

January 22, 2025

Hi All,

Hard to believe we are entering a third week of wind and fires here in SoCal! I hope you are all staying safe and handling the challenges and stress of this terrible situation. Radio continues to provide incredible coverage and support for our communities. With some prediction of light rain this weekend we hope it will help the firefighters.

Meanwhile, we continue on with the more routine challenges we face to stay informed and on top of the ever changing nature of our business lives...

“Change is the law of life. And those who look only to the past or present are certain to miss the future.”
– John F. Kennedy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Alternative That Propels The Top 10% of Sellers

Radio Ink (Loyd Ford), January 20, 2025

https://radioink.com/2025/01/20/loyd-ford-the-alternative-that-propels-the-top-10-percent-of-sellers/?vgo_ee=NdRGoT8cf%2FR%2BciWAvPCFO6hvV05VIZ23cw6i31QZu1dXcp1DRTu0%3Aqqs%2Fe8d2IgL5Z4dS7fx930%2FRGjOsMir3

A Trial Close In Sales Can Boost Win Rates: Here's Why

SalesFuel (Jessica Helinski), January 18, 2025

https://salesfuel.com/a-trial-close-in-sales-can-boost-win-rates-heres-why/?utm_source=SFW

The Best B2B Sales Techniques Require Team Participation

SalesFuel (Tim Londergan), January 18, 2025

https://salesfuel.com/the-best-b2b-sales-techniques-require-team-participation/?utm_source=SFW

3 Closing Tips for Phone Sales

SalesFuel (Jessica Helinski), January 18, 2025

https://salesfuel.com/3-closing-tips-for-phone-sales/?utm_source=SFW

Sell Smarter® Podcast

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

Building Trust with Clients; Top B2B Sales Trends; Local Advertisements; How to Successfully Rebrand and more

SalesFuel, January 18, 2025

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

<https://dcs->

[spotify.megaphone.fm/CSN5658674154.mp3?key=dabda83c42e6d72c2ad92c72b0bedcb3&request_event_id=d639ebb0-94b9-4bde-9acb-1fdf3f9767e0&timetoken=1737413457_1CDF679766AFFA7124B1B46B9FE88D27](https://dcs-spotify.megaphone.fm/CSN5658674154.mp3?key=dabda83c42e6d72c2ad92c72b0bedcb3&request_event_id=d639ebb0-94b9-4bde-9acb-1fdf3f9767e0&timetoken=1737413457_1CDF679766AFFA7124B1B46B9FE88D27)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Unlocking The Power of Radio In Your Ad Campaigns.**

Inside Radio (Media Mix Modeling), January 21, 2025

https://www.insideradio.com/free/unlocking-the-power-of-radio-in-your-ad-campaigns/article_c2eb9da8-d7ce-11ef-b187-bf77afc07b28.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_455

***The State of Radio Ads In 2025: Pierre Bouvard on What's Next**

Radio Ink (Cameron Coats), January 21, 2025

https://radioink.com/2025/01/21/the-state-of-radio-ads-in-2025-pierre-bouvard-on-whats-next/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_455

***Four New Findings About Podcast Advertising From Cumulus Media's 2025 Audioscape**

Westwood One/Cumulus Media (Pierre Bouvard), January 21, 2025

<https://www.westwoodone.com/blog/2025/01/21/four-new-findings-about-podcast-advertising-from-cumulus-medias-2025-audioscape/>

Home Improvement Heats Up The Week's Top Radio Advertisers

Radio Ink (Cameron Coats), January 21, 2025

<https://radioink.com/2025/01/21/home-improvement-heats-up-the-weeks-top-radio-advertisers/>

***How to Have a Healthy Sales Year in Fitness**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), January 21, 2025

https://www.radiomatters.org/index.php/2025/01/21/how-to-have-a-healthy-sales-year-in-fitness/?utm_source=Radio%20Matters%20Blog&utm_campaign=7669ccea2-

[EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-7669ccea2-582899012](https://www.radiomatters.org/index.php/2025/01/21/how-to-have-a-healthy-sales-year-in-fitness/?utm_source=Radio%20Matters%20Blog&utm_campaign=7669ccea2-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-7669ccea2-582899012)

Commercial Conflict Is The Crucible

Radio Ink (Jeffrey Hedquist), January 20, 2025

<https://radioink.com/2025/01/20/commercial-conflict-is-the-crucible/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Trump Issues Regulatory Freeze On Agencies Including FCC.

Inside Radio, January 21, 2025

https://www.insideradio.com/free/trump-issues-regulatory-freeze-on-agencies-including-fcc/article_e709895c-d7ce-11ef-b5f6-

[3bb3ad817b78.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_455](https://www.insideradio.com/free/trump-issues-regulatory-freeze-on-agencies-including-fcc/article_e709895c-d7ce-11ef-b5f6-3bb3ad817b78.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_455)

State of the Radio Industry: 2025

Radio Ink, January 20, 2025

<https://radioink.com/2025/01/20/state-of-the-radio-industry->

[2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_454](https://radioink.com/2025/01/20/state-of-the-radio-industry-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_454)

New FCC Rules Let FM Stations Offer Geotargeted Political Ads

Radio Ink, January 20, 2025

https://radioink.com/2025/01/20/sponsored-content-new-fcc-rules-let-fm-stations-offer-geotargeted-political-ads/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_454

When Crisis Strikes, Your Station Needs A 'Red Binder'

Radio Ink (Valerie Geller). January 17, 2025

<https://radioink.com/2025/01/17/valerie-geller-when-crisis-strikes-your-station-needs-a-red-binder/>

Court Rejects Request By IAB, Others: Won't Block Click-To-Cancel

MediaPost (Wendy Davis), January 30, 2025

https://www.mediapost.com/publications/article/402697/court-rejects-request-by-iab-others-wont-block.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+455

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***What's New For Radio? Jacobs Media Reviews The Best Of CES 2025.**

Inside Radio, January 22, 2025

https://www.insideradio.com/free/what-s-new-for-radio-jacobs-media-reviews-the-best-of-ces-2025/article_883e142e-d896-11ef-96b3-4b92ae327270.html

Trump's EV Executive Order May Change the AM Radio Narrative

Radio Ink (Cameron Coats), January 22, 2025

https://radioink.com/2025/01/22/trumps-ev-executive-order-may-change-the-am-radio-narrative/?vgo_ee=6n9%2FRcgTy%2FbFRIWEJZhWF%2Fao5XqEOoBPtjs1VKzu0hM4nWlxTnFB%3ABrU3Q4QfLvXOzT9mP0qkPEQ1Jo6j4llh

***Ad World Watches And Wonders: How Will Trump Impact Ad Spending?**

Inside Audio Marketing, January 21, 2025

<https://www.insideaudiomarketing.com/post/ad-world-watches-and-wonders-how-will-trump-impact-ad-spending>

***Why AI-Powered Creativity Requires A Strong Human Touch**

MediaPost (Sam Lewis), January 21, 2025

https://www.mediapost.com/publications/article/402737/why-ai-powered-creativity-requires-a-strong-human.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137151&hashid=nPO6kNh8ToCb2_NBH4Mycg

Kantar Media sold for \$1B amid measurement landscape upheaval

The group expects new owner H.I.G. Capital will accelerate its transformation plan as demand climbs for cross-media solutions.

MarketingDive (Peter Adams), January 21, 2025

https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202025-01-21%20Marketing%20Dive%20Newsletter%20%5Bissue:69604%5D&utm_term=Marketing%20Dive

Nielsen PPM Audience Monthly Trends

The Nielsen Holiday, 2024, Full Month PPM trend release date for Los Angeles and Riverside/San Bernardino is January 28, 2025, and San Diego is the next day, January 29, 2025. We will post them in the Midweek Resource Roundup on Wednesday, January 29, 2025 (next week).

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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