

**January 15, 2025**

Hi All,

It has been a challenging and devastating week in SoCal, and it's not over yet. I hope and pray that you, your families and co-workers all stay safe.

Last Friday I sent an email asking for you to offer suggestions for all radio stations in the LA area to unite in a campaign of some sort to help our communities and bring people together. I still welcome your ideas and also note that most stations are already doing things on their own to do this. We can still unite in an even bigger voice to bring our communities together and help people heal.

I also noted that it is unfortunate that nothing shows how vital and essential radio is in peoples' lives than tragic events like these. Your efforts have not gone unnoticed in our communities and by our industry media coverage. While some stations and companies are singled out for their efforts, all stations have been playing a critical role to keep your listeners up to date and informed. Here is a collection of some of the articles that make note of how important radio is in this effort:

**Radio Keeps California Informed Amid Los Angeles Wildfire Crisis**

Radio Ink, January 8, 2025

[https://radioink.com/2025/01/08/radio-keeps-california-informed-amid-los-angeles-wildfire-crisis/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_447](https://radioink.com/2025/01/08/radio-keeps-california-informed-amid-los-angeles-wildfire-crisis/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_447)

**Radio Playing a Vital Role in Covering L.A. Wildfires**

RADIO ONLINE, January 9, 2025

<https://news.radio-online.com/articles/n46386/Radio-Playing-a-Vital-Role-in-Covering-LA-Wildfires>

**While Still In Wildfire Coverage Mode, L.A. Radio Stations Quarterback Recovery Efforts.**

Inside Radio, January 10, 2025

[https://www.insideradio.com/free/while-still-in-wildfire-coverage-mode-l-a-radio-stations-quarterback-recovery-efforts/article\\_e1d1869a-cf9c-11ef-b161-13c8a20c1234.html](https://www.insideradio.com/free/while-still-in-wildfire-coverage-mode-l-a-radio-stations-quarterback-recovery-efforts/article_e1d1869a-cf9c-11ef-b161-13c8a20c1234.html)

**LA Official Praises Radio for Lifesaving Updates During Wildfires**

Radio Ink, January 13, 2025

[https://radioink.com/2025/01/13/la-official-praises-radio-for-lifesaving-updates-during-wildfires/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_449](https://radioink.com/2025/01/13/la-official-praises-radio-for-lifesaving-updates-during-wildfires/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_449)

### **Southern California Wildfires Test Broadcasters' Resilience**

**Power remains out to Mt. Wilson and Mt. Harvard, generator fuel is primary concern**

RadioWorld (Nick Langan), January 13, 2025 ·

[https://www.radioworld.com/news-and-business/southern-california-wildfires-test-broadcasters-resilience?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=B6B04371-9949-4D13-A078-F765BD5C7CE2&utm\\_source=SmartBrief](https://www.radioworld.com/news-and-business/southern-california-wildfires-test-broadcasters-resilience?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=B6B04371-9949-4D13-A078-F765BD5C7CE2&utm_source=SmartBrief)

### **Radio's Role in LA Wildfires: Meruelo Media Turns Legacy to Action**

Radio Ink (Cameron Coats), January 15, 2025

[https://radioink.com/2025/01/15/radios-vital-role-in-la-wildfires-meruelo-medias-response/?vgo\\_ee=PIZ%2FicEgFpVAi7bOCpmAsYqjdwNc%2BfBwEM47OMkUDmYzncd%2F%2Bsh%3A1DUruBBmBHbISYJ7IokWPGnolkcGleKk](https://radioink.com/2025/01/15/radios-vital-role-in-la-wildfires-meruelo-medias-response/?vgo_ee=PIZ%2FicEgFpVAi7bOCpmAsYqjdwNc%2BfBwEM47OMkUDmYzncd%2F%2Bsh%3A1DUruBBmBHbISYJ7IokWPGnolkcGleKk)

And in case any of your stations/facilities have suffered damage by the fires the Broadcasters' Foundation of America is offering help:

### **BFOA Offers Emergency Grants to Los Angeles Broadcasters**

RADIO ONLINE, January 9, 2025

<https://news.radio-online.com/articles/n46382/BFOA-Offers-Emergency-Grants-to-Los-Angeles-Broadcasters>

“No matter how bleak or menacing a situation may appear, it does not entirely own us. It can't take away our freedom to respond, our power to take action.”

— Ryder Carroll

Now our learning continues...

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## **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **It's Still Early – So Don't Be Late**

Radio Ink (Loyd Ford), January 13, 2025

[https://radioink.com/2025/01/13/loyd-ford-its-early-so-dont-be-late/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_449](https://radioink.com/2025/01/13/loyd-ford-its-early-so-dont-be-late/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_449)

#### **Achieve Best Results by Building Trust with Clients**

SalesFuel (Tim Londergan), January 11, 2025

[https://salesfuel.com/achieve-best-results-by-building-trust-with-clients/?utm\\_source=SFw](https://salesfuel.com/achieve-best-results-by-building-trust-with-clients/?utm_source=SFw)

### **Top B2B Sales Trends and How to Prepare**

SalesFuel (Jessica Helinski), January 11, 2025

[https://salesfuel.com/top-b2b-sales-trends-and-how-to-prepare/?utm\\_source=SFW](https://salesfuel.com/top-b2b-sales-trends-and-how-to-prepare/?utm_source=SFW)

### **Use AI-Assisted Selling to Save Time, Boost Efficiency**

SalesFuel (Jessica Helinski), January 11, 2025

[https://salesfuel.com/use-ai-assisted-selling-to-save-time-boost-efficiency/?utm\\_source=SFW](https://salesfuel.com/use-ai-assisted-selling-to-save-time-boost-efficiency/?utm_source=SFW)

### **Sell Smarter® Podcast**

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

**Emotional Intelligence; Tricky Sales Negotiations; The Money Map Method; Setting Goals and more**

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

<https://dcs->

[spotify.megaphone.fm/CSN5394890291.mp3?key=d0f2778d07c2ecba15cf7a6fd6d62643&request\\_event\\_id=24f26be8-ce67-427b-b4d3-21fccfeacb3e&timetoken=1736886276\\_582F4A06942507E960C6881D1B105E3A](https://spotify.megaphone.fm/CSN5394890291.mp3?key=d0f2778d07c2ecba15cf7a6fd6d62643&request_event_id=24f26be8-ce67-427b-b4d3-21fccfeacb3e&timetoken=1736886276_582F4A06942507E960C6881D1B105E3A)

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **Is 2025 The Year To Raise Rates? Survey Suggests It Might Be.**

Inside Radio, January 15, 2025

[https://www.insideradio.com/free/is-2025-the-year-to-raise-rates-survey-suggests-it-might-be/article\\_de89f598-d312-11ef-8b83-df8c66c49600.html](https://www.insideradio.com/free/is-2025-the-year-to-raise-rates-survey-suggests-it-might-be/article_de89f598-d312-11ef-8b83-df8c66c49600.html)

### **\*Why Radio is a Golden Opportunity for Jewelry Retailers**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), January 14, 2025

[https://www.radiomatters.org/index.php/2025/01/14/why-radio-is-a-golden-opportunity-for-jewelry-retailers/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_451](https://www.radiomatters.org/index.php/2025/01/14/why-radio-is-a-golden-opportunity-for-jewelry-retailers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_451)

### **\*Radio Ads Shown To Boost Branded Search Volume by Up to 40%**

Radio Ink (Cameron Coats), January 14, 2025

[https://radioink.com/2025/01/14/radio-ads-shown-to-boost-branded-search-volume-by-up-to-40-percent/?vgo\\_ee=KxagisHmnlslqHdaXHdK0fPaly2WGtZy1N5BRuA31JSXFeuc%2BYa%2B%3AkRowxPniFR4kmR2ii5%2B%2B1300BqgOGso7](https://radioink.com/2025/01/14/radio-ads-shown-to-boost-branded-search-volume-by-up-to-40-percent/?vgo_ee=KxagisHmnlslqHdaXHdK0fPaly2WGtZy1N5BRuA31JSXFeuc%2BYa%2B%3AkRowxPniFR4kmR2ii5%2B%2B1300BqgOGso7)

**ATTACHMENT:** [The Sound of Growth](#)

**\*Study Shows Radio Advertising Boosts Brand Awareness by 10%**

Radio Ink, January 14, 2025

<https://radioink.com/2025/01/14/study-shows-radio-advertising-boosts-brand-awareness-by-10/>

**\*Claritas And MARU/Matchbox: Major AM/FM Radio Campaign Drives Significant Brand Awareness And Growth In Leads And Sales**

Westwood One/Cumulus Media (Pierre Bouvard) January 13, 2025

<https://www.westwoodone.com/blog/2025/01/13/claritas-and-maru-matchbox-major-am-fm-radio-campaign-drives-significant-brand-awareness-and-growth-in-leads-and-sales/>

**'Flo' Is Go for 2025: Progressive Retakes Top Radio Ad Spot**

Radio Ink (Media Monitors), January 13, 2025

<https://radioink.com/2025/01/13/flo-is-go-for-2025-progressive-retakes-top-radio-ad-spot/>

**\*Major U.S. Metro Areas Spend Significant Time in the Car**

**THE BEST WAY FOR BRANDS TO ENGAGE CONSUMERS IN THEIR CARS IS AM/FM RADIO**

Katz Radio Group, January 10, 2025

<https://insights.katzradiogroup.com/sound-answers-106-turn-traffic-into-opportunity-with-radio>

**Outlook: Auto Market To Grow; Affordability To Improve In 2025.**

Inside Radio (Cox Automotive), January 10, 2025

<https://www.insideaudiomarketing.com/post/outlook-auto-market-to-grow-affordability-to-improve-in-2025>

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

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**TOP FIVE SELECTED ARTICLES/RESOURCES**

**How media companies are approaching audience attention, commerce media in 2025**

eMarketer (Emmy Liederman), January 15, 2025

[https://www.emarketer.com/content/how-media-companies-approaching-audience-attention-commerce-media-2025?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=emarketer+1.15.2025&utm\\_id=emarketer+1.15.2025&utm\\_content=emarketer+1.15.2025&jid=164750&sid=35804818](https://www.emarketer.com/content/how-media-companies-approaching-audience-attention-commerce-media-2025?utm_source=Newsletter&utm_medium=Email&utm_campaign=emarketer+1.15.2025&utm_id=emarketer+1.15.2025&utm_content=emarketer+1.15.2025&jid=164750&sid=35804818)

**Digital Bounce: Local Media Did Well In 2024, Expect Better In 2025**

MediaPost (Ray Schultz), January 14, 2024

[https://www.mediapost.com/publications/article/402575/digital-bounce-local-media-did-well-in-2024-expe.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=137067&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/402575/digital-bounce-local-media-did-well-in-2024-expe.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137067&hashid=0GmwUb-VQzGI9svJRwTNRa)

### **Embracing AI: Transforming Sales Strategies For The Future**

The Center For Sales Strategy (Matt Sunshine), January 13, 2025

[https://blog.thecenterforsalesstrategy.com/embracing-ai-transforming-sales-strategies-for-the-future?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz-5a-mMzll9UCyVadnyF-QjHQ86VKuV4MiCblDkk2Qndi1oo-94QDPu-eWQxY56090W03nd08fEr1PLlpmlK-j\\_DCM7Q&hsmi=342236949&utm\\_content=342236949&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/embracing-ai-transforming-sales-strategies-for-the-future?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-5a-mMzll9UCyVadnyF-QjHQ86VKuV4MiCblDkk2Qndi1oo-94QDPu-eWQxY56090W03nd08fEr1PLlpmlK-j_DCM7Q&hsmi=342236949&utm_content=342236949&utm_source=hs_email)

### **Radio Station Sales Volume Slid 10% In 2024: Washington May Revive Deals**

Inside Radio, January 13, 2025

[https://www.insideradio.com/free/radio-sales-volume-slid-10-in-2024-but-washington-changes-could-jumpstart-deal-market/article\\_4b503bf8-d186-11ef-b1b5-77c3182c8f52.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20449](https://www.insideradio.com/free/radio-sales-volume-slid-10-in-2024-but-washington-changes-could-jumpstart-deal-market/article_4b503bf8-d186-11ef-b1b5-77c3182c8f52.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20449)

### **Local Media Poised for Transformation: M&A Expectations for 2025**

BIA Advisory Services (Nicole Ovadia), January 10, 2025

[https://www.bia.com/blog/local-media-poised-for-transformation-ma-expectations-for-2025/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20448](https://www.bia.com/blog/local-media-poised-for-transformation-ma-expectations-for-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20448)

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## **CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING**

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **Media In 2025: Believe It Or Not!**

Jacobs Media (Fred Jacobs), January 15, 2025

<https://jacobsmedia.com/media-in-2025-believe-it-or-not/>

### **\*FCC Crews Stationed In Los Angeles To Track Wildfire Impact On Telecommunications.**

Inside Radio, January 14, 2025

[https://www.insideradio.com/free/fcc-crews-stationed-in-los-angeles-to-track-wildfire-impact-on-telecommunications/article\\_06828012-d24e-11ef-af2e-1b60f8686e30.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%26%20Technology%20Daily%20450](https://www.insideradio.com/free/fcc-crews-stationed-in-los-angeles-to-track-wildfire-impact-on-telecommunications/article_06828012-d24e-11ef-af2e-1b60f8686e30.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20450)

**FTC Makes It Even Less Likely A Radio Deal Will Face Antitrust Review.**

Inside Radio, January 14, 2025

[https://www.insideradio.com/free/ftc-makes-it-even-less-likely-a-radio-deal-will-face-antitrust-review/article\\_92a91bec-d24d-11ef-a3cf-336352ecce55.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_450](https://www.insideradio.com/free/ftc-makes-it-even-less-likely-a-radio-deal-will-face-antitrust-review/article_92a91bec-d24d-11ef-a3cf-336352ecce55.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_450)

**\*Digital Ad Revenue: Nearly Seven In 10 Professionals Say It'll Increase In 2025.**

Inside Audio Marketing, January 13, 2025

<https://www.insideaudiomarketing.com/post/digital-ad-revenue-nearly-seven-in-10-professionals-say-it-ll-increase-in-2025>

**\*Analysts Predict Podcasting Will Become 2025's Digital Audio Growth Engine.**

Inside Audio Marketing, January 13, 2025

<https://www.insideaudiomarketing.com/post/analysts-predict-podcasting-will-become-2025-s-digital-audio-growth-engine>

**\*Buckle Up: 7 Key Takeaways from CES**

Amplifi Media (Steven Goldstein), January 12, 2025

[https://www.amplifimedia.com/blogstein-1/ah86zaw151q76t0vw0t2q5sn5fikqn?mc\\_cid=78b832d5cb&mc\\_eid=30f6902dce](https://www.amplifimedia.com/blogstein-1/ah86zaw151q76t0vw0t2q5sn5fikqn?mc_cid=78b832d5cb&mc_eid=30f6902dce)

**Ford, Toyota And Chevrolet Keep AM Radio In 2025 EV Model Dashboards.**

Inside Radio, January 10, 2025

[https://www.insideradio.com/free/ford-toyota-and-chevrolet-keep-am-radio-in-2025-ev-model-dashboards/article\\_2e4b5aca-cf28-11ef-9e69-47e2bc58ac52.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_448](https://www.insideradio.com/free/ford-toyota-and-chevrolet-keep-am-radio-in-2025-ev-model-dashboards/article_2e4b5aca-cf28-11ef-9e69-47e2bc58ac52.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_448)

**What Advertisers Can Expect From the New FTC Chairman**

**Andrew Ferguson has suggested he'll ensure the Commission 'stays in its lane'**

AdWeek (Mary Engle), January 9, 2025

[https://www.adweek.com/brand-marketing/what-advertisers-can-expect-from-new-ftc-chairman/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_447](https://www.adweek.com/brand-marketing/what-advertisers-can-expect-from-new-ftc-chairman/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_447)

**\*Unified Audio Measurement: A Game-Changer for Advertisers**

Audacy Insights Team, January 8, 2025

<https://audacyinc.com/insights/unified-audio-measurement-a-game-changer-for-advertisers/>

**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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Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031