

February 12, 2025

Hi All,

All the essential news/intell, research reports and sales training resources are curated for you every Wednesday so that you can keep pace with the rapid rate of change...

“In an era of rapid change, standing still is the most dangerous course of action.”

— Brian Tracy

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How to Create Leads for Your Sellers Without Leaving Your Desk

Radio Ink (Loyd Ford), February 10, 2025

<https://radioink.com/2025/02/10/loyd-ford-how-to-create-leads-for-your-sellers-without-leaving-your-desk/>

5 Professional Ways to Build A Winning Long-Term Sales Strategy

SalesFuel (Jessica Helinski), February 8, 2025

https://salesfuel.com/5-professional-ways-to-build-a-winning-long-term-sales-strategy/?utm_source=SFW

How to Apologize, Assume Responsibility and Save the Account

SalesFuel (Tim Londergan), February 8, 2025

https://salesfuel.com/how-to-apologize-assume-responsibility-and-save-the-account/?utm_source=SFW

Leverage the Best B2B Prospecting Tools for Sales Success

SalesFuel (Jessica Helinski), February 8, 2025

https://salesfuel.com/leverage-the-best-b2b-prospecting-tools-for-sales-success/?utm_source=SFW

Sell Smarter® Podcast

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

Sharpening Your Memory; Boost Credibility to Win Clients; 2025 Media Investments; Ageism in the Workplace and more

(Note: This is about a 9-minute podcast)

SalesFuel, February 8, 2025

<https://dcs->

[spotify.megaphone.fm/CSN5566692498.mp3?key=49b45c07ca9ed35e103e88c57b6540f2&request_event_id=26027eed-ff61-468d-93ec-57840d45c908&timetoken=1739229704_669C7E7E67C017907D49543EA50DBD34](https://dcs-spotify.megaphone.fm/CSN5566692498.mp3?key=49b45c07ca9ed35e103e88c57b6540f2&request_event_id=26027eed-ff61-468d-93ec-57840d45c908&timetoken=1739229704_669C7E7E67C017907D49543EA50DBD34)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

More Than Ever, Ad Buyers Are Putting Podcast Ads To Work Alongside Other Media.

Inside Audio Marketing, February 12, 2025

<https://www.insideaudiomarketing.com/post/more-than-ever-ad-buyers-are-putting-podcast-ads-to-work-alongside-other-media>

***Ad Results Media: Radio Rolls With The Changes By Complementing Digital.**

Inside Audio Marketing, February 11, 2025

<https://www.insideaudiomarketing.com/post/ad-results-media-radio-rolls-with-the-changes-by-complementing-digital>

***Humans Matter**

RAB Radio Matters Blog (Tammy Greenberg, SVP Business Development), February 11, 2025

https://www.radiomatters.org/index.php/2025/02/11/humans-matter/?utm_source=Radio%20Matters%20Blog&utm_campaign=ffed784d94-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-ffed784d94-582899012

***Ask the Expert: How Can You Convince Advertisers to Run a Multi-Tactic Digital Campaign?**

Aspire by Marketron, February 11, 2025

<https://aspire.marketron.com/ask-the-expert-how-can-you-convince-advertisers-to-run-a-multi-tactic-digital-campaign/>

***Advertiser Renewals: How to Address Campaigns That Didn't Meet Goals**

Aspire by Marketron, February 11, 2025

<https://aspire.marketron.com/advertiser-renewals-how-to-address-campaigns-that-didnt-meet-goals/>

***2025 Local Social Media Advertising Trends**

Aspire by Marketron, February 11, 2025

<https://aspire.marketron.com/2025-local-social-media-advertising-trends/>

NRF: Retail sales fall in January, but show strong year-over-year gains

Chain Store Age (Marianne Wilson), February 10, 2025

<https://chainstoreage.com/nrf-retail-sales-fall-january-show-strong-year-over-year-gains>

Spirited SMBs: Small Businesses Are Upbeat On The Economy

MediaPost (Ray Schultz), February 10, 2025

https://www.mediapost.com/publications/article/403282/spirited-smbs-small-businesses-are-upbeat-on-the.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137383&has_hid=Oo_vrjRtQN66NUEi-d4V6g

Tax Season Drives TurboTax to #1 on National Radio

Radio Ink, February 10, 2025

<https://radioink.com/2025/02/10/tax-season-drives-turbotax-to-1-on-national-radio/>

***Super Bowl Ads Are Shifting – And Radio Can Take Advantage**

Radio Ink (Cameron Coats), February 10, 2025

https://radioink.com/2025/02/10/super-bowl-ads-are-shifting-and-radio-can-take-advantage/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_469

NCAA March Madness On AM/FM Radio: Why Sports Play-By-Play Listeners Are More Engaged Than The TV Audience And More Likely To Make Major Purchases

Westwood One/Cumulus Media (Pierre Bouvard), February 10, 2025

<https://www.westwoodone.com/blog/2025/02/10/ncaa-march-madness-on-am-fm-radio-why-sports-play-by-play-listeners-are-more-engaged-than-the-tv-audience-and-more-likely-to-make-major-purchases-3/>

L.A. Radio Listeners Counted On Local Radio During Fires.

Inside Radio, February 7, 2025

https://www.insideradio.com/free/l-a-radio-listeners-counted-on-local-radio-during-fires/article_15456e8e-e527-11ef-b982-7f1b32d80fde.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_468

Local Clients Rate Radio Ad Execs ‘Exceptionally’ Savvy.

Inside Radio, February 7, 2025

https://www.insideradio.com/free/local-clients-rate-radio-ad-execs-exceptionally-savvy/article_46b68628-e59b-11ef-a350-9f3d88ec4efb.html

***Make Big Moments Bigger: Turn Up the Audio in Your Media Mix**

Audacy Insights Team, February 4, 2025

<https://audacyinc.com/insights/make-big-moments-bigger-turn-up-the-audio-in-your-media-mix/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

What Americans Can Learn From Canadians

Coleman Insights (Warren Kurtzman), February 11, 2025

<https://colemaninsights.com/coleman-insights-blog/what-americans-can-learn-from-canadians>

Radio's Digital Revenue Crossed the \$2B Threshold In 2024

Radio Ink (Cameron Coats), February 10, 2025

<https://radioink.com/2025/02/10/radios-digital-revenue-crossed-the-2b-threshold-in-2024/>

Economic Impact of the Los Angeles Wildfires

UCLA Anderson Forecast (Zhiyun Li & William Yu) UCLA Anderson Forecast

<https://www.anderson.ucla.edu/about/centers/ucla-anderson-forecast/economic-impact-los-angeles-wildfires>

Average Digital Income For A Radio Station More Than \$480k, Report Says.

Inside Radio (Borrell Associates), February 12, 2025

https://www.insideradio.com/free/average-digital-income-for-a-radio-station-more-than-480k-report-says/article_5eb82d1c-e910-11ef-831f-2b31ccc9edca.html

FCC Issues 'Payola' Warning After Senator Slams Radio's Free Artist Shows

Radio+Television Business Report (Adam Jacobson), February 6, 2025

https://rbr.com/fcc-issues-payola-warning-after-senator-slams-radios-free-artist-shows/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_468

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*RAB CEO Mike Hulvey: We're Here For 'Radio In All Its Forms'

Radio Ink (Cameron Coats), February 12, 2025

https://radioink.com/2025/02/12/rab-ceo-mike-hulvey-were-here-for-radio-in-all-its-forms/?vgo_ee=w9flz4Xl04F4COxYRQ5O3U6UlkOGCDpgpQj7JR%2FIdi59yHWFdSk4%3AGu3jw7Okt42NNFfRHeI4pqq6aDm2uNXH

***US Offline Media Spend in 2024 and the Outlook for 2025**

Marketing Charts, February 12, 2025

https://www.marketingcharts.com/television-234866?mc_cid=3939eac829&mc_eid=c106971821

***Oldies Set For June Return To Los Angeles FM Dial.**

Inside Radio, February 12, 2025

https://www.insideradio.com/free/oldies-set-for-june-return-to-los-angeles-fm-dial/article_208a93c2-e910-11ef-8f75-1f3a80d44e5d.html

***FCC Enforcement Advisory Warns of Payola Concerns in Coercing Bands to Play at Broadcast Station Events with Threats of Decreased Airplay – and Reminds All Broadcasters, Radio and TV, of Sponsorship Identification Requirements**

Broadcast Law Blog (David Oxenford), February 11, 2025

https://www.broadcastlawblog.com/2025/02/articles/fcc-enforcement-advisory-warns-of-payola-concerns-in-coercing-bands-to-play-at-broadcast-station-events-with-threats-of-decreased-airplay-and-reminds-all-broadcasters-radio-and-tv-of-spons/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_471

***The Car Has Changed; Radio Must Keep Up**

RadiInsight (Sean Ross), February 11, 2025

https://radioinsight.com/blogs/294637/the-car-has-changed-radio-must-keep-up/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_471

***Radio's Missing Link(edIn)?**

Jacobs Media (Fred Jacobs), February 11, 2025

<https://jacobsmedia.com/radios-missing-linkedin/>

***Copyright Office To Examine The Music Marketplace.**

Inside Radio, February 11, 2025

https://www.insideradio.com/free/copyright-office-to-examine-the-music-marketplace/article_2a4e0aca-e847-11ef-9cff-4301b7fef825.html

FCC: Chinese And Russian Radio Programming Justifies New Disclosure Rules.

Inside Radio, February 10, 2025

https://www.insideradio.com/free/fcc-chinese-and-russian-radio-programming-justifies-new-disclosure-rules/article_121c7618-e77e-11ef-ad7c-a7ed598a28bf.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_469

AARP: AM Radio Crucial for America's Seniors, Rural Communities

Radio Ink (Cameron Coats), February 10, 2025

https://radioink.com/2025/02/10/aarp-am-radio-crucial-for-americas-seniors-rural-communities/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_469

This Week in Regulation for Broadcasters: February 3, 2025 to February 7, 2025

Broadcast Law Blog (David Oxenford & Keenan Adamchak), February 9, 2025

https://www.broadcastlawblog.com/2025/02/articles/this-week-in-regulation-for-broadcasters-february-3-2025-to-february-7-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

[469](https://www.broadcastlawblog.com/2025/02/articles/this-week-in-regulation-for-broadcasters-february-3-2025-to-february-7-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

Automakers Spent \$26.73M Lobbying Against AM Radio in 2024

Radio Ink (Cameron Coats), February 7, 2025

https://radioink.com/2025/02/07/automakers-spent-26-73m-lobbying-against-am-radio-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily

[468](https://radioink.com/2025/02/07/automakers-spent-26-73m-lobbying-against-am-radio-in-2024/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

Nielsen PPM Audience Monthly Trends

The January Full Month PPM trend for Los Angeles will be released on February 24, San Diego on February 25 and Riverside/San Bernardino on February 26. We should be able to post them here on Wednesday, February 26.

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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