

January 29, 2025

Hi All,

It looks like the worst of the winds, fires and mudflows is over, but there is a long road ahead for recovery and rebuilding. If you or any of your co-workers have suffered damages or lost a home, the Broadcasters Foundation of American can help you or them with a grant. Here is a link to use to apply for a grant:

#### **California Wildfire Relief**

**BFOA Emergency Grants provide immediate financial relief for broadcast professionals who have been personally affected by the devastating wildfires.**

**2025 BFOA Emergency Grant Application (Group & Individual)**

**Ends on Wed, Dec 31, 2025 9:00 PM**

<https://broadcastersfoundation.org/>

Meanwhile, the Holiday Full Month audience trends for our PPM markets are posted below and we turn back to our need to continue learning and adapting to perform our best in a world of constant change...

**"You can't just keep doing what works one time, everything around you is changing. To succeed, stay out in front of change."**

– Sam Walton

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

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

#### **Perspective: How Radio Can Power The 'Keep it Local' Movement.**

Inside Radio (Daniel Anstandig is Founder and CEO of Futuri), January 27, 2025

[https://www.insideradio.com/free/perspective-how-radio-can-power-the-keep-it-local-movement/article\\_9ff3df30-dc7f-11ef-b6ba-9398fd0d4d28.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 459](https://www.insideradio.com/free/perspective-how-radio-can-power-the-keep-it-local-movement/article_9ff3df30-dc7f-11ef-b6ba-9398fd0d4d28.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20459)

#### **Spinning Old Relationships Into New Money**

Radio Ink (Loyd Ford), January 27, 2025

<https://radioink.com/2025/01/27/loyd-ford-spinning-old-relationships-into-new-money/>

### **Score Sales Success by Avoiding This Simple Negotiating Error**

SalesFuel (Tim Londergan), January 25, 2025

[https://salesfuel.com/score-sales-success-by-avoiding-this-simple-negotiating-error/?utm\\_source=SFW](https://salesfuel.com/score-sales-success-by-avoiding-this-simple-negotiating-error/?utm_source=SFW)

### **Motivation After Rejection: How to Push Forward**

SalesFuel (Jessica Helinski), January 25, 2025

[https://salesfuel.com/motivation-after-rejection-how-to-push-forward/?utm\\_source=SFW](https://salesfuel.com/motivation-after-rejection-how-to-push-forward/?utm_source=SFW)

### **Tips for Sales Prospecting on LinkedIn**

SalesFuel (Jessica Helinski), January 25, 2025

[https://salesfuel.com/tips-for-sales-prospecting-on-linkedin/?utm\\_source=SFW](https://salesfuel.com/tips-for-sales-prospecting-on-linkedin/?utm_source=SFW)

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

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

### **Cox Outlook: Jan. U.S. Auto Sales To Rise 5.2% On YoY Basis.**

Inside Radio, January 28, 2025

[https://www.insideradio.com/free/cox-outlook-jan-u-s-auto-sales-to-rise-5-2-on-yoy-basis/article\\_85b0f92a-dd4a-11ef-bc91-fb9935076f43.html](https://www.insideradio.com/free/cox-outlook-jan-u-s-auto-sales-to-rise-5-2-on-yoy-basis/article_85b0f92a-dd4a-11ef-bc91-fb9935076f43.html)

### **\*How Are Americans Using Their Cell Phones At Work? For Many, It's For Podcasts.**

Inside Radio (RSS), January 28, 2025

[https://www.insideradio.com/free/how-are-americans-using-their-cell-phones-at-work-for-many-it-s-for-podcasts/article\\_1f196936-dd4a-11ef-b20d-cf918b1d4639.html](https://www.insideradio.com/free/how-are-americans-using-their-cell-phones-at-work-for-many-it-s-for-podcasts/article_1f196936-dd4a-11ef-b20d-cf918b1d4639.html)

### **\*The Extraordinary Cost of Dull: Boring Ads Require 2X To 2.6X Greater Media Spend To Achieve Same Impact As Interesting Ads**

Westwood One/Cumulus Media (Pierre Bouvard), January 27, 2025

<https://www.westwoodone.com/blog/2025/01/27/the-extraordinary-cost-of-dull-boring-ads-require-2x-to-2-6x-greater-media-spend-to-achieve-same-impact-as-interesting-ads/>

### **Holiday 2024 Data Hub: Updated [Results Recap]**

Marketing Charts, January 27, 2025

[https://www.marketingcharts.com/industries/retail-and-e-commerce-234226?mc\\_cid=a4f2925106&mc\\_eid=c106971821](https://www.marketingcharts.com/industries/retail-and-e-commerce-234226?mc_cid=a4f2925106&mc_eid=c106971821)

### **\*What Happened To The Ads?**

Radio Ink (Dan Price), January 24, 2025

<https://radioink.com/2025/01/24/dan-price-what-happened-to-the-ads/>

**As Tax Season Kicks Into High Gear, Prep Services Seek Radio**

Radio Ink (Cameron Coats/Media Monitors) (January 27, 2025)

<https://radioink.com/2025/01/27/as-tax-season-kicks-into-high-gear-prep-services-seek-radio/>

**\*Broadcast Radio Has A Big Influence On N.Y. Tri-State Auto Buyers**

RBR-TVBR, January 27, 2025

[https://rbr.com/ny-radio-cars290224-](https://rbr.com/ny-radio-cars290224-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

[2/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local](https://rbr.com/ny-radio-cars290224-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)  
[Media %26 Technology Daily 459](https://rbr.com/ny-radio-cars290224-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

**\*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

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

<https://dcs->

[spotify.megaphone.fm/CSN5658674154.mp3?key=dabda83c42e6d72c2ad92c72b0bedcb3&request\\_event\\_id=60873109-1e10-425d-a4ab-10a5aa7e4f52&timetoken=1738022763\\_7933D0D4C4D3AE10AF875CD04CD57353](https://dcs-spotify.megaphone.fm/CSN5658674154.mp3?key=dabda83c42e6d72c2ad92c72b0bedcb3&request_event_id=60873109-1e10-425d-a4ab-10a5aa7e4f52&timetoken=1738022763_7933D0D4C4D3AE10AF875CD04CD57353)

**\*Edison Report Shows Gains for AM/FM Radio & 4 More Key Insights**

Audacy Insights (Ray Borelli, SVP Research & Insights), January 22, 2025

<https://audacyinc.com/insights/edison-report-shows-gains-for-am-fm-radio-4-more-key-insights/>

**\*Perspective: Why Adding Audio to Your Media Mix Is Essential.**

Inside Radio (Heather Osgood is the founder and CEO of True Native Media), January 24, 2025

[https://www.insideradio.com/free/perspective-why-adding-audio-to-your-media-mix-is-](https://www.insideradio.com/free/perspective-why-adding-audio-to-your-media-mix-is-essential/article_7bd79a12-da25-11ef-ac85-fb564b227da4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

[essential/article\\_7bd79a12-da25-11ef-ac85-](https://www.insideradio.com/free/perspective-why-adding-audio-to-your-media-mix-is-essential/article_7bd79a12-da25-11ef-ac85-fb564b227da4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

[fb564b227da4.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local](https://www.insideradio.com/free/perspective-why-adding-audio-to-your-media-mix-is-essential/article_7bd79a12-da25-11ef-ac85-fb564b227da4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)  
[Media %26 Technology Daily 458](https://www.insideradio.com/free/perspective-why-adding-audio-to-your-media-mix-is-essential/article_7bd79a12-da25-11ef-ac85-fb564b227da4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

**Post-COVID Listener Trends Mark A Return To Audio's 'Old Normal'**

Radio Ink (Cameron Coats), January 23, 2025

<https://radioink.com/2025/01/23/post-covid-audio-trends-mark-return-to-the-old-normal/>

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

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**TOP FIVE SELECTED ARTICLES/RESOURCES**

**Ad Market Growth In December Was Among Best Of 2024.**

Inside Audio Marketing, January 29, 2025

<https://www.insideaudiomarketing.com/post/ad-market-growth-in-december-was-among-best-of-2024>

### **Brendan Carr Clears FCC's Decks, Pulling All Pending Proposals From Circulation.**

Inside Radio, January 29, 2025

[https://www.insideradio.com/free/brendan-carr-clears-fcc-s-decks-pulling-all-pending-proposals-from-circulation/article\\_df72df10-de11-11ef-8ab2-a709688f9a2f.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 461](https://www.insideradio.com/free/brendan-carr-clears-fcc-s-decks-pulling-all-pending-proposals-from-circulation/article_df72df10-de11-11ef-8ab2-a709688f9a2f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20461)

### **Advice To Radio From The Bob Dylan Biopic "A Complete Unknown"**

Coleman Insights (Jon Coleman), January 28, 2025

<https://colemaninsights.com/coleman-insights-blog/advice-to-the-radio-industry-from-the-bob-dylan-biopic-a-complete-unknown>

### **\$2.8 Billion OTT Market Opens New Doors for Radio Ad Sellers**

Radio Ink (Cameron Coats), January 27, 2025

[https://radioink.com/2025/01/27/2-8-billion-ott-market-opens-new-doors-for-radio-ad-sellers/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 459](https://radioink.com/2025/01/27/2-8-billion-ott-market-opens-new-doors-for-radio-ad-sellers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20459)

### **A new era in audio attribution: Unlocking the power of broadcast measurement**

Ad Age/Audacy (Paul Suchman), January 21, 2025.

<https://adage.com/article/marketing-news-strategy/new-era-audio-attribution-unlocking-power-broadcast-measurement/2599196>

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

### **\*Cruz and Markey Reintroduce AM Radio Act To Senate**

Radio Ink (Cameron Coats), January 29, 2025

<https://radioink.com/2025/01/29/cruz-and-markey-reintroduce-am-radio-act-to-congress/>

### **\*"Dear Curtis": Gary Shapiro Asks NAB to Drop AM Bill**

**Head of CTA threatens to ramp up the fight over performance royalties**

Radio World (Paul McLane), January 29, 2025

[https://www.radioworld.com/news-and-business/headlines/dear-curtis-gary-shapiro-asks-nab-to-drop-am-bill?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 461](https://www.radioworld.com/news-and-business/headlines/dear-curtis-gary-shapiro-asks-nab-to-drop-am-bill?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20461)

**Triton Report: Podcast's Reach Among U.S. Adults Grew Nearly 10% In 2024.**

Inside Radio, January 28, 2025

[https://www.insideradio.com/free/triton-report-podcast-s-reach-among-u-s-adults-grew-nearly-10-in-2024/article\\_283eb982-ddc0-11ef-a715-a3894153c76d.html](https://www.insideradio.com/free/triton-report-podcast-s-reach-among-u-s-adults-grew-nearly-10-in-2024/article_283eb982-ddc0-11ef-a715-a3894153c76d.html)

**\*Supreme Court Again Weighing FCC's Interpretative Authority**

Radio Ink (Cameron Coats), January 27, 2025

[https://radioink.com/2025/01/27/supreme-court-again-weighing-fccs-interpretative-authority/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_459](https://radioink.com/2025/01/27/supreme-court-again-weighing-fccs-interpretative-authority/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_459)

**From Chaos To Clarity: Leadership In The Age Of Unpredictability**

Forbes (Vibhas Ratanjee), January 26, 2025

<https://www.forbes.com/sites/vibhasratanjee/2025/01/26/from-chaos-to-clarity-leadership-in-the-age-of-unpredictability/>

**\*Nielsen to End Panel-Only Ratings That Have Measured TV for Decades**

WSJ (Patrick Coffee), January 24, 2025

<https://www.wsj.com/articles/nielsen-to-end-panel-only-ratings-that-have-measured-tv-for-decades-758bba3a>

**Election Podcast Analysis Helps Explain How Trump Did Better At Reaching Voters.**

Inside Radio, January 24, 2025

[https://www.insideradio.com/free/election-podcast-analysis-helps-explain-how-trump-did-better-at-reaching-voters/article\\_e3557740-da25-11ef-9b4c-8bf54171f425.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_458](https://www.insideradio.com/free/election-podcast-analysis-helps-explain-how-trump-did-better-at-reaching-voters/article_e3557740-da25-11ef-9b4c-8bf54171f425.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_458)

**ATTACHMENT:** [The Untold Story of The Podcast Election](#)

**Nielsen PPM Audience Monthly Trends**

The Holiday 2024, Full Month PPM trend releases for Los Angeles, Riverside/San Bernardino and San Diego are posted below. Looking very solid and consistent.

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  
Hol Monthly - 467,100

## **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  
Hol Monthly - 9,362,200

## **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  
Hol Monthly - 81,100

### **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  
Hol Monthly - 1,787,500

### **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  
Hol Monthly - 104,900

**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  
Hol Monthly - 2,199,900



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