

April 2, 2025

Hi All,

Q1 is now in our rear view mirror. But we're not looking back. We're looking forward - to an open road and acceleration!

There is always more to learn and know. But, much more important than what we learn and know is what we do with it...

"We don't care what people know, we care what they do. It's all about performance."

— Michael Allen, Managing Director of Beacon Global Strategies LLC

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

From Fear to Fuel: More Strategies to Motivate Your Sales Team

Radio Ink (Loyd Ford), March 31, 2025

<https://radioink.com/2025/03/31/loyd-ford-from-fear-to-fuel-strategies-to-motivate-your-sales-team/>

Do You Know How to Sell With Confidence?

SalesFuel (Kathy Crosett), March 29, 2025

https://salesfuel.com/do-you-know-how-to-sell-with-confidence/?utm_source=SFW

What Are Top Sellers' Secrets to Meeting Sales Quotas?

SalesFuel (Jessica Helinski), March 29, 2025

https://salesfuel.com/what-are-top-sellers-secrets-to-meeting-sales-quotas/?utm_source=SFW

When Is Negative Reverse Selling the Best Choice?

SalesFuel (Jessica Helinski), March 29, 2025

https://salesfuel.com/when-is-negative-reverse-selling-the-best-choice/?utm_source=SFW

7 C's of Communication That Salespeople Need to Master

The Center For Sales Strategy (Matt Sunshine), March 27, 2025

https://blog.thecenterforsalesstrategy.com/7-cs-of-communication-that-salespeople-need-to-master?utm_medium=email&hsenc=p2ANqtz--ahdjK2FWpV06TvUzD8gplmqL043vRQAKj4-ZjTUHmXSWiTTmd6phDu7dC3OzP_MMAA7ybw5igQ-MBToHKf2RIZC9hg&hsmi=353521323&utm_content=353521323&utm_source=hs_email

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Study: Audio Ads Turn Up Purchase Intent, Web Traffic, Store Visits

Radio Ink (Cameron Coats), April 2, 2025

https://radioink.com/2025/04/02/study-audio-ads-turn-up-purchase-intent-web-traffic-store-visits/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_504

***Every Second, Every Minute Matters**

RAB Radio Matters Blog (Tammy Greenberg and Annette Malave), April 1, 2025

https://www.radiomatters.org/index.php/2025/04/01/every-second-every-minute-matters/?utm_source=Radio%20Matters%20Blog&utm_campaign=58656b3b51-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-58656b3b51-582899012

***Small Businesses Planning to Expand Their Marketing Challenges**

Marketing Charts, April 1, 2025

https://www.marketingcharts.com/cross-media-and-traditional-235214?mc_cid=cfce6c6968&mc_eid=c106971821

***Trader Joe's roasts in-store retail media**

In a recent podcast, company leaders emphasized that their marketing model focuses on human interaction, not robots and screens.

MarketingDive (Peyton Bigora), April 1, 2025

https://www.marketingdive.com/news/trader-joes-podcast-retail-media-in-store-tech/744163/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202025-04-02%20Marketing%20Dive%20Newsletter%20%5Bissue:71820%5D&utm_term=Marketing%20Dive

Auto Sales Jump Dramatically Before Tariffs

MediaPost (Tanya Gazdik), April 1, 2025

https://www.mediapost.com/publications/article/404731/auto-sales-jump-dramatically-before-tariffs.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=137969&hshid=akE-7z-LS1W9CYmV5M9xXA

Radio: Gateway to Black audience engagement

Nielsen, March 31, 2025

<https://www.nielsen.com/insights/2025/radio-gateway-to-black-audience-engagement/>

***ABX/RAB Radio Creative Wear-Out Study Validates Mark Ritson's Conclusion That Consumers Don't Get Tired Of Ads, Only Marketers Do**

Westwood One/Cumulus Media (Pierre Bouvard), March 31, 2025

<https://www.westwoodone.com/blog/2025/03/31/abx-rab-radio-creative-wear-out-study-validates-mark-ritsons-conclusion-that-consumers-dont-get-tired-of-ads-only-marketers-do/>

***How are your peers splitting their media budget between traditional and digital channels?**

Nielsen, March 31, 2025

<https://www.nielsen.com/insights/2025/splitting-media-budgets-between-traditional-digital-channels/>

The Right Way to Do Audio Headlines in Commercials

Radio Ink (Jeffrey Hedquist), March 31, 2025

<https://radioink.com/2025/03/31/jeffrey-hedquist-the-right-way-to-do-audio-headlines-in-commercials/>

Disney Streaming Bundle Finds New Ears with Radio Ad Campaign

Radio Ink/Media Monitors (Cameron Coats), March 31, 2025

<https://radioink.com/2025/03/31/disney-streaming-bundle-finds-new-ears-with-radio-ad-campaign/>

***Why Audio Deserves a Bigger Seat at the MMM Table**

Veritonic, March 31, 2025

https://www.veritonic.com/blog/why-audio-deserves-a-bigger-seat-at-the-mmm-table/?utm_campaign=Email%3A%20Soundbites%20All%20Time&utm_medium=email&hsenc=p2ANqtz-J365cetGK3wffEq12LWFJ-kFSWmMw7kDPSajEmaaKrD59LQzVe_5ew29KdjV2Aoi4Ghl7e54W9OBCYhv7xSNvrh28Q&hsmi=354797846&utm_content=354797846&utm_source=hs_email

Consumers Are Moving Away From Traditional Media Toward Social Platforms, Study Finds

MediaPost (Ray Schultz), March 30, 2025

https://www.mediapost.com/publications/article/404664/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_502

***CredTalk: Credibility and Price-Cutting**

SalesFuel, March 29, 2025

(Note: This is a 90-second video)

https://vimeo.com/815947841?utm_source=SFw

***Let's Talk About Love ... in Sales**

LinkedIn Sales Blog (Cherilynn Castleman), March 28, 2025

<https://www.linkedin.com/business/sales/blog/modern-selling/lets-talk-about-love-in-sales>

Play-by-Play Knocks it Out of the Park for Home Improvement Company

Katz Radio Group, March 28, 2025

<https://insights.katzradiogroup.com/case-studies/home-improvement-company-web-lift>

Consumer sentiment falls to lowest level since late 2022

Chain Store Age, March 28, 2025

<https://chainstoreage.com/news-briefs/2025-03-28?article=consumer-sentiment-falls-lowest-level-late-2022>

***The Record: Q4 U.S. audio listening trends**

Nielsen, February, 2024

<https://www.nielsen.com/insights/2025/the-record-q4-audio-listening-trends/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Quu: In-Car Inertia Poses Dashboard Threat To Radio

Radio Ink (Cameron Coats), April 1, 2025

https://radioink.com/2025/04/01/quu-in-car-inertia-poses-dashboard-threat-to-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20503

Tariffs Are Coming - Is TV's Upfront Heading South?

MediaPost (Wayne Friedman), March 31, 2025

https://www.mediapost.com/publications/article/404639/tariffs-are-coming-is-tvs-upfront-heading-south.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137948&hashid=GkaoK9PSSKGhs-uNohSxFw

Dozens of U.S. House Reps Want FCC Media Rule 'Modernization'

RBR+TVBR (Adam Jacobson), March 31, 2025

https://rbr.com/dozens-of-u-s-house-reps-want-fcc-media-rule-modernization/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily%20503

WARC: Tariff Disruptions Mean Big Downgrade In Global Ad Market Prospects.

Inside Radio, March 28, 2025

https://www.insideradio.com/free/warc-tariff-disruptions-mean-big-downgrade-in-global-ad-market-prospects/article_a15bf6d7-94f5-4bf5-a308-5bee8fc80855.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_501

NAB Show Preview: Why Radio Must Embrace Cross-Platform

Radio Ink (Buzz Knight), March 28, 2025

<https://radioink.com/2025/03/28/buzz-knight-nab-show-preview-why-radio-must-embrace-cross-platform/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Like A Pair Of Old Jeans

Jacobs Media (Fred Jacobs), April 2, 2025

<https://jacobsmedia.com/like-a-pair-of-old-jeans/>

Broadcasters Warn Of EAS Gaps Without FCC Action On Software Option.

Inside Radio, April 1, 2025

https://www.insideradio.com/free/broadcasters-warn-of-eas-gaps-without-fcc-action-on-software-option/article_bb245f76-6e74-4329-bab2-fd6c4a57c20c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_503

'AM Radio for Every Vehicle Act' Gets Sixty Co-Sponsors

RBR-TVBR (Adam Jacobson), April 1, 2025

https://rbr.com/am-radio-for-every-vehicle-act-gets-sixty-co-sponsors/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_504

How smaller retail media networks are stepping out from the shadow of Amazon and Walmart

DIGIDAY (Kimeko McCoy), March 31, 2025

<https://digiday.com/marketing/how-smaller-retail-media-networks-are-stepping-out-from-the-shadow-of-amazon-and-walmart/>

***How Tariffs Will Impact the U.S. Auto Industry**

Knowledge by Wharton (John Paul MacDuffie/ Angie Basiouny), March 31, 2025

https://knowledge.wharton.upenn.edu/article/how-tariffs-will-impact-the-u-s-auto-industry/?utm_campaign=KatW_Weekly2025&utm_medium=email&utm_source=kwpardot&utm_term=4-2-2025&utm_content=How_Tariffs_Will_Impact_the_U.S._Auto_Industry

April 2025 Regulatory Updates for Broadcasters – Annual EEO Public File Reports, Comment Deadlines, Quarterly Issues/Programs Lists, Political Windows, and more

Broadcast Law Blog (David Oxenford & Keenan Adamchak), March 29, 2025

https://www.broadcastlawblog.com/2025/03/articles/april-2025-regulatory-updates-for-broadcasters-annual-eeo-public-file-reports-comment-deadlines-quarterly-issues-programs-lists-political-windows-and-more/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_502

***We Are Witnessing The Next Phase Of Digital Advertising**

MediaPost (Laurie Sullivan), March 28, 2025

https://www.mediapost.com/publications/article/404593/we-are-witnessing-the-next-phase-of-digital-advert.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137943&hashid=WQXi43NhR1CWyuU6Uk3IQQ

***Nielsen Deal Brings First-Ever ID-Based Advanced Audience Integration**

RBR-TVBR, March 27, 2025

https://rbr.com/nielsen-deal-brings-first-ever-id-based-advanced-audience-integration/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_501

***A ‘Vertical-Focused Audience Targeting’ Tool Comes To Radio**

Radio Ink (Adam R Jacobson), March 27, 2025

<https://radioink.com/2025/03/27/a-vertical-focused-audience-targeting-tool-comes-to-radio/>

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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