

February 26, 2025

Hi All,

Time again to continue our ongoing quest for knowledge and learning. There is also good news for our PPM markets with the January Full Month trends all being up in both AQH and Cume. AQH IPUMM) fared especially well with the new 3-minute listening metric. Check 'em out.

The quote below is from the second article in the Management Top 5 section below regarding how sales managers in television are preparing for the next upfront season which many believe will be transformative. I have long believed that the television upfront season is a strong indicator of what the forward looking advertising environment will be like for Radio. A good or bad television upfront is a good harbinger of how Radio will fare. The article is well worth your time to read...

“The ability to adapt and evolve at pace to meet the needs of an ever-changing marketplace is key to being a successful leader in our industry. Companies and leadership alike must rethink legacy trends and step up to meet clients where they are today.”

--Ryan Gould, co-president of U.S. ad sales, Warner Bros. Discovery

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

The Price Isn't the Problem

Radio Ink (Loyd Ford), February 24, 2025

<https://radioink.com/2025/02/24/loyd-ford-the-price-isnt-the-problem/>

Which Expert Pricing Negotiation Strategy Is Best?

SalesFuel (Tim Londergan), February 22, 2025

https://salesfuel.com/which-expert-pricing-negotiation-strategy-is-best/?utm_source=SFW

How Can Sellers Leverage Probing Questions for Valuable Insights?

SalesFuel (Jessica Helinski), February 22, 2025

https://salesfuel.com/how-can-sellers-leverage-probing-questions-for-valuable-insights/?utm_source=SFW

Afraid of Public Speaking? Here's How to Love It

SalesFuel (Jessica Helinski), February 22, 2025

https://salesfuel.com/afraid-of-public-speaking-heres-how-to-love-it/?utm_source=SFW

Sell Smarter® Podcast

Building Solid Customer Relationships; Supercharge Your Outreach; High Growth Content Marketing; New Hire Communication Tips and more

SalesFuel, February 22, 2025

(Note: This is about a 9 minute podcast)

<https://dcs->

[spotify.megaphone.fm/CSN4736933925.mp3?key=0b24a692055c626c10f974d351419b2f&request_event_id=f7a4060c-0259-4282-a6b9-255fa713c867&timetoken=1740441806_1D0C8303AA29EFE760D9AA782277A9F2](https://dcs-spotify.megaphone.fm/CSN4736933925.mp3?key=0b24a692055c626c10f974d351419b2f&request_event_id=f7a4060c-0259-4282-a6b9-255fa713c867&timetoken=1740441806_1D0C8303AA29EFE760D9AA782277A9F2)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Survey: Ads, irrelevant offers driving online shoppers away

Chain Store Age (Zachary Russell), February 26, 2025

<https://chainstoreage.com/survey-ads-irrelevant-offers-driving-online-shoppers-away>

Living Next To A Gold Mine

Radio Ink (Chris Stonick), February 26, 2024

https://radioink.com/2024/02/29/chris-stonick-living-next-to-a-gold-mine/?vgo_ee=kcLo2yLdT7dXtVj%2BNruNGRhhR6U%2FE91OlasItiqF3ISIrM8RTEQ%3D%3A%2FuKJ1lhvncCaAbn02b%2F4IOEMkbMt9iTx

Consumer confidence down sharply in February

Chain Store Age (Marianne Wilson), February 25, 2025

<https://chainstoreage.com/consumer-confidence-down-sharply-february>

***Insights into Action: 5 Next Steps for Radio from the Borrell-RAB Digital Radio Sales Report**

RAB Radio Matters Blog (Beth Osborne, director, marketing and content, Marketron), February 25, 2025

https://www.radiomatters.org/index.php/2025/02/25/insights-into-action-5-next-steps-for-radio-from-the-borrell-rab-digital-radio-sales-report/?utm_source=Radio%20Matters%20Blog&utm_campaign=06f653c0bf-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-06f653c0bf-582899012

***Secure Your Spot: How Nielsen's 3-Minute Rule Impacts Radio**

Radio Ink (Cameron Coats), February 25, 2025

https://radioink.com/2025/02/25/secure-your-spot-how-nielsens-3-minute-rule-impacts-radio/?vgo_ee=am%2FNacCyzXQwxQ12ufOglwa1SvEKjWXuCKX4YB0rdUI%2FtJ1imarM%3ATNIZ3Xhs6dLCxpoQK0I%2F36Gcl2Nnuslh

Spot Ten Rankings: Wendy's Climbs, Babel Breaks Into the Top 5

Radio Ink (Media Monitors), Cameron Coats), February 24, 2025

<https://radioink.com/2025/02/24/spot-ten-rankings-wendys-climbs-babel-breaks-into-the-top-5/>

Radio Delivers Affluent Consumers

Katz Radio Group, February 21, 2025

<https://insights.katzradiogroup.com/sound-answers-108-radio-delivers-affluent-consumers?>

Prospecting: This Week's Big Shifts in the Auto Industry.

Inside Radio, February 20, 2025

https://www.insideradio.com/free/prospecting-this-week-s-big-shifts-in-the-auto-industry/article_6ed8af2a-ef58-11ef-a7d4-9ffc13ea9f29.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_476

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

TOP FIVE SELECTED ARTICLES/RESOURCES

2025'S \$171B LOCAL ADVERTISING HAUL**Ten Emerging Trends That Spark Opportunity**

BIA Advisory Services, February 26, 2025

ATTACHMENT: [BIA 2025 Trends and Opportunities Report](#)

How TV's new ad leaders are strategizing for an upfront season that will define the industry**Leading execs have ascended at a time when their businesses are significantly shifting**

Ad Age (Parker Herren), February 24, 2025.

<https://adage.com/article/special-report-tv-upfront/amazon-fox-roku-ad-leaders-reveal-upfront-strategies-market-trends/2602846>

Digital Audio Advertising Brings More Engagement.

Inside Radio, February 24, 2025

https://www.insideradio.com/free/digital-audio-advertising-brings-more-engagement/article_34d72144-f27d-11ef-aaf3-cf7ecc5a84a2.html

Perspective: Nothing Sells Itself: How Data-Driven Insights Are Redefining Media Sales in 2025.

Inside Radio (Daniel Anstandig), February 24, 2025

https://www.insideradio.com/free/perspective-nothing-sells-itself-how-data-driven-insights-are-redefining-media-sales-in-2025/article_98306a3a-f27c-11ef-a1cf-5772886357c1.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_478

NAB's Curtis LeGeyt Calls for Modernization of Broadcast Ownership Rules

TVTech (George Winslow), February 19, 2025

https://www.tvtechnology.com/news/nabs-curtis-legeyt-calls-for-modernization-of-broadcast-ownership-rules?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_476

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

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Clutter Is People's Impression Of Marketing

MediaPost (J. Walker Smith, Op-Ed Contributor), February 26, 2025

https://www.mediapost.com/publications/article/403683/clutter-is-peoples-impression-of-marketing.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137559&hashid=GWJ6GPi1TLWXEk8Yy-UdXA

***LeGeyt: Broadcasters Have “a New Opportunity to Tell Our Stories”**

Regulatory modernization and the AM bill are among LeGeyt’s priorities

RadioWorld (Randy J. Stine), February 25, 2025

https://www.radioworld.com/news-and-business/news-makers/legeyt-broadcasters-have-a-new-opportunity-to-tell-our-stories?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_480

SoundExchange Payouts Grew 5% In 2024 To Top \$1 Billion.

Inside Radio, February 25, 2024

https://www.insideradio.com/free/soundexchange-payouts-grew-5-in-2024-to-top-1-billion/article_713571b0-f343-11ef-97c5-1fc8b298070c.html

Carr Says He's Hunting For Efficiencies At The FCC.

Inside Radio, February 25, 2025

[https://www.insideradio.com/free/carr-says-he-s-hunting-for-efficiencies-at-the-fcc/article_541bdd12-f343-11ef-8ae8-af9a31dcf943.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 479](https://www.insideradio.com/free/carr-says-he-s-hunting-for-efficiencies-at-the-fcc/article_541bdd12-f343-11ef-8ae8-af9a31dcf943.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20479)

***GroundTruth Turns Its Foot Traffic Attribution Tools Onto Audio Ads.**

Inside Radio, February 25, 2025

[https://www.insideradio.com/free/groundtruth-turns-its-foot-traffic-attribution-tools-onto-audio-ads/article_1797f65a-f343-11ef-ba76-63ed9dcb27c0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 479](https://www.insideradio.com/free/groundtruth-turns-its-foot-traffic-attribution-tools-onto-audio-ads/article_1797f65a-f343-11ef-ba76-63ed9dcb27c0.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20479)

***How Podcasting Reaches \$5 Billion**

Westwood One/Cumulus Media (Steve Goldstein), February 24, 2025

<https://www.westwoodone.com/blog/2025/02/24/how-podcasting-reaches-5-billion/>

***Podcast Ads See Longer Breaks, Bigger Brands, More Spending**

Radio Ink (Cameron Coats), February 24, 2025

<https://radioink.com/2025/02/24/podcast-ads-see-longer-breaks-bigger-brands-more-spending/>

***Has Radio Stopped Inviting Listeners In?**

Radio Ink (Cameron Coats), February 24, 2025

<https://radioink.com/2025/02/24/has-radio-stopped-inviting-listeners-in/>

Request For Expanded Reporting On HD Radio Signals Faces More Opposition.

Inside Radio, February 24, 2025

[https://www.insideradio.com/free/request-for-expanded-reporting-on-hd-radio-signals-faces-more-opposition/article_c2cf5134-f27c-11ef-94ab-1fced06117c7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 478](https://www.insideradio.com/free/request-for-expanded-reporting-on-hd-radio-signals-faces-more-opposition/article_c2cf5134-f27c-11ef-94ab-1fced06117c7.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20478)

Hey Radio: Go BIG Or Go Home!

Jacobs Media (Fred Jacobs), February 21, 2025

[https://jacobsmedia.com/hey-radio-go-big-or-go-home/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 477](https://jacobsmedia.com/hey-radio-go-big-or-go-home/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20477)

FCC's Anna Gomez Hits The Road In Show Of Support For Broadcasters.

Inside Radio, February 21, 2025

https://www.insideradio.com/free/fcc-s-anna-gomez-hits-the-road-in-show-of-support-for-broadcasters/article_deadaac4-f022-11ef-a8c6-377fe7cb152a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_477

Trump Takes A Say In FCC Operations With New Executive Order

Radio Ink (Cameron Coats), February 20, 2025

https://radioink.com/2025/02/20/trump-takes-a-say-in-fcc-operations-with-new-executive-order/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_477

FTC Click-To-Cancel Regs Too Broad: IAB, Others Tell Court

MediaPost (Wendy Davis), February 20, 2025

<https://www.mediapost.com/publications/article/403586/ftc-click-to-cancel-regs-too-broad-iab-others-te.html>

Report: A Quarter of Broadcasters are Using AI

TVTech (Tom Butts), February 20, 2025

https://www.tvtechnology.com/news/report-a-quarter-of-broadcasters-are-using-ai?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_477

The January Full Month PPM trends for Los Angeles, San Diego and Riverside/San Bernardino are posted below. All three markets saw significant growth in AQH (PUMM) by 16%, 24% and 18% respectively. All three markets also had their best Cume numbers since Q3, 2024. The year is off to a good start.

Los Angeles (Metro 12+ Population 11,297,500)

2025

AQH: 559,100

Jan Monthly -

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

2025

Cume:

Jan Monthly - 9,496,100

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)

2025

AQH:

Jan Monthly - 106,400

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

2025

Cume:

Jan Monthly - 1,813,900

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)

2025

AQH:

Jan Monthly - 127,800

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

2025

Cume:

Jan Monthly - 2,240,500

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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