

March 19, 2025

Hi All,

Time for another installment of essential learning. So let's start with an important word for today's competitive business environment: Agility.

The Cambridge Dictionary offers this as a definition of Agility:

"Ways of planning and doing work in which it is understood that making changes as they are needed is an important part of the job: Business agility means a company is always in a position to take account of market changes. Constant change is the new dynamic of the global economy, and makes agility even more necessary than ever".

Agility is the ability to adapt and respond to change ... agile organizations view change as an opportunity, not a threat.

-- Jim Highsmith

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How Sales Structure Impacts Performance: Key Benefits and Strategies

The Center For Sales Strategy (Matt Sunshine), March 17, 2025

https://blog.thecenterforsalesstrategy.com/how-sales-structure-impacts-performance-key-benefits-and-strategies?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8R2FavD-BcuOroTnu26NYDZ-eUv5UCdmVGKbs5c3JLZDQXahXKw1m4TC8-Me9K_ZTMgiBKAb1ijxazGuoLooAL_w-yWg&hsmi=352222927&utm_content=352222927&utm_source=hs_email

8 Steps To Become Your Market's Relationship Builder

Radio Ink (Loyd Ford), March 17, 2025

<https://radioink.com/2025/03/17/loyd-ford-8-steps-to-become-your-markets-relationship-builder/>

How Can Sellers Make Good Impressions on Prospects?

SalesFuel (Jessica Helinski), March 15, 2025

https://salesfuel.com/how-can-sellers-make-good-impressions-on-prospects/?utm_source=SFW

What Is the Importance of Sales Planning in A Winning Strategy?

SalesFuel (Tim Londergan), March 15, 2025

https://salesfuel.com/what-is-the-importance-of-sales-planning-in-a-winning-strategy/?utm_source=SFW

How Does Situational Sales Negotiation Drive A Sale?

SalesFuel (Jessica Helinski), March 15, 2025

https://salesfuel.com/how-does-situational-sales-negotiation-drive-a-sale/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Three-Minute Rule Brings Higher Listening Levels In All Markets.**

Inside Radio March 18, 2025

https://www.insideradio.com/free/three-minute-rule-brings-higher-listening-levels-in-all-markets/article_cf635dba-03bf-11f0-9428-c34b0d502a1b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_493

Consumers will cut back on fast-food dining if tariffs lead to price hikes

eMarketer (Emmy Liederman), March 18, 2025

https://content-naf.emarketer.com/consumers-will-cut-back-on-fast-food-dining-tariffs-lead-price-hikes?utm_source=NEWSLETTER&utm_medium=EMAIL&utm_campaign=COTD+3.18.2025&utm_id=COTD+3.18.2025&utm_content=COTD+3.18.2025&jid=180848&sid=35804818

***The Business Case for AM/FM Radio Advertising: Be Known Before You're Needed**

Westwood One/Cumulus Media (Pierre Bouvard), March 17, 2025

<https://www.westwoodone.com/blog/2025/03/17/the-business-case-for-am-fm-radio-advertising-be-known-before-youre-needed/>

How to Make A List of Items Work In a Commercial

Radio Ink (Jeffrey Hedquist), March 17, 2025

<https://radioink.com/2025/03/17/jeffrey-hedquist-how-to-make-a-list-of-items-work-in-a-commercial/>

***Home Improvement Upgrade: How Brands Target Prospects**

MediaPost (Ray Schultz), March 17, 2025

https://www.mediapost.com/publications/article/404244/home-improvement-upgrade-how-brands-target-prospe.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137788&hashid=Oo_vrjRtQN66NUEi-d4V6g

Total retail sales inch up in February but miss estimates

Chain Store Age (Marianne Wilson), March 17, 2025

<https://chainstoreage.com/total-retail-sales-inch-february-miss-estimates>

Wireless Carriers Carry The Top Five In Latest Radio Ad Report

Radio Ink/Media Monitors (Cameron Coats), March 17, 2025

<https://radioink.com/2025/03/17/wireless-carriers-carry-the-top-five-in-latest-radio-ad-report/>

***Sell Smarter® Podcast**

What Should Sellers Really Know?; Bouncing Back from a Client Loss; Why Your Agency Might Be Stuck in Neutral; Better Training = Better Engagement and more

(Note: This is about a 9 minute podcast)

Sales Fuel, March 15, 2025

https://dcs-spotify.megaphone.fm/CSN8894363813.mp3?key=29be65247599e5666077ce285dda274a&request_event_id=f678ef9-9add-402c-9947-1244b08fbfe7&timetoken=1742262133_29FA196AAA39E5ED8AC2F0C3DD6058BC

CredTalk: How to Build Credibility Using the Viking Code

(Note: This is a 2 minute video)

SalesFuel, March 15, 2025

https://vimeo.com/1063316794?utm_source=SFw

Consumer sentiment plunges to 29-month low

Chain Store Age (Marianne Wilson), March 14, 2025

<https://chainstoreage.com/consumer-sentiment-plunges-29-month-low>

***Ad targeting failures—why brands are missing their intended audiences**

New finding shows that 67% of those targeted as parents didn't have children

Ad Age (Garett Sloane), March 13, 2025

<https://adage.com/article/digital-marketing-ad-tech-news/ad-targeting-data-flaws-cause-brands-miss-intended-audiences/2605056>

***Study: U.S. online spending to hit \$1.4 trillion in 2025**

More than one billion online shoppers will enter the market during the next 10 years.

There's no let up in sight when it comes to online consumer spending.

Chain Store Age, March 12, 2025

<https://chainstoreage.com/news-briefs/2025-03-12?article=study-us-online-spending-hit-14-trillion-2025>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Wieser Downgrades 2025 Again, Projects Tepid Growth For Next Few Years

MediaPost/ Madison and Wall (Joe Mandese), March 18, 2025

https://www.mediapost.com/publications/article/404297/wieser-downgrades-2025-again-projects-tepid-growt.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137795&hashid=XOWE7PwDT4-lekA7MLbhQg

UCLA Anderson Forecast Announces a Recession Watch

Trump Policies, If Fully Enacted, Promise a Recession

UCLA Anderson Forecast (Clement Bohr, Economist), March 2025)

<https://www.anderson.ucla.edu/about/centers/ucla-anderson-forecast/recession-watch-2025>

Radio's Personality Dilemma

Jacobs Media (Fred Jacobs), March 18, 2025

https://jacobsmedia.com/radios-personality-dilemma/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_493

The More Things Change, the More They Remain the Same: Risks of Using or Accepting or Engaging in Advertising or Promotions that Use FINAL FOUR or Other NCAA Trademarks: 2025 Update – Part I

Broadcast Law Blog (Mitchell Stabbe), March 12, 2025

https://www.broadcastlawblog.com/2025/03/articles/the-more-things-change-the-more-they-remain-the-same-risks-of-using-or-accepting-or-engaging-in-advertising-or-promotions-that-use-final-four-or-other-ncaa-trademarks-2025-update/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_492

The More Things Change, the More They Remain the Same: Risks of Using or Accepting or Engaging in Advertising or Promotions that Use FINAL FOUR or Other NCAA Trademarks: 2025 Update – Part II

Broadcast Law Blog (Mitchell Stabbe), March 12, 2025

<https://www.broadcastlawblog.com/2025/03/articles/the-more-things-change-the-more-they-remain-the-same-risks-of-using-or-accepting-or-engaging-in-advertising-or-promotions-that-use-final-four-or-other-ncaa-trademarks-2025-update-2/>

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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