

January 8, 2025

Hi All,

First, I hope all of you being affected by the fierce winds and devastating fires in Southern California are staying safe along with your families and co-workers.

In this first edition of the Midweek Resource Roundup for 2025, you will find the most essential articles, research, sales training materials, resources and audience ratings trends from over the past three weeks. No fluff, just the most important informative and usable stuff.

In the last edition of 2024, I noted that 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.

When we first created the Midweek Resource Roundup in the hardest days of the COVID pandemic in 2020, one of the first quotes I used was one from Eric Hoffer and it best captures this theme:

“In a world of change, the learners shall inherit the earth, while the learned shall find themselves perfectly suited for a world that no longer exists.”

— Eric Hoffer (American philosopher and social critic)

Let our learning and adapting to change continue...

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Get Ready For Your Best Sales Year Ever

Radio Ink (Loyd Ford), January 6, 2025

<https://radioink.com/2025/01/06/loyd-ford-get-ready-for-your-best-sales-year-ever/>

Use These Emotional Intelligence Strategies for Successful Selling

SalesFuel (Tim Londergan), January 4, 2025

https://salesfuel.com/use-these-emotional-intelligence-strategies-for-successful-selling/?utm_source=SFW

3 Mock Sales Call Tips to Improve Your Performance

SalesFuel (Jessica Helinski), January 4, 2025

https://salesfuel.com/3-mock-sales-call-tips-to-improve-your-performance/?utm_source=SFW

Secure Your Sales Negotiations with This Strategy

SalesFuel (Tim Londergan), January 4, 2025

https://salesfuel.com/secure-your-sales-negotiations-with-this-strategy/?utm_source=SFW

The Hidden 80/20 Rule

Radio Ink (Loyd Ford), December 23, 2024

https://radioink.com/2024/12/23/loyd-ford-the-hidden-80-20-rule/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_440

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Majority of News and Sports Audio is Consumed via AM/FM Radio**

Edison Research, January 8, 2025

https://www.edisonresearch.com/majority-of-news-and-sports-audio-is-consumed-via-am-fm-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_446

***Radio Listeners and Resolutions**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), January 7, 2024

https://www.radiomatters.org/index.php/2025/01/07/radio-listeners-and-resolutions/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_445

***You Know Too Much**

Radio Ink (Jeffrey Hedquist), January 6, 2025

<https://radioink.com/2025/01/06/jeffrey-hedquist-you-know-too-much/>

Ready For More Political Ads? Money Is Already Being Spent On 2025 And 2026 Races.

Inside Radio, January 6, 2025

https://www.insideradio.com/free/ready-for-more-political-ads-money-is-already-being-spent-on-2025-and-2026-races/article_9be4ecbe-cbfd-11ef-af9d-778d64244edd.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_444

***Creative Best Practices Handbook: Best Practices From Marketing Effectiveness Leaders And Advertising Measurement Firms**

Westwood One/Cumulus Media (Pierre Bouvard), January 6, 2025

<https://www.westwoodone.com/blog/2025/01/06/creative-best-practices-handbook-best-practices-from-marketing-effectiveness-leaders-and-advertising-measurement-firms/>

***Secure Your Sales Negotiations with This Strategy**

SalesFuel (Tim Londergan), December 28, 2024

https://salesfuel.com/secure-your-sales-negotiations-with-this-strategy/?utm_source=SFW

***Top Sales Challenges and How to Overcome Them**

SalesFuel (Jessica Helinski), December 28, 2024

https://salesfuel.com/top-sales-challenges-and-how-to-overcome-them/?utm_source=SFW

***What To Do With A Stalled Sale**

SalesFuel (Jessica Helinski), December 28, 2024

https://salesfuel.com/what-to-do-with-a-stalled-sale/?utm_source=SFW

***Survey: Local Advertisers Prefer AM/FM Over Digital Audio.**

Inside Radio, December 30, 2024

https://www.insideradio.com/free/survey-local-advertisers-prefer-am-fm-over-digital-audio/article_4e441e28-c67e-11ef-815c-fb65376053e7.html

As 2024 Closes, Fresh Names Climb the Radio Ad Charts

By Radio Ink (Media Monitors), December 30, 2024

<https://radioink.com/2024/12/30/as-2024-closes-fresh-names-climb-the-radio-ad-charts/>

***A New Sales Checklist For A New Year**

Radio Ink (Pat Bryson), December 30, 2024

<https://radioink.com/2024/12/30/pat-bryson-a-new-sales-checklist-for-a-new-year/>

***Get Ready To Flip The Calendar**

Radio Ink (Loyd Ford()), December 30, 2024

<https://radioink.com/2024/12/30/loyd-ford-get-ready-to-flip-the-calendar/>

Timing Your Ads for Maximum Impact

Radio Ink (Chris Stonick), December 26, 2024

<https://radioink.com/2024/12/26/chris-stonick-timing-your-ads-for-maximum-impact/>

Give Your Commercials Some Character

Radio Ink (Jeffrey Hedquist), December 23, 2024

<https://radioink.com/2024/12/23/jeffrey-hedquist-give-your-commercials-some-character/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Report: Global Radio Ad Market Expected To Reach \$29.7 Billion In 2028.

Inside Radio (ResearchAndMarkets), January 8, 2025

<https://www.insideaudiomarketing.com/post/report-global-radio-ad-market-expected-to-reach-29-7-billion-in-2028>

S&P: New Era Of Deregulation, M&A Could Be Coming For Radio

Radio Ink, January 7, 2025

<https://radioink.com/2025/01/07/sp-new-era-of-deregulation-ma-could-be-coming-for-radio/>

2025 Broadcasters Regulatory Calendar – Looking Ahead to Some of the Regulatory Dates and Deadlines for the New Year

Broadcast Law Blog (David Oxenford), January 3, 2025

<https://www.broadcastlawblog.com/2025/01/articles/2025-broadcasters-regulatory-calendar-looking-ahead-to-some-of-the-regulatory-dates-and-deadlines-for-the-new-year/>

ATTACHMENT: [2025 Broadcasters Calendar](#)

Ad Market Continues To Decelerate, November Expands Just 0.8%

MediaPost (Joe Mandese), January 3, 2025

https://www.mediapost.com/publications/article/402305/ad-market-continues-to-decelerate-november-expand.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=136951&hashid=IZA7uSulTnimoAz9RMXvmQ

Resilient Radio Industry Got ‘Shot In The Arm’ From Podcasting In 2024.

Inside Radio, December 31, 2024

https://www.insideradio.com/free/resilient-radio-industry-got-shot-in-the-arm-from-podcasting-in-2024/article_2c258d80-c742-11ef-90d5-c36eff78eaaa.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20442

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***How to Motivate Your Team and Increase Performance**

The Center For Sales Strategy (Kate Rehling), January 8, 2025

https://blog.thecenterforsalesstrategy.com/how-to-motivate-your-team-and-increase-performance?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9qXjbGijrKV0SENxeJAuqGvbix_Hf8w7DyIXteTmbXvWoyJqHu4mzElHJfr0ec6S4qXVTzR4w6JlrrarBAjIXk0rjEwKg&_hsmi=341590894&utm_content=341590894&utm_source=hs_email

***AI Your Commercials**

Jacobs Media (Fred Jacobs), January 8, 2025

<https://jacobsmedia.com/ai-your-commercials/>

Is A Radio Station Fully Powered By AI On The Horizon?

Inside Radio, January 8, 2025

[https://www.insideradio.com/free/is-a-radio-station-fully-powered-by-ai-on-the-horizon/article_7732f23a-cd97-11ef-97eb-ff4380ceaf9b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 446](https://www.insideradio.com/free/is-a-radio-station-fully-powered-by-ai-on-the-horizon/article_7732f23a-cd97-11ef-97eb-ff4380ceaf9b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20446)

***Study: Total U.S. TV Station Revenue To Decline in 2025**

TV Technology (George Winslow), January 7, 2025

[https://www.tvtechnology.com/news/study-total-u-s-tv-station-revenue-to-decline-in-2025?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 445](https://www.tvtechnology.com/news/study-total-u-s-tv-station-revenue-to-decline-in-2025?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20445)

***Jeremy Siegel: 2025 Outlook for Stocks and the Economy**

Knowledge At Wharton (Shankar Parameshwaran), January 7, 2025

[https://knowledge.wharton.upenn.edu/article/jeremy-siegel-the-2025-outlook-for-stocks-and-the-economy/?utm_campaign=KatW_Weekly2025&utm_medium=email&utm_source=kw_pardot&utm_term=1-8-2025&utm_content=Jeremy Siegel: 2025 Outlook for Stocks and the Economy](https://knowledge.wharton.upenn.edu/article/jeremy-siegel-the-2025-outlook-for-stocks-and-the-economy/?utm_campaign=KatW_Weekly2025&utm_medium=email&utm_source=kw_pardot&utm_term=1-8-2025&utm_content=Jeremy%20Siegel%3A%202025%20Outlook%20for%20Stocks%20and%20the%20Economy)

Why 2025 will be the AI reckoning in adland

Campaign (Craig Elimeliah), January 6, 2025

<https://www.campaignlive.com/article/why-2025-will-ai-reckoning-adland/1901260>

FCC Sees Radio Holding Up In Face Of New Threats From Online Audio.

Inside Radio, January 3, 2025

[https://www.insideradio.com/free/fcc-sees-radio-holding-up-in-face-of-new-threats-from-online-audio/article_cf8355f4-c9a2-11ef-9804-0fa78a68034d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 443](https://www.insideradio.com/free/fcc-sees-radio-holding-up-in-face-of-new-threats-from-online-audio/article_cf8355f4-c9a2-11ef-9804-0fa78a68034d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20443)

***Digital Audio Growing More Ingrained Into Listening Habits, Edison's Year In Research Shows.**

Inside Audio Marketing (Edison Research), January 3, 2025

<https://www.insideaudiomarketing.com/post/digital-audio-growing-more-ingrained-into-listening-habits-edison-s-year-in-research-shows-1>

AdImpact's Final Count Says Radio Gained \$326 Million In Political Ads During 2024 Cycle.

Inside Radio, December 30, 2024

https://www.insideradio.com/free/adimpact-s-final-count-says-radio-gained-326-million-in-political-ads-during-2024-cycle/article_f0c2a7e2-c67d-11ef-8bc3-5bcee9e96bef.html

Old Man, Take A Look At My Ratings

Jacobs Media (Fred Jacobs), December 20, 2024

[https://jacobsmedia.com/old-man-take-a-look-at-my-ratings/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 439](https://jacobsmedia.com/old-man-take-a-look-at-my-ratings/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20439)

***FCC Sets 2025 Start Date for Geotargeting FM Booster Rules**

Radio Ink, December 24, 2024

<https://radioink.com/2024/12/24/fcc-sets-2025-start-date-for-geotargeting-fm-booster-rules/>

Nielsen PPM Audience Monthly Trends

The December, 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. With only the Holiday survey remaining for 2024 all metrics are holding fairly steady.

Los Angeles (Metro 12+ Population 11,297,500)

2024

AQH:

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
Dec Monthly - 478,700

2024

Cume:

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
Dec Monthly - 9,369,400

Riverside/San Bernardino (Metro 12+ Population 2,243,200)

2024

AQH:

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
Dec Monthly - 87,400

2024

Cume:

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
Dec Monthly - 1,788,700

San Diego (Metro 12+ Population 2,874,000)

2024

AQH:

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
Dec Monthly - 101,100

2024

Cume:

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
Dec Monthly - 2,168,900

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