

March 26, 2025

Hi All,

Time for your weekly installment of curated news, economic forecasts, research, commentary, sales training materials along with the latest Nielsen audience trends for February Full Month for our PPM measured markets. The point of all this learning is to give us the tools to innovate in order to support and sustain growth for our broadcast companies.

The Harvard Business School defines Sustaining Innovation this way: Sustaining Innovation enhances an organization's processes and technologies to improve its services and product line for an existing customer base. It's typically pursued by incumbent businesses that want to stay atop their market.

“Innovation is the ability to see change as an opportunity, not a threat.”

–Steve Jobs

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Replacing Anxiety With Action

Radio Ink (Lloyd Ford), March 24, 2025

<https://radioink.com/2025/03/24/loyd-ford-replacing-anxiety-with-action/>

How Does Insight Selling Give Sellers A Competitive Edge?

SalesFuel (Jessica Helinski), March 22, 2025

https://salesfuel.com/how-does-insight-selling-give-sellers-a-competitive-edge/?utm_source=SFW

Why Is the Buy Side Vital for Sales Optimization?

SalesFuel (Tim Londergan), March 22, 2025

https://salesfuel.com/why-is-the-buy-side-vital-for-sales-optimization/?utm_source=SFW

How Can Sales Prospecting Stand Out From AI Messaging?

SalesFuel (Jessica Helinski), March 22, 2025

https://salesfuel.com/how-can-sales-prospecting-stand-out-from-ai-messaging/?utm_source=SFW

CredTalk: Respectfully Disagreeing with a Client or Prospect

SalesFuel, March 22, 2025

(Note, this is a 90-second video interview).

https://vimeo.com/1067550592?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

*Traveling with Radio

RAB Radio Matters Blog (Nick Arias, Research & Insights Assistant), March 25, 2025

[https://www.radiomatters.org/index.php/2025/03/25/traveling-with-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://www.radiomatters.org/index.php/2025/03/25/traveling-with-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 499

*Turning a C Player into a B+ Player by incorporating AI: A Guide for Sales Leaders

The Center For Sales Strategy (Stephanie Nash), March 25, 2025

https://blog.thecenterforsalesstrategy.com/turning-a-c-player-into-a-b-player-by-incorporating-ai-a-guide-for-sales-leaders?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-8vedGnURxkEjam1a2A1UaFe5FZVWOAbTMx3Lw6G2PxWSI3Rxn2phcep7dKoO8lBipwtgFW9CUOQ6C-Bz4aw8dHWXbrdg&hsmi=353479715&utm_content=353479715&utm_source=hs_email

Spring: A Time When Optimistic Consumers Are Receptive To Advertising.

Inside Radio, March 25, 2025

https://www.insideradio.com/free/spring-a-time-when-optimistic-consumers-are-receptive-to-advertising/article_2909e358-8f9c-4760-811d-dd8ec84bb2cd.html

Consumer confidence falls for fourth consecutive month

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

<https://chainstoreage.com/consumer-confidence-falls-fourth-consecutive-month>

***Head Snappers From Edison Research's Infinite Dial 2025: Podcast 18-34 Reach Is Equal To TV, Female Audiences Soar, And The One Slide Every Marketer Needs**

Westwood One/Cumulus Media (Pierre Bouvard), March 24, 2025

<https://www.westwoodone.com/blog/2025/03/24/head-snappers-from-edison-researchs-infinite-dial-2025-podcast-18-34-reach-is-equal-to-tv-female-audiences-soar-and-the-one-slide-every-marketer-needs/>

***Radio Ink To Host AI Prompting 101 Webinar for Radio Sales Pros**

Radio Ink (Cameron Coats), March 24, 2025

<https://radioink.com/2025/03/24/radio-ink-to-host-ai-prompting-101-webinar-for-radio-sales-pros/>

Wireless Carriers Flood Radio With Ads For Second Week

Radio Ink/Media Monitors (Cameron Coats), March 24, 2025

<https://radioink.com/2025/03/24/wireless-carriers-flood-radio-with-ads-for-second-week-in-a-row/>

***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

SalesFuel, March 22, 2025

(Note: This podcast is about 9 minutes)

<https://dcs->

[spotify.megaphone.fm/CSN8894363813.mp3?key=29be65247599e5666077ce285dda274a&request_event_id=19c7d60d-12d3-4619-823b-f4365fd74df2&timetoken=1742944816_7BD5745CB7930D0FD9C105B660ACBDB6](https://dcs-spotify.megaphone.fm/CSN8894363813.mp3?key=29be65247599e5666077ce285dda274a&request_event_id=19c7d60d-12d3-4619-823b-f4365fd74df2&timetoken=1742944816_7BD5745CB7930D0FD9C105B660ACBDB6)

***Infinite Dial: In-Car Radio Listening Grows Even As Digital Options Multiply.**

Inside Radio, March 21, 2025

[https://www.insideradio.com/free/infinite-dial-in-car-radio-listening-is-back-to-pre-pandemic-levels/article_28a25d71-5fc0-47d3-817b-](https://www.insideradio.com/free/infinite-dial-in-car-radio-listening-is-back-to-pre-pandemic-levels/article_28a25d71-5fc0-47d3-817b-ec83b7850b69.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_496)

[ec83b7850b69.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_496](https://www.insideradio.com/free/infinite-dial-in-car-radio-listening-is-back-to-pre-pandemic-levels/article_28a25d71-5fc0-47d3-817b-ec83b7850b69.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_496)

Study Sees Upper Demo Growth In Online Audio Listening.

Inside Radio, March 21, 2025

https://www.insideradio.com/free/study-sees-upper-demo-growth-in-online-audio-listening/article_8969ba27-7b53-40ad-bcf9-95c6da673b65.html

***Most Consumers Say Tailored (Digital) Ads Are Creepy, Want Transparency**

MediaPost (Robert Williams), March 21, 2025

https://www.mediapost.com/publications/article/404428/most-consumers-say-tailored-ads-are-creepy-want-t.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137841&hashid=o5sexdpQRQeeqa1Ux78qbw

***5 Ways To Recruit More Superstars**

The Center For Sales Strategy (Beth Sunshine), February 20, 2023

[https://blog.thecenterforsalesstrategy.com/5-ways-to-recruit-more-superstars?utm_medium=email&hsenc=p2ANqtz-](https://blog.thecenterforsalesstrategy.com/5-ways-to-recruit-more-superstars?utm_medium=email&hsenc=p2ANqtz-9nh4_u5WC23F3MamstfzQ6IYEXL3wSntvrCOzaxNvqdUsz6WwriggYHYx_mv4EgkLqh4bRvEgg1woBNlmy-M9ABtNiAw&hsmi=352840185&utm_content=352840185&utm_source=hs_email)

[9nh4_u5WC23F3MamstfzQ6IYEXL3wSntvrCOzaxNvqdUsz6WwriggYHYx_mv4EgkLqh4bRvEgg1woBNlmy-M9ABtNiAw&hsmi=352840185&utm_content=352840185&utm_source=hs_email](https://blog.thecenterforsalesstrategy.com/5-ways-to-recruit-more-superstars?utm_medium=email&hsenc=p2ANqtz-9nh4_u5WC23F3MamstfzQ6IYEXL3wSntvrCOzaxNvqdUsz6WwriggYHYx_mv4EgkLqh4bRvEgg1woBNlmy-M9ABtNiAw&hsmi=352840185&utm_content=352840185&utm_source=hs_email)

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Programming Matters: Drive Ad Sales With Your Radio Content

Radio Ink (Josh Brown), March 26, 2025

[https://radioink.com/2025/03/26/programming-matters-drive-ad-sales-with-your-radio-content/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://radioink.com/2025/03/26/programming-matters-drive-ad-sales-with-your-radio-content/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 499

Your Action Plan for the Infinite Dial 2025

Radio Ink (Mike McVay), March 25, 2025

[https://radioink.com/2025/03/25/mike-mcvay-your-action-plan-for-the-infinite-dial-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://radioink.com/2025/03/25/mike-mcvay-your-action-plan-for-the-infinite-dial-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 498

Radio And The Power Of First-Party Data

Jacobs Media (Fred Jacobs), March 24, 2025

[https://jacobsmedia.com/radio-and-the-power-of-first-party-data/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://jacobsmedia.com/radio-and-the-power-of-first-party-data/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 497

The Incredible Shrinking Radio Business

Jacobs Media (Fred Jacobs), March 21, 2025

[https://jacobsmedia.com/the-incredible-shrinking-radio-business/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://jacobsmedia.com/the-incredible-shrinking-radio-business/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 496

NAB Makes the Case: Ownership Regulations are from a Bygone Era

NAB (Alex Siciliano, Senior Vice President, Communications), March 20, 2025

[https://www.blog.nab.org/2025/03/20/nab-makes-the-case-ownership-regulations-are-from-a-bygone-era/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://www.blog.nab.org/2025/03/20/nab-makes-the-case-ownership-regulations-are-from-a-bygone-era/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 496#038;utm_medium=email&utm_source=032025+Reporter+Email+-oral+arguments&utm_content=https%3a%2f%2fwww.blog.nab.org%2f2025%2f03%2f20%2fnab-makes-the-case-ownership-regulations-are-from-a-bygone-era%2f

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Ad Forecaster Reduces Growth Prediction for 2025, Citing Poor Economic Visibility, Low Consumer Confidence**

Magna now expects U.S. ad sales to increase 4.3% this year, down from its earlier forecast of 4.9%

WSJ (Megan Graham), March 26, 2025

<https://www.wsj.com/articles/ad-forecaster-reduces-growth-prediction-for-2025-citing-poor-economic-visibility-low-consumer-confidence-400e407e>

***Study Reports Listening To Digital Audio Platforms At An All-Time High**

Forbes (Brad Adgate), March 26, 2025

https://www.forbes.com/sites/bradadgate/2025/03/26/study-reports-listening-to-digital-audio-platforms-at-an-all-time-high/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_499

***Radio: Still King Of The Car?**

Jacobs Media (Fred Jacobs), March 26, 2025

https://jacobsmedia.com/radio-still-king-of-the-car/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_499

***Principal Media: Friend Or Foe?**

MediaPost (Bill Duggan), March 24, 2025

https://www.mediapost.com/publications/article/404490/principal-media-friend-or-foe.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137896&has_hid=GWJ6GPi1TLWXEk8Yy-UdXA

All State Broadcast Associations Unite For Dual Radio Resolutions

Radio Ink (Cameron Coats), March 25, 2025

https://radioink.com/2025/03/25/all-state-broadcast-associations-unite-for-dual-radio-resolutions/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_498

Smart Speaker Ownership Growth Slows, While Smart TVs Become A Household Standard.

Inside Radio, March 25, 2025

https://www.insideradio.com/free/smart-speaker-ownership-growth-slows-while-smart-tvs-become-a-household-standard/article_be876951-16c7-4749-9013-7f3469aefc88.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_498

***FCC To Update 13 Broadcast Rules And Requirements.**

Inside Radio, March 25, 2025

https://www.insideradio.com/free/fcc-to-update-13-broadcast-rules-and-requirements/article_f96c27ca-9f5b-4932-94d1-b379ca6e7719.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_498

Carr: DEI Could Derail A FCC OK For Broadcasters

Radio+Television Business Report (Cameron Coats), March 24, 2025

https://rbr.com/bloomberg-carr-fcc-dei-292421-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_497

Nathan Simington Says FCC Can't Keep Current Trajectory On Broadcast Rules.

Inside Radio, March 24, 2025

https://www.insideradio.com/free/nathan-simington-says-fcc-can-t-keep-current-trajectory-on-broadcast-rules/article_aad564ab-b714-4d93-80fb-28f89dc61614.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_497

***AM Radio and TikTok Pop Up In Circuit Court Fight Over FCC Caps**

Radio Ink (Cameron Coats), March 21, 2025

https://radioink.com/2025/03/21/am-radio-and-tiktok-pop-up-in-circuit-court-fight-over-fcc-caps/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_496

***If You're Known for These 5 Habits, Your Leadership Skills Are Off the Charts In an era of constant disruption, every leader should aspire to have these skills and habits.**

Inc., March 19, 2025

<https://www.inc.com/marcel-schwantes/if-youre-known-for-these-5-habits-your-leadership-skills-are-off-the-charts/91162802>

Nielsen PPM Audience Monthly Trends

The February Full Month PPM trends for Los Angeles, San Diego and Riverside/San Bernardino are posted below. Los Angeles and Riverside/San Bernardino show additional growth with the new 3-minute listening rule. San Diego sees modest slip. Still too early in all markets to see any definitive trending.

Los Angeles (Metro 12+ Population 11,297,500)**2025****AQH:**

Jan Monthly - 559,100

Feb Monthly - 583,100

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

Feb Monthly - 9,527,000

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
Feb Monthly - 109,700

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

Feb Monthly - 1,855,100

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)**2025****AQH:**

Jan Monthly - 127,800

Feb Monthly - 126,200

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
Feb Monthly - 2,237,600

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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