

February 19, 2025

Hi All,

Believe it or not we are at the halfway point of Q1, 2025! Next week we will see the first results of Nielsen's new 3-minute listening metric for radio measurement. And as is clear after just a month of a new presidential administration, things are changing faster than ever. All this underscores our need for constant learning, innovating and adapting to these changes.

One of the accelerating trends we have seen in the Radio revenue mix in the past year has been the rapid growth of Digital revenue. That creates a great opportunity for us to combine the benefits of Radio with Digital to create great synergy for our clients. Last year the SCBA executive board agreed to allow Kenneth Steele, who is working on his PHD in education, to produce a white paper on this subject with the dual purpose of educating Radio sellers as well as advertisers.

Ken has extensive Radio sales experience here in Southern California having worked at several LA radio companies. With this background and his academic work he has completed this whitepaper and a companion PowerPoint presentation. I have attached them below for your review and use for both training and sales at your discretion. I also call your attention to the article in the Sales and Advertisers section below entitled **Digital Advertisers Are Finding Success in Radio** by Audacy Insights that reinforces Ken's work:

ATTACHMENT: [White Paper Research Study | Exploring Synergy: The Modern Sales Solution Radio-Digital](#)

ATTACHMENT: [Modern Advertising Solution: Exploring Radio and Digital Advertising Synergy](#)

Now let's move on to our curated resources and we continue our constant learning to be able to successfully lead our teams...

**"A learning leader is the bravest type of leader."
— Walt Rakowich**

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Repetition Rule

Radio Ink (Loyd Ford), February 17, 2025

<https://radioink.com/2025/02/17/loyd-ford-the-repetition-rule/>

Digital Advertisers Are Finding Success in Radio

Audacy Insights Team, February 11, 2025

<https://audacyinc.com/insights/digital-advertises-are-finding-success-in-radio/>

How Does A Simple Checklist Boost Your Sales Outreach?

SalesFuel (Jessica Helinski), February 15, 2025

https://salesfuel.com/how-does-a-simple-checklist-boost-your-sales-outreach/?utm_source=SFW

How Can Sellers Craft a Powerful Vendor Pitch?

SalesFuel (Tim Londergan), February 15, 2025

https://salesfuel.com/how-can-sellers-craft-a-powerful-vendor-pitch/?utm_source=SFW

How Can Sellers Build Strong Customer Relationships in Sales?

SalesFuel (Jessica Helinski), February 15, 2025

https://salesfuel.com/how-can-sellers-build-strong-customer-relationships-in-sales/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Stop Settling For Lazy Positioning: It's Hurting Your Business**

MediaPost (Michael Baer), February 19, 2025

https://www.mediapost.com/publications/article/403538/stop-settling-for-lazy-positioning-its-hurting-y.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137488&hashid=nPO6kNh8ToCb2_NBH4Mycg

DHS Ad Campaign Issues Warning To Undocumented Immigrants.

Inside Audio Marketing, February 19, 2025

<https://www.insideaudiomarketing.com/post/dhs-ad-campaign-issues-warning-to-undocumented-immigrants>

Progressive Back On Top On Weekly Spot Count List.

Inside Audio Marketing (Media Monitors), February 19, 2025

<https://www.insideaudiomarketing.com/post/progressive-back-on-top-on-weekly-spot-count-list>

***The Appeal of Educational Brand Messaging Rises Among Consumers**

Marketing Charts, February 14, 2025

https://www.marketingcharts.com/advertising-trends/creative-and-formats-234776?mc_cid=7608c31f78&mc_eid=c106971821

***Financial Services: Seven Case Studies Reveal Audio Is A Powerful Brand Builder And Sales Driver**

Westwood One/Cumulus Midea (Pierre Bouvard), February 18, 2025

<https://www.westwoodone.com/blog/2025/02/18/financial-services-seven-case-studies-reveal-audio-is-a-powerful-brand-builder-and-sales-driver/>

Who Are The Voices You Trust?

Radio Ink (Jeffrey Hedquist), February 17, 2025

<https://radioink.com/2025/02/17/jeffrey-hedquist-who-are-the-voices-you-trust/>

COVID Fueled Mistrust in News Media, But Radio Still Fares Well

Radio Ink (Cameron Coats), February 17, 2025

https://radioink.com/2025/02/17/covid-fueled-mistrust-in-news-media-but-radio-still-fares-well/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_474

***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

SalesFuel, February 15, 2025

(Note: This is about a 9 minute podcast)

https://dcs-spotify.megaphone.fm/CSN5566692498.mp3?key=49b45c07ca9ed35e103e88c57b6540f2&request_event_id=e2b506f-c1a5-43de-8ce9-38f3cce647e4&timetoken=1739917740_325A994D362E8527181629DA5E25C32F

Study: For Radio Marketers, Black Adult Listeners Not To Be Ignored.

Inside Radio, February 14, 2025

https://www.insideradio.com/free/study-for-radio-marketers-black-adult-listeners-not-to-be-ignored/article_d1df711e-eaa1-11ef-aa72-fb3044b7c971.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_473

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

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

Marketing Charts, February 19, 2025

https://www.marketingcharts.com/television-234904?mc_cid=7608c31f78&mc_eid=c106971821

Legislators Speak Up: AM Radio Must Stay in American Vehicles

Radio Ink (Cameron Coats), February 18, 2025

https://radioink.com/2025/02/18/legislators-speak-up-am-radio-must-stay-in-american-vehicles/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20474

Will Consumers Ever Embrace AI?

Jacobs Media (Fred Jacobs), February 19, 2025

<https://jacobsmedia.com/will-consumers-ever-embrace-ai/>

***Seven Radio Groups Face SoundExchange Streaming Audits.**

Inside Radio, February 19, 2025

https://www.insideradio.com/free/seven-radio-groups-face-soundexchange-streaming-audits/article_83397c1c-ee8e-11ef-9e6b-ef660e6d0af7.html

House Republicans Relaunch Data Privacy Initiative.

Inside Radio, February 18, 2025

https://www.insideradio.com/free/house-republicans-relaunch-data-privacy-initiative/article_acb42ee4-edca-11ef-ad91-83484b92bffb.html

Senators Say FCC Is Being Politically ‘Weaponized’ To Go After Broadcasters.

Inside Radio, February 18, 2025

https://www.insideradio.com/free/senators-say-fcc-is-being-politically-weaponized-to-go-after-broadcasters/article_d0ddeb34-edca-11ef-8537-ab1e4b767c59.html

***2025 By The Numbers (So Far)**

Jacobs Media (Fred Jacobs), February 18, 2025

<https://jacobsmedia.com/2025-by-the-numbers-so-far/>

***Automakers Spend Big On Sports In January**

Media Post(Tanya Gazdik), February 18, 2025

https://www.mediapost.com/publications/article/403525/automakers-spend-big-on-sports-in-january.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137484&hashid=akE-7z-LS1W9CYmV5M9xXA

***The Currency Race Is Just Starting, Says Comscore's Frank Friedman**

TVREV (Jon Lafayette), February 18, 2025

https://www.tvrev.com/news/the-currency-race-is-just-starting-says-comscores-frank-friedman?ss_source=sscampaigns&ss_campaign_id=67b4e4cbc1c213362ac8b7ec&ss_email_id=67b4e8242dc24325bd34a650&ss_campaign_name=The+Currency+Race+Is+Just+Starting&ss_campaign_sent_date=2025-02-18T20%3A06%3A10Z

***Why Employees Need Autonomy**

Knowledge By Wharton (Paula Davis), February 17, 2025

https://knowledge.wharton.upenn.edu/article/why-employees-need-autonomy/?utm_campaign=KatW_Weekly2025&utm_medium=email&utm_source=kw_pardot&utm_term=2-19-2025&utm_content=Why_Employees_Need_Autonomy

AM Radio Mandate Costs: Still Minimal For Automakers

Radio+Television Business Report (Cameron Coats),February 14, 2025

https://rbr.com/am-radio-mandate-costs-still-minimal-for-automakers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_474

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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