

March 12, 2025

Hi All,

Here is your weekly installment of specially curated articles, research, sales resources and training materials and business trends. We cherry pick just the most essential information to save you time and keep you in the know. And once you know it's what you do...

“Knowing is not enough; We must apply. Willing is not enough; We must do”

-- Bruce Lee

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Top Five Selected Articles/Resources

Inside “3 Minutes” – An Exclusive Interview With Nielsen’s Rich Tunkel

Jacobs Media (Fred Jacobs), March 11, 2025

https://jacobsmedia.com/inside-3-minutes-an-exclusive-interview-with-nielsens-rich-tunkel/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_488

3 Ways To Make Your Sales Paycheck Better Than Yesterday

Radio Ink (Loyd Ford), March 10, 2025

<https://radioink.com/2025/03/10/loyd-ford-3-ways-to-make-your-sales-paycheck-better-than-yesterday/>

What Should Sellers Know About Sales Urgency?

SalesFuel (Tim Londergan), March 8, 2025

https://salesfuel.com/what-should-sellers-know-about-sales-urgency/?utm_source=SFW

How Can Sellers Bounce Back Strong After Losing a Sales Client?

SalesFuel (Jessica Helinski), March 8, 2025

https://salesfuel.com/how-can-sellers-bounce-back-strong-after-losing-a-sales-client/?utm_source=SFW

How Can AI Sales Tools Supercharge B2B Sales and Give Your Team a Competitive Edge?

SalesFuel (Jessica Helinski), March 10, 2025

https://salesfuel.com/how-can-ai-sales-tools-supercharge-b2b-sales-and-give-your-team-a-competitive-edge/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

There's a new generation to know – Generation Alpha

RAB Radio Matters Blog (Victor Texcucano, Content Coordinator, RAB), March 11, 2025

https://www.radiomatters.org/index.php/2025/03/11/theres-a-new-generation-to-know-generation-alpha/?utm_source=Radio%20Matters%20Blog&utm_campaign=1d7bd6e4a3-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-1d7bd6e4a3-582899012

Struggling Product Behind The Trade Desk's Revenue Woes Angers Buyers and Publishers Experts see more than a new user interface, they see it as a new way of exerting control over ad buyers and sellers

ADWEEK (Trishla Ostwal & Paul Hiebert), March 11, 2025

https://www.adweek.com/media/the-trade-desks-angers-buyers-publishers/?utm_source=Iterable&utm_medium=email&utm_campaign=campaign_12866647_ADWEEK_Alert_250311

***Sales Leader Compass: The ROI of AI**

LinkedIn Sales Blog (Dan Daly, Senior Content Marketing Manager), March 10, 2025

<https://www.linkedin.com/business/sales/blog/sales-leader-compass/sales-leader-compass-the-roi-of-ai>

Perspective: Helping Clients Choose Between Original And Extension Creative Campaigns.

Inside Radio (Creative Resources), March 10, 2025

https://www.insideradio.com/free/perspective-helping-clients-choose-between-original-and-extension-creative-campaigns/article_74bda3f2-fd7a-11ef-abfc-0f34bad29f4d.html

***The Shifting B2B Social Media Landscape: Trends, Challenges, and Opportunities**

PR News (Jamie Kightley), March 10, 2025

<https://www.prnewsonline.com/the-shifting-b2b-social-media-landscape-trends-challenges-and-opportunities/>

***How cult brands like Crocs, Southwest see influencer marketing evolving**

Executives at SXSW described how the channel is affecting everything from campaign casting decisions to experiments with new ad formats.

MarketingDive (Peter Adams), March 10, 2025

<https://www.marketingdive.com/news/cult-brands-crocs-southwest-influencer-marketing-evolving/741979/>

***Sell Smarter® Podcast**

Overcome Public Speaking Jitters; Organic Social Media Marketing; Credibility and Personal Branding; Fixing Leadership with Better Training and more

Sales Fuel, March 8, 2025

(Note: This is about a 9 minute podcast)

<https://dcs->

[spotify.megaphone.fm/CSN6718996533.mp3?key=229ce533bd7baf7a4470e3e66faeb631&request_event_id=99096c9c-6a6c-4c2d-9f23-2529b1353839&token=1741641485_5BA003B0378B1CC7613056BAFAE4D1B8](https://dcs-spotify.megaphone.fm/CSN6718996533.mp3?key=229ce533bd7baf7a4470e3e66faeb631&request_event_id=99096c9c-6a6c-4c2d-9f23-2529b1353839&token=1741641485_5BA003B0378B1CC7613056BAFAE4D1B8)

***Watch Now: Radio Ink's First RMSS Webinar Available On-Demand**

Radio Ink (Cameron Coats), March 7, 2025

(Note: This is about a 30 minute webinar that starts 2 minutes and 40 seconds in)

<https://radioink.com/2025/03/07/watch-now-radio-inks-first-rmss-webinar-available-on-demand/>

***Industry Voices | Think Local, Sell Big: Winning Customers With Targeted Ads**

WardsAuto (Ann Pero Hailer, President, Locality), March 6, 2025

(Note: The author focuses on local TV and ignores the power of local radio to achieve these same results.)

<https://www.wardsauto.com/digital-marketing/industry-voices-think-local-sell-big-winning-customers-with-targeted->

[ads?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20488](https://www.wardsauto.com/digital-marketing/industry-voices-think-local-sell-big-winning-customers-with-targeted-ads?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20488)

***B2B Bets On Email: Most Buyers And Sellers Prefer It**

MediaPost (Ray Schultz), March 3, 2025

[https://www.mediapost.com/publications/article/403825/b2b-bets-on-email-most-buyers-and-sellers-](https://www.mediapost.com/publications/article/403825/b2b-bets-on-email-most-buyers-and-sellers-prefer.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137690&h)

[prefer.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137690&hashid=Oo_vrjRtQN66NUEi-d4V6g](https://www.mediapost.com/publications/article/403825/b2b-bets-on-email-most-buyers-and-sellers-prefer.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137690&hashid=Oo_vrjRtQN66NUEi-d4V6g)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Top Five Selected Articles/Resources

Lobbying Blitz Lifts Support For Addressing Radio's Royalty And AM Concerns.

Inside Radio, March 10, 2025

https://www.insideradio.com/free/lobbying-blitz-lifts-support-for-addressing-radio-s-royalty-and-am-concerns/article_344826c0-fd7b-11ef-8dab-

[23212cfded8e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20487](https://www.insideradio.com/free/lobbying-blitz-lifts-support-for-addressing-radio-s-royalty-and-am-concerns/article_344826c0-fd7b-11ef-8dab-23212cfded8e.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20487)

Democrats Push Back Against FCC ‘Weaponization’ with New Bill

Radio Ink (Cameron Coats), March 10, 2025

https://radioink.com/2025/03/10/democrats-push-back-against-fcc-weaponization-with-new-bill/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_487

Five Years Gone: How COVID Changed Radio

Jacobs Media (Fred Jacobs), March 7, 2025

https://jacobsmedia.com/five-years-gone-how-covid-changed-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_486

BIA Estimates Local Ad Revenue to Reach \$171B in 2025, Core Spending Up 6.1%

BIA Advisory Services, March 6, 2025

https://www.bia.com/press-releases/bia-estimates-local-ad-revenue-to-reach-171b-in-2025-core-spending-up-6-1/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_485

New Economic Uncertainty Fuels BIA Forecast Update For Radio

Radio Ink (Cameron Coats), March 6, 2025

https://radioink.com/2025/03/06/new-economic-uncertainty-fuels-bia-forecast-update-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_485

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB, RTDNA Warn FCC Review Could Have Chilling Impact On Radio.

Inside Radio. March 12, 2025

https://www.insideradio.com/free/nab-rtdna-warn-fcc-review-could-have-chilling-impact-on-radio/article_b7ee7684-ff04-11ef-a20b-ef94b946f291.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_489

**TikTok ad revenue could top \$32B — if it doesn't lose its biggest market
Meta stands to be the big winner in the event of a TikTok ban.**

MarketingDive (Sara Karlovitch), March 12, 2025

https://www.marketingdive.com/news/tiktok-ad-revenue-could-top-30-billion-ban-us/742056/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202025-03-12%20Marketing%20Dive%20Newsletter%20%5Bissue:71178%5D&utm_term=Marketing%20Dive

The Evolving Demographics of Podcast Listeners

Edison Research. March 12, 2025

https://www.edisonresearch.com/the-evolving-demographics-of-podcast-listeners/?_s=55vclyeumh48p91frd0e

Automotive TV Spending Nearly Flat In February

MediaPost (Tanya Gazdik), March 11, 2025

https://www.mediapost.com/publications/article/404084/automotive-tv-spending-nearly-flat-in-february.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137725&hashid=0GmwUb-VQzGI9svJRwTNrA

***Brendan Carr: FCC Needs To 'Move Very Quickly' To Help Local Broadcasters.**

Inside Radio, March 11, 2025

https://www.insideradio.com/free/brendan-carr-fcc-needs-to-move-very-quickly-to-help-local-broadcasters/article_0851ebfa-fe3e-11ef-b2b4-ff0e2ebbf3db.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20488

***State Broadcasters Rally on Capitol Hill to Defend Local Radio**

Radio Ink (Cameron Coats), March 11, 2025

https://radioink.com/2025/03/11/state-broadcasters-rally-on-capitol-hill-to-defend-local-radio/?vgo_ee=IBtKcNUbjxfz1OxmiQ2IKUckYBkD7kLhsfk7OT007JG5stL6CdQ%3AxSIDmhKsFNH%2Bns9il3mVecloPqKil%2BqQ

Trump DOJ Upholds Google Must Divest Chrome to Resolve Search Monopoly Case

ADWEEK (Trishla Ostwal), March 10, 2025

https://www.adweek.com/media/trump-doj-google-divest-chrome/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20487

***OOH Ad Spend Hit Record \$9.1B In 2024**

MediaPost (Steve McClellan), March 6, 2025

https://www.mediapost.com/publications/article/403939/ooh-ad-spend-hit-record-91b-in-2024.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137678&hashid=CKfKjD-IQuCPkoXp87oXHg

***Communicating Change Doesn't Have to Cause Panic. Here's How Great Leaders Do It Well Empower your team during transitions with clear communication, empathy, and practical strategies.**

Inc, (Benjamin Laker) March 6, 2025

<https://www.inc.com/benjamin-laker/communicating-change-doesnt-have-to-cause-panic-heres-how-great-leaders-do-it-well/91151518>

Nielsen PPM Audience Monthly Trends

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:

Jan Monthly - 559,100

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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