836b00-b920-11ef-bd6e-fbb5ae977bbb.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20434

Nearly half of consumers feel ignored by marketers: Here's what the numbers say

Those who feel overlooked tend to be White, suburban and higher earners.

Marketing Dive (Sara Karlovitch), December 13, 2024

<https://www.marketingdive.com/news/nearly-half-of-consumers-feel-ignored-marketers-heres-numbers/735406/>

WARC Research: Podcast Ads Deliver Outsized Impact, But Most Advertisers Are Missing It

Audacy Insights Team, December 10, 2024

<https://audacyinc.com/insights/warc-research-podcast-ads-deliver-outsized-impact-but-most-advertisers-are-missing-it/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

2025 Local Ad Market: New Report Examines Top 10 Trends Sparking Opportunity

BIA Advisory Services (Thomas Buono), December 17, 2024

[https://www.bia.com/blog/2025-local-ad-market-new-report-examines-top-10-trends-sparking-opportunity/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 436](https://www.bia.com/blog/2025-local-ad-market-new-report-examines-top-10-trends-sparking-opportunity/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20436)

ATTACHMENT: [BIA 2025 Trends and Opportunities Report](#)

S&P Global Ratings: Overall U.S. Ad Spend To Expand 4.3% In '25.

Inside Audio Marketing, December 16, 2024

<https://www.insideaudiomarketing.com/post/s-p-global-ratings-overall-u-s-ad-spend-to-expand-4-3-in-25>

Study: Less Than Half Money Spent On Programmatic Ads Reaches Consumers.

Inside Audio Marketing, December 16, 2024

<https://www.insideaudiomarketing.com/post/study-less-than-half-money-spent-on-programmatic-ads-reaches-consumers>

What Will 2025 Bring? Borrell's Fall Advertiser Survey Offers Some Clues.

Inside Audio Marketing, December 16, 2024

<https://www.insideaudiomarketing.com/post/what-will-2025-bring-borrell-s-fall-advertiser-survey-offers-some-clues>

Building In Radio's Places of Power

Radio Ink, December 13, 2024

<https://radioink.com/2024/12/13/cameron-coats-building-in-radios-places-of-power/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***FM Radio's Next Frontier: IEEE webinar for ZoneCasting Technology and Revenue Solutions for 2025**

BIA Advisory Services (Rick Ducey), December 18, 2024

https://www.bia.com/blog/fm-radios-next-frontier-ieee-webinar-for-zonecasting-technology-and-revenue-solutions-for-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20437

Focus Turns To Next Congress As AM Radio Requirement Is Left Out Of Year-End Budget Deal.

Inside Radio, December 18, 2024

https://www.insideradio.com/free/focus-turns-to-next-congress-as-am-radio-requirement-is-left-out-of-year-end/article_12c01e44-bd12-11ef-b366-3b131a43a4c8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20437

How Google's 'Willow' Quantum Chip Is Revolutionizing Advertising

MediaPost (Laurie Sullivan), December 17, 2024

https://www.mediapost.com/publications/article/401830/how-googles-willow-quantum-chip-is-revolutioniz.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=136766&hashid=gBpg8p2ATrClISONGI4qAQ

Trump's Latest Proposed Plan Could Upset AM Radio Advocates

Radio Ink, December 16, 2024

<https://radioink.com/2024/12/16/trumps-latest-proposed-plan-could-upset-am-radio-advocates/>

Court Refuses To Halt TikTok Ban

MediaPost (Wendy Davis), December 15, 2024

<https://www.mediapost.com/publications/article/401906/court-refuses-to-halt-tiktok-ban.html>

TikTok Petitions Supreme Court To Block Ban

MediaPost (Wendy Davis), December 16, 2024

https://www.mediapost.com/publications/article/401936/tiktok-petitions-supreme-court-to-block-ban.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136762&hashid=XOWE7PwT4-lekA7MLbhQg

***The Middle Manager of the Future: More Coaching, Less Commanding**

Harvard Business School (Ben Rand) December 15, 2024 (First published February 5, 2024).

https://www.library.hbs.edu/working-knowledge/the-middle-manager-of-the-future-more-coaching-less-commanding?utm_source=ActiveCampaign&utm_medium=email&utm_content=What%202024%20taught%20you&utm_campaign=WK%20Newsletter%20Top%20Stories%202024%2012-16-2024

Rising costs may drive more shoppers into physical stores, boosting in-store retail media

eMarketer (Arielle Feger), December 13, 2024

https://content-naf.emarketer.com/rising-costs-may-drive-more-shoppers-physical-stores--boosting-in-store-retail-media?utm_campaign=local%2bmedia%2b%26%2btechnology%2bdaily&utm_medium=web&utm_source=local_media%26%20technology%20daily%20434

***UCLA Anderson Forecast: Uncertainties underlie economy ahead of new administration, policies**

UCLA Anderson (Paul Feinberg), December 11, 2024

<https://newsroom.ucla.edu/releases/ucla-anderson-forecast-uncertainties-underlie-economy-new-administration-policies>

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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