

February 05, 2025

Hi All,

I know many of you are working abbreviated schedules and remotely as a result of the fires and rains. I hope all are staying safe and are able to focus on working through this ordeal.

These events and just the rapid pace of change in our lives and careers requires us to focus on the tasks at hand and continue to learn, adapt quickly and stay competitive...

**"Your success in life isn't based on your ability to simply change. It is based on your ability to change faster than your competition, customers and business."**

— Mark Sanborn

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Elevate Your Sales Team: Key Focus Areas for B2B Sales Leaders in Q1**

The Center For Sales Strategy (Stephanie Downs), February 3, 2025

[https://blog.thecenterforsalesstrategy.com/elevate-your-sales-team-key-focus-areas-for-b2b-sales-leaders-in-q1?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz-9dkPgugsbUDsL6xzBaqekg1MrM\\_VbciQEhVT6ppjU\\_dUBYWoXNPbHb\\_KJePveLort\\_TtnHDaLU4qFXdipyXYBhacYK\\_Cw&hsmi=345439516&utm\\_content=345439516&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/elevate-your-sales-team-key-focus-areas-for-b2b-sales-leaders-in-q1?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-9dkPgugsbUDsL6xzBaqekg1MrM_VbciQEhVT6ppjU_dUBYWoXNPbHb_KJePveLort_TtnHDaLU4qFXdipyXYBhacYK_Cw&hsmi=345439516&utm_content=345439516&utm_source=hs_email)

#### **Value-Based Selling: How to Get Started**

SalesFuel (Jessica Helinski), February 1, 2025

[https://salesfuel.com/value-based-selling-how-to-get-started/?utm\\_source=SFW](https://salesfuel.com/value-based-selling-how-to-get-started/?utm_source=SFW)

#### **Strong Sales Rep Skills Include Developing an Awesome Memory**

SalesFuel (Tim Londergan), February 1, 2025

[https://salesfuel.com/strong-sales-rep-skills-include-developing-an-awesome-memory/?utm\\_source=SFW](https://salesfuel.com/strong-sales-rep-skills-include-developing-an-awesome-memory/?utm_source=SFW)

#### **Powerful Actions That Will Build Credibility in Sales**

SalesFuel (Jessica Helinski), February 1, 2025

[https://salesfuel.com/powerful-actions-that-will-build-credibility-in-sales/?utm\\_source=SFW](https://salesfuel.com/powerful-actions-that-will-build-credibility-in-sales/?utm_source=SFW)

### **Sell Smarter® Podcast**

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

**The Art of the Trial Close; Being an AI Sales Superhero; The Value of Direct Mail; Handling Sudden Changes Like a Pro and more**

(Note: This is a 9 minutes and 17 second podcast), February 1, 2025

<https://dcs->

[spotify.megaphone.fm/CSN2441247315.mp3?key=14001cae64ae03096e1ad145bd259cdf&request\\_event\\_id=3ba06b4a-f137-42dc-9aae-f1174fe9dd00&timetoken=1738635044\\_147B7A7D6D75779804D8FBA21EFFF983](https://dcs-spotify.megaphone.fm/CSN2441247315.mp3?key=14001cae64ae03096e1ad145bd259cdf&request_event_id=3ba06b4a-f137-42dc-9aae-f1174fe9dd00&timetoken=1738635044_147B7A7D6D75779804D8FBA21EFFF983)

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

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

### **Nielsen: 18% Of Adult Listening Time Went To Podcasts During Fourth Quarter.**

Inside Audio Marketing, February 5, 2025

<https://www.insideaudiomarketing.com/post/nielsen-18-of-adult-listening-time-went-to-podcasts-during-fourth-quarter>

### **\*Nielsen: Radio Leads in Ad-Supported Audio Time.**

Inside Radio, February 4, 2025

[https://www.insideradio.com/free/nielsen-radio-leads-in-ad-supported-audio-time/article\\_cc80ebc6-e344-11ef-93ee-9f1a989501bf.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20466](https://www.insideradio.com/free/nielsen-radio-leads-in-ad-supported-audio-time/article_cc80ebc6-e344-11ef-93ee-9f1a989501bf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20466)

### **\*Why You Should Be Laser-Focused on Radio's Strength**

RAB Radio Matters Blog (Tammy Greenberg, SVP/Business Development, RAB and Annette Malave, SVP/Insights, RAB), February 4, 2024

[https://www.radiomatters.org/index.php/2025/02/04/why-you-should-be-laser-focused-on-radios-strength/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=d9fa680631-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-d9fa680631-582899012](https://www.radiomatters.org/index.php/2025/02/04/why-you-should-be-laser-focused-on-radios-strength/?utm_source=Radio%20Matters%20Blog&utm_campaign=d9fa680631-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-d9fa680631-582899012)

### **\*Radio Revenues 2025: Opportunity Knocks In Restaurants, Grocery.**

Inside Audio Marketing, February 4, 2025

<https://www.insideaudiomarketing.com/post/radio-revenues-2025-opportunity-knocks-in-restaurants-grocery>

### **Media Monitors List: Progressive Remains No. 1.**

Inside Audio Marketing (Media Monitors), February 4, 2025

<https://www.insideaudiomarketing.com/post/media-monitors-list-progressive-remains-no-1>

### **YouTube Ads Shifting from Mobile Phones to TV Screens**

Marketing Charts, February 4, 2025

[https://www.marketingcharts.com/advertising-trends/spending-and-spenders-234745?mc\\_cid=343ac5a737&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/spending-and-spenders-234745?mc_cid=343ac5a737&mc_eid=c106971821)

### **\*The Biggest Mistakes in Radio Sales Hiring (And How to Fix Them)**

Radio Ink (Loyd Ford), February 3, 2025

<https://radioink.com/2025/02/03/loyd-ford-the-biggest-mistakes-in-radio-sales-hiring-and-how-to-fix-them/>

### **Which Social Media Platforms Are Americans Using to Interact with Brands?**

Marketing Charts, February 3, 2025

[https://www.marketingcharts.com/demographics-and-audiences-234695?mc\\_cid=343ac5a737&mc\\_eid=c106971821](https://www.marketingcharts.com/demographics-and-audiences-234695?mc_cid=343ac5a737&mc_eid=c106971821)

### **\*Radio Marketing Leverage**

Radio Ink (Jeffrey Hedquist), February 3, 2025

<https://radioink.com/2025/02/03/jeffrey-hedquist-radio-marketing-leverage/>

### **\*Katz: Radio Tops List of Trusted Media Among Black Adults**

Radio Ink (Cameron Coats), January 31, 2025

<https://radioink.com/2025/01/31/katz-radio-tops-list-of-trusted-media-among-black-adults/>

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

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

#### **Marketron and BIA Deliver a 2025 Radio Revenue Update**

Radio Ink (Cameron Coats), January 31, 2025

<https://radioink.com/2025/01/31/marketron-and-bia-deliver-a-2025-radio-revenue-outlook/>

#### **Where Are Brands Planning To Spend Their 2025 Media Budgets?**

Forbes Business Development Council (Brett House) January 4, 2025

[https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/02/04/where-are-brands-planning-to-spend-their-2025-media-budgets/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_466](https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/02/04/where-are-brands-planning-to-spend-their-2025-media-budgets/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_466)

**Advertiser Perceptions: National Marketers Are Bullish On The Economy; New Product Launches Are At Record Highs And Ad Spend Will Increase**

Westwood One/Cumulus Media (Pierre Bouvard), February 3, 2025

<https://www.westwoodone.com/blog/2025/02/03/advertiser-perceptions-national-marketers-are-bullish-on-the-economy-new-product-launches-are-at-record-highs-and-ad-spend-will-increase/>

**Trade Tariffs and Inflation Expected to Impact 2025 Ad Spending**

Radio Ink (Cameron Coats), February 3, 2025

[https://radioink.com/2025/02/03/trade-tariffs-and-inflation-expected-to-impact-2025-ad-spending/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_464](https://radioink.com/2025/02/03/trade-tariffs-and-inflation-expected-to-impact-2025-ad-spending/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_464)

**ATTACHMENT:** [PQ Media Global Advertising Marketing Forecast 2025-2029 Executive Summary](#)

**RAB Unites Radio Industry Execs For 'One Voice' Initiative Debut**

Radio Ink (Cameron Coats), January 30, 2025

<https://radioink.com/2025/01/30/rab-unites-radio-industry-execs-for-one-voice-initiative-debut/>

***Curated Articles/Resources for Reference, Background and Tracking***

(Reminder that \* denotes a highly recommended article)

**\*Madison and Wall: Why Radio Must Adapt to AI-Driven Advertising**

Radio Ink (Cameron Coats), February 5, 2025

<https://radioink.com/2025/02/05/madison-and-wall-why-radio-must-adapt-to-ai-driven-advertising/>

**AM Radio for Every Vehicle Act' Heads To Full Senate Floor**

Radio+Television Business Report (Adam Jacobson), February 5, 2025

[https://rbr.com/am-radio-for-every-vehicle-act-heads-to-full-senate-floor/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_466](https://rbr.com/am-radio-for-every-vehicle-act-heads-to-full-senate-floor/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_466)

**FCC Revises Gender Data Policy, Fifth Circuit to Weigh In.**

Inside Radio, February 5, 2025

[https://www.insideradio.com/free/fcc-revises-gender-data-policy-fifth-circuit-to-weigh-in/article\\_34e1feb2-e395-11ef-b3f1-4788d08c09a8.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_466](https://www.insideradio.com/free/fcc-revises-gender-data-policy-fifth-circuit-to-weigh-in/article_34e1feb2-e395-11ef-b3f1-4788d08c09a8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_466)

**\*It's Back! American Music Fairness Act Proposing New Music Royalties for Over-the-Air Broadcasting Introduced in the New Congress**

Broadcast Law Blog (David Oxenford), February 4, 2025

[https://www.broadcastlawblog.com/2025/02/articles/its-back-american-music-fairness-act-proposing-new-music-royalties-for-over-the-air-broadcasting-introduced-in-the-new-congress/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_466](https://www.broadcastlawblog.com/2025/02/articles/its-back-american-music-fairness-act-proposing-new-music-royalties-for-over-the-air-broadcasting-introduced-in-the-new-congress/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_466)

**\*Blackburn Pushes FCC to Ban Free Artist Performances for Radio**

Radio Ink (Cameron Coats), February 3, 2025

<https://radioink.com/2025/02/03/us-senator-wants-fcc-to-ban-charity-concerts-for-radio/>

**\*NAB: New Royalty Proposal Is A 'Misguided' Repeat Of Early Efforts.**

Inside Radio, February 3, 2025

[https://www.insideradio.com/free/nab-new-royalty-proposal-is-a-misguided-repeat-of-early-efforts/article\\_4ca64a3e-e206-11ef-86c7-cf4e670a3e95.html](https://www.insideradio.com/free/nab-new-royalty-proposal-is-a-misguided-repeat-of-early-efforts/article_4ca64a3e-e206-11ef-86c7-cf4e670a3e95.html)

**What's Your Radio Station's "TUDUM?"**

Jacobs Media (Fred Jacobs), February 3, 2025

<https://jacobsmedia.com/whats-your-radio-stations-tudum/>

**\*Buyers Are Glad Nielsen Is Moving Away From Panel-Only Ratings**

AdExchanger (Alyssa Boyle), February 3rd, 2025

[https://www.adexchanger.com/tv/buyers-are-glad-nielsen-is-moving-away-from-panel-only-ratings/?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=adxdaily+eletter&oly\\_enc\\_id=0651H4943323A6U](https://www.adexchanger.com/tv/buyers-are-glad-nielsen-is-moving-away-from-panel-only-ratings/?utm_source=omeda&utm_medium=email&utm_campaign=adxdaily+eletter&oly_enc_id=0651H4943323A6U)

**Markey, Cruz Take Another Stab At AM Radio Act**

Radio+Television Business Report (Adam Jacobson), January 29, 2025

[https://rbr.com/markey-cruz-take-another-stab-at-am-radio-act/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_462](https://rbr.com/markey-cruz-take-another-stab-at-am-radio-act/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_462)

**More Media Measurement Mayhem**

TVREV (Tim Hanlon), January 30, 2025

[https://www.tvrev.com/news/more-media-measurement-mayhem?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_462](https://www.tvrev.com/news/more-media-measurement-mayhem?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_462)

**NAB Defends AM Radio's Public Safety Role Against CTA Criticism**

Radio Ink (Cameron Coats), January 30, 2025

<https://radioink.com/2025/01/30/nab-defends-am-radios-public-safety-role-against-cta-criticism/>

**\*More than \$10 billion in incremental ad spending will flow into US retail media in 2025**

eMarketer (Max Willens), January 31, 2025

[https://www.emarketer.com/content/10-billion-incremental-ad-spending-will-flow-us-retail-media-2025?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=retail+media+2.3.2025&utm\\_id=retail+media+2.3.2025&utm\\_content=retail+media+2.3.2025&jid=169214&sid=35804818](https://www.emarketer.com/content/10-billion-incremental-ad-spending-will-flow-us-retail-media-2025?utm_source=Newsletter&utm_medium=Email&utm_campaign=retail+media+2.3.2025&utm_id=retail+media+2.3.2025&utm_content=retail+media+2.3.2025&jid=169214&sid=35804818)

**\*5 tips to keep your cool and lead through uncertainty**

SmartBrief ( Dana Caspersen), January 31, 2025

[https://www.smartbrief.com/original/5-tips-to-keep-your-cool-and-lead-through-uncertainty?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm\\_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm\\_content=2A02E0F7-7C8A-47B8-99B1-0CC3DE48B8E8&utm\\_source=brief](https://www.smartbrief.com/original/5-tips-to-keep-your-cool-and-lead-through-uncertainty?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=77F8DA5B-9982-431B-9E20-444163A3CF79&utm_content=2A02E0F7-7C8A-47B8-99B1-0CC3DE48B8E8&utm_source=brief)

**\*Ad Market Remains Volatile, Decelerates Due To Political Uncertainty**

MediaPost (Joe Mandese), January 31, 2025

[https://www.mediapost.com/publications/article/403033/ad-market-remains-volatile-decelerates-due-to-pol.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=137295&has\\_hid=GWJ6GPi1TLWXEk8Yy-UdXA](https://www.mediapost.com/publications/article/403033/ad-market-remains-volatile-decelerates-due-to-pol.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137295&has_hid=GWJ6GPi1TLWXEk8Yy-UdXA)

**\*\*Digital Media Advertising Revenue to Surpass Traditional Media in 2025, BIA Advisory Services Data Shows**

Barrett Media, January 30, 2025

[https://barrettmedia.com/2025/01/30/digital-media-advertising-revenue-to-surpass-traditional-media-in-2025-bia-advisory-services-data-shows/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20464](https://barrettmedia.com/2025/01/30/digital-media-advertising-revenue-to-surpass-traditional-media-in-2025-bia-advisory-services-data-shows/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20464)

**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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Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031