

**April 16, 2025**

Hi All.

I know, it has already been a taxing week and it is only Wednesday. But take heart, we now have this week's installment to the Midweek Resource Roundup to help you focus on learning and applying what we learn to win in the long run!...

**Over the long run, superior performance depends on superior learning.”**

— **Peter Senge**, MIT Senior Lecturer, Leadership and Sustainability

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## **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS**

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Ask the Expert: How Can Local Sellers Win Long-Term Digital Ad Campaigns?**

Aspire by Marketron, April 15, 2025

<https://aspire.marketron.com/ask-the-expert-how-can-local-sellers-win-long-term-digital-ad-campaigns/>

#### **5 Proven Ways to Stand Out as an Advertising Sales Leader**

Radio Ink (Loyd Ford), April 14, 2025

<https://radioink.com/2025/04/14/loyd-ford-5-proven-ways-to-stand-out-as-an-advertising-sales-leader/>

#### **What Are the Best Sales Tips for Meeting A Quota?**

SalesFuel (Jessica Helinski), April 12, 2025

[https://salesfuel.com/what-are-the-best-sales-tips-for-meeting-a-quota/?utm\\_source=SFW](https://salesfuel.com/what-are-the-best-sales-tips-for-meeting-a-quota/?utm_source=SFW)

#### **How Do the Best Sellers Lead Hard Conversations in Sales?**

SalesFuel (Jessica Helinski), April 12, 2025

[https://salesfuel.com/how-do-the-best-sellers-lead-hard-conversations-in-sales/?utm\\_source=SFW](https://salesfuel.com/how-do-the-best-sellers-lead-hard-conversations-in-sales/?utm_source=SFW)

#### **How Can Sellers Conduct the Best Prospect Research?**

SalesFuel (Jessica Helinski), April 12, 2025

[https://salesfuel.com/how-can-sellers-conduct-the-best-prospect-research/?utm\\_source=SFW](https://salesfuel.com/how-can-sellers-conduct-the-best-prospect-research/?utm_source=SFW)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

**\*Tariffs' 90-Day Pause Has Opened The Door For Radio Advertisers.**

Inside Radio, April 16, 2025

[https://www.insideradio.com/free/tariffs-90-day-pause-has-opened-the-door-for-radio-advertisers/article\\_2cea12fe-bebe-4e58-be1c-1e618e8215d3.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_514](https://www.insideradio.com/free/tariffs-90-day-pause-has-opened-the-door-for-radio-advertisers/article_2cea12fe-bebe-4e58-be1c-1e618e8215d3.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_514)

**Don't Want A Fake Employee? Try Radio**

Radio Ink (Chris Stonick), April 16, 2025

<https://radioink.com/2025/04/16/chris-stonick-dont-want-a-fake-employee-try-radio/>

**\*Techsurvey Shows Radio's Strengths And Key Advantages To Other Audio.**

Inside Audio Marketing, April 16, 2025

<https://www.insideaudiomarketing.com/post/techsurvey-shows-radio-s-strengths-and-key-advantages-to-other-audio>

**\*Female-Hosted Podcasts Power Purchase Decisions For Women**

Radio Ink (Cameron Coats), April 16, 2025

<https://radioink.com/2025/04/16/female-hosted-podcasts-power-purchase-decisions-for-women/>

**\*Women's Podcast Listenership Triples in Ten Years**

Edison Research, April 15, 2025

[https://www.edisonresearch.com/womens-podcast-listenership-triples-in-ten-years/?\\_s=55vclyeumh48p91frd0e](https://www.edisonresearch.com/womens-podcast-listenership-triples-in-ten-years/?_s=55vclyeumh48p91frd0e)

**\*Capturing Retail Traffic via Geofencing: Visits Are on the Rise, and Advertisers Can Capitalize on the Trend**

Aspire by Marketron, April 15, 2025

<https://aspire.marketron.com/capturing-retail-traffic-via-geofencing-visits-are-on-the-rise-and-advertisers-can-capitalize-on-the-trend/>

**\*Managing Advertiser Expectations for Social Media Campaigns**

Aspire by Marketron, April 15, 2025

<https://aspire.marketron.com/managing-advertiser-expectations-for-social-media-campaigns/>

**SEM Terms to Know**

Aspire by Marketron, April 15, 2025

<https://aspire.marketron.com/sem-terms-to-know/>

**Survey: Consumers to prioritize lowest prices in coming months**

Chain Store Age (Zachary Russell), April 15, 2025

<https://chainstoreage.com/survey-consumers-prioritize-lowest-prices-coming-months>

**\*Marketers Vastly Understate The Sales Effect Of Creative And Significantly Overestimate The Impact Of Targeting**

Westwood One/Cumulus Media (Pierre Bouvard), April 14, 2025

<https://www.westwoodone.com/blog/2025/04/14/marketers-vastly-understate-the-sales-effect-of-creative-and-significantly-overestimate-the-impact-of-targeting-2/>

**Cook Up a Delicious Commercial Using a Client's Bad Ingredients**

Radio Ink (Jeffrey Hedquist), April 14, 2025

<https://radioink.com/2025/04/14/cook-up-a-delicious-commercial-using-a-clients-bad-ingredients/>

**Rites of Spring Add Some Color to National Radio Ad Trends**

Radio Ink/Media Monitors (Cameron Coats), April 14, 2025

<https://radioink.com/2025/04/14/rites-of-spring-add-some-color-to-national-radio-ad-trends/>

**New Data Shows Podcasts Attract Music Superfans And Streamers.**

Inside Audio Marketing, April 13, 2025

<https://www.insideaudiomarketing.com/post/new-data-shows-podcasts-attract-music-superfans-and-streamers-1>

**\*Audacy Study Finds Talent-Read Ads Lift Purchase Intent By 67%**

Radio Ink (Cameron Coats), April 11, 2025

<https://radioink.com/2025/04/11/audacy-study-finds-talent-read-ads-lift-purchase-intent-by-67-percent/>

**Case Study: Candy Company Converts Listeners To Buyers.**

Inside Radio (Audacy), April 11, 2025

[https://www.insideradio.com/free/case-study-candy-company-converts-listeners-to-buyers/article\\_afca7d88-1782-424b-bc24-c5eeeccd92b9.html](https://www.insideradio.com/free/case-study-candy-company-converts-listeners-to-buyers/article_afca7d88-1782-424b-bc24-c5eeeccd92b9.html)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

**Techsurvey 2025: Personalities and Localism are Radio's Lifelines**

Radio Ink (Cameron Coats), April 16, 2025

<https://radioink.com/2025/04/16/techsurvey-2025-personalities-and-localism-are-radios-lifelines/>

**Radio Streaming Fees Poised To Rise In New NAB-SoundExchange Deal.**

Inside Radio, April 15, 2025

[https://www.insideradio.com/free/radio-streaming-fees-poised-to-rise-in-new-nab-soundexchange-deal/article\\_db559a30-241b-471f-abe8-c93da9651e04.html](https://www.insideradio.com/free/radio-streaming-fees-poised-to-rise-in-new-nab-soundexchange-deal/article_db559a30-241b-471f-abe8-c93da9651e04.html)

**NAB Submits Sweeping Broadcast Deregulation Blueprint To FCC**

Radio Ink (Cameron Coats), April 14, 2025

<https://radioink.com/2025/04/14/nab-submits-sweeping-broadcast-deregulation-blueprint-to-fcc/>

**The retail media squeeze: Navigating tariffs, budget cuts, and performance pressure**

eMarketer (Arielle Feger), April 14, 2025

[https://content-naf.emarketer.com/retail-media-squeeze-navigating-tariffs-budget-cuts-performance-pressure?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=retail+media+4.14.2025&utm\\_id=retail+media+4.14.2025&utm\\_content=retail+media+4.14.2025&jid=188525&sid=8738581](https://content-naf.emarketer.com/retail-media-squeeze-navigating-tariffs-budget-cuts-performance-pressure?utm_source=Newsletter&utm_medium=Email&utm_campaign=retail+media+4.14.2025&utm_id=retail+media+4.14.2025&utm_content=retail+media+4.14.2025&jid=188525&sid=8738581)

**Tariffs Prompt Caution, But Ad Giant Havas Sees Stable Ad Budgets.**

Inside Radio, April 11, 2025

[https://www.insideradio.com/free/tariffs-prompt-caution-but-ad-giant-havas-sees-stable-ad-budgets/article\\_a4dec669-27a2-4e6c-9d65-f9ed3b91aa9e.html](https://www.insideradio.com/free/tariffs-prompt-caution-but-ad-giant-havas-sees-stable-ad-budgets/article_a4dec669-27a2-4e6c-9d65-f9ed3b91aa9e.html)

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

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

**The Secret To Making A Great Podcast (And Great Radio)**

Jacobs Media (Fred Jacobs), April 16, 2025

[https://jacobsmedia.com/the-secret-to-making-a-great-podcast-and-great-radio/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20514](https://jacobsmedia.com/the-secret-to-making-a-great-podcast-and-great-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20514)

**Broadcasters Say Music Licensing Is Broken — And Costing Them Big.**

Inside Radio, April 16, 2025

[https://www.insideradio.com/free/broadcasters-say-music-licensing-is-broken-and-costing-them-big/article\\_6b3d3bd1-89b8-43ca-a7da-7d1a6d37b2fe.html](https://www.insideradio.com/free/broadcasters-say-music-licensing-is-broken-and-costing-them-big/article_6b3d3bd1-89b8-43ca-a7da-7d1a6d37b2fe.html)

### **FCC Moves to Clarify Foreign Ownership Rules**

**Commission seeks to codify existing policies and streamline reviews in new proposal**

Radio World (Randy J. Stine), April 15, 2025

[https://www.radioworld.com/news-and-business/business-and-law/fcc-moves-to-clarify-foreign-ownership-rules?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media %26 Technology Daily 514](https://www.radioworld.com/news-and-business/business-and-law/fcc-moves-to-clarify-foreign-ownership-rules?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media%26TechnologyDaily514)

### **\*Radio Rallies for FCC Reform While Detractor Fights to Keep Caps**

Radio Ink (Cameron Coats), April 15, 2025

<https://radioink.com/2025/04/15/radio-rallies-for-fcc-reform-while-detractor-fights-to-keep-caps/>

### **\*FCC Asked to Allow Boosters to Fully Replace Main Transmitters**

Radio Ink (Adam R Jacobson), April 15, 2025

[https://radioink.com/2025/04/15/fcc-asked-to-allow-boosters-to-fully-replace-main-transmitters/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media %26 Technology Daily 513](https://radioink.com/2025/04/15/fcc-asked-to-allow-boosters-to-fully-replace-main-transmitters/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media%26TechnologyDaily513)

### **\*Monthly Podcast Consumption Crosses Majority Threshold**

Marketing Charts, April 14, 2025

[https://www.marketingcharts.com/industries/media-and-entertainment-235365?mc\\_cid=f90ca43f88&mc\\_eid=c106971821](https://www.marketingcharts.com/industries/media-and-entertainment-235365?mc_cid=f90ca43f88&mc_eid=c106971821)

### **NAB Joins Senators In Renewed Fight Against AI Threats To Radio**

Radio Ink (Cameron Coats), April 12, 2025

<https://radioink.com/2025/04/12/nab-joins-senators-in-renewed-fight-against-ai-threats-to-radio/>

### **\*No More Off-Years: Radio Needs Ad Urgency Ahead Of Midterms**

Radio Ink (Cameron Coats), April 11, 2025

[https://radioink.com/2025/04/11/no-more-off-years-radio-needs-ad-urgency-ahead-of-midterms/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media %26 Technology Daily 511](https://radioink.com/2025/04/11/no-more-off-years-radio-needs-ad-urgency-ahead-of-midterms/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media%26TechnologyDaily511)

### **Radio's Cross-Platform Experts Talk What It Takes To Stand Out**

Radio Ink (Cameron Coats), April 10, 2025

<https://radioink.com/2025/04/10/radios-cross-platform-experts-talk-what-it-takes-to-stand-out/>

### **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. The March results for our PPM markets will be released on April 22 and 23 and we will have a three month trend to evaluate.

**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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