

April 23, 2025

Hi All,

Here is your latest installment of articles, research, forecasts, training tools and the March Full Month trends in our PPM measured markets with the goal of continuing our learning and improving our performance in these changing and challenging times...

Learning and performance will become one and the same thing. Everything you say about learning will be about performance."

— Peter Block, American author, consultant, and speaker in the areas of organization development.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Why Build Client Relationships? For Times Like These

Radio Ink (Loyd Ford), April 21, 2025

<https://radioink.com/2025/04/21/loyd-ford-why-build-client-relationships-for-times-like-these/>

Why Should Sellers Create a Powerful Personal Brand Statement?

SalesFuel (Jessica Helinski), April 19, 2025

https://salesfuel.com/why-should-sellers-create-a-powerful-personal-brand-statement/?utm_source=SFW

How Does Being an Assertive Communicator Elevate Sales Success?

SalesFuel (Jessica Helinski), April 19, 2025

https://salesfuel.com/how-does-being-an-assertive-communicator-elevate-sales-success/?utm_source=SFW

What Phrases Can Quickly Destroy A Sales Negotiation?

SalesFuel (Jessica Helinski), April 19, 2025

https://salesfuel.com/what-phrases-can-quickly-destroy-a-sales-negotiation/?utm_source=SFW

Prospects Expect You to Ask; Are You Ready?

Radio Ink (James Bahm), April 17, 2025

<https://radioink.com/2025/04/17/james-bahm-prospects-expect-you-to-ask-are-you-ready/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***AM/FM Radio Beyond the Receiver**

Edison Research Weekly Insights (Alex Bargiacchi), April 23, 2025

https://www.edisonresearch.com/am-fm-radio-beyond-the-receiver/?_s=55vclyeumh48p91frd0e

***A 2-Minute Habit Can Help Your Sales**

Radio Ink (Josh Brown), April 23, 2025

<https://radioink.com/2025/04/23/josh-brown-a-2-minute-habit-can-help-your-sales/>

***The At-Work Companion Is Back: Radio's Big Growth Story**

Radio+Television Business Report (Adam Jacobson), April 23, 2025

https://rbr.com/radios-at-work-consumption-surge-a-year-of-big-growth/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_519

***Radio Opportunities Abound In 2025**

RAB Radio Matters Blog (Celine Matthiessen, vice president insights & analysis, BIA Advisory Services), April 22, 2025

https://www.radiomatters.org/index.php/2025/04/22/radio-opportunities-abound-in-2025/?utm_source=Radio%20Matters%20Blog&utm_campaign=da8aa0a440-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-da8aa0a440-582899012

***Podcasting Sees Strong Start To 2025 With Ad Growth; Amazon Tops 2024 Advertiser List.**

Inside Radio, April 22, 2025

https://www.insideradio.com/free/podcasting-sees-strong-start-to-2025-with-ad-growth-amazon-tops-2024-advertiser-list/article_b44b7503-1c22-478e-99f3-dee2f601c0f1.html

Most consumers will pay 25% more for their favorite brands, survey finds

Positive customer experiences, consistent product quality and long-term brand familiarity drive greater loyalty, a UserTesting study found.

Marketing Dive (Michael Brady), April 22, 2025

https://www.marketingdive.com/news/consumers-pay-more-favorite-brands-survey/745974/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202025-04-22%20Marketing%20Dive%20Newsletter%20%5Bissue:72400%5D&utm_term=Marketing%20Dive

***For Radio, Will It Be Christmas In April (And Hopefully, May)?**

Jacobs Media (Paul Jacobs), April 21, 2025

https://jacobsmedia.com/for-radio-will-it-be-christmas-in-april-and-hopefully-may/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20517

What's In Store for Retail Sales This Year?

Marketing Growth, April 21, 2025

https://www.marketingcharts.com/industries/retail-and-e-commerce-235423?mc_cid=b1586fdbf8&mc_eid=c106971821

Tennis Reports On AM/FM Radio: Why Sports Play-By-Play Listeners Are More Engaged Than The TV Audience And More Likely To Make Major Purchases

Westwood One/Cumulus Media (Pierre Bouvard), April 21, 2025 Pierre Bouvard

<https://www.westwoodone.com/blog/2025/04/21/tennis-reports-on-am-fm-radio-why-sports-play-by-play-listeners-are-more-engaged-than-the-tv-audience-and-more-likely-to-make-major-purchases/>

This Auto Insurance Specialist Is Killin' It At Radio

Radio Ink/Media Monitors (Adam R Jacobson), April 21, 2025

<https://radioink.com/2025/04/21/this-auto-insurance-specialist-is-killin-it-at-radio/>

***Outsmart the Storm: How Brands Win by Staying Loud in Uncertain Markets**

Audacy (Ray Borelli, SVP, Research & Insights), April 16, 2025

<https://audacyinc.com/insights/outsmart-the-storm-how-brands-win-by-staying-loud-in-uncertain-markets/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Can Radio Afford To Miss The Short Videos Boat?

Jacobs Media (Fred Jacobs), April 22, 2025

https://jacobsmedia.com/can-radio-afford-to-miss-the-short-videos-boat/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%26%20Technology%20Daily%20518

Radio Ready to Leverage Local

LinkedIn (Roger C. Lanctot), April 21, 2024

<https://www.linkedin.com/pulse/radio-ready-leverage-local-roger-c-lanctot-idqse/>

Ad Growth Decelerates Through May, Pacing Worst Quarter Since Recession

MediaPost (Joe Mandese), April 18, 2025

https://www.mediapost.com/publications/article/405195/ad-growth-decelerates-through-may-pacing-worst-qu.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138182&hashid=IZA7uSulTnimoAz9RMXvmQ

Ad Agencies Report No Major Client Pullbacks, While Caution Grows.

Inside Radio, April 17, 2025

https://www.insideradio.com/free/ad-agencies-report-no-major-client-pullbacks-while-caution-grows/article_e437fa77-b91b-42df-95cc-83e22a587b1b.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_515

IAB: Podcast Ad Spend Accelerates, Fueling Digital Audio's \$7.6 Billion Year.

Inside Radio, April 17, 2025

https://www.insideradio.com/free/iab-podcast-ad-spend-accelerates-fueling-digital-audio-s-7-6-billion-year/article_5c1769e5-177f-4223-b266-83b000c7e07a.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_515

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

NAB Sees Strongest Q1 Lobbying Spend In Years As Radio Policy Fights Heat Up.

Inside Radio, April 23, 2025

https://www.insideradio.com/free/nab-sees-strongest-q1-lobbying-spend-in-years-as-radio-policy-fights-heat-up/article_e242c474-b634-453d-b48e-c9f622e0579e.html

Third-party cookies are here to stay as Google pivots

eMarketer (Arielle Feger), April 23, 2025

https://content-naf.emarketer.com/third-party-cookies-here-stay-google-pivots?utm_source=Newsletter&utm_medium=Email&utm_campaign=emarketer+4.23.2025&utm_id=emarketer+4.23.2025&utm_content=emarketer+4.23.2025&jid=191143&sid=8738581

How AI Can Give Radio Personalities More...PERSONALITY

Jacobs Media (Fred Jacobs), April 23, 2025

https://jacobsmedia.com/how-ai-can-give-radio-personalities-more-personality/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_519

***Tariffs Soured Ad Market, But Q1 Buys Remained Strong**

MediaPost (Laurie Sullivan), April 22, 2025

https://www.mediapost.com/publications/article/405200/tariffs-soured-ad-market-but-q1-buys-remained-str.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily 519

***Guideline: Advertisers Stay The Course In Q2 While Navigating Uncertain Economy.**

Inside Audio Marketing, April 22, 2025

<https://www.insideaudiomarketing.com/post/guideline-advertisers-stay-the-course-in-q2-while-navigating-uncertain-economy>

***Podcast ad revenues will grow consistently despite broader ad pullbacks**

eMarketer (Marisa Jones), April 22, 2025

https://content-naf.emarketer.com/podcast-ad-revenues-will-grow-consistently-despite-broader-ad-pullbacks?utm_source=Newsletter&utm_medium=Email&utm_campaign=emarketer+4.22.2025&utm_id=emarketer+4.22.2025&utm_content=emarketer+4.22.2025.1&jid=190792&sid=35804818

***Why Broadcasters Must Move From Age/Gender Ratings To Impression-Based Selling**

TVNewsCheck (Tom Sly), Apr 21, 2025

https://tvnewscheck.com/business/article/why-broadcasters-must-move-from-age-gender-ratings-to-impression-based-selling/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily 517

***New Brand Survey: TV Upfront Ad Market Optimism?**

MediaPost (Wayne Friedman), April 18, 2025

https://www.mediapost.com/publications/article/405156/new-brand-survey-tv-upfront-ad-market-optimism.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138211&hashid=GkaoK9PSSKGhs-uNohSxFw

***2025-26 TV Ad Upfront: On The Down Low?**

MediaPost (Wayne Friedman), April 17, 2025

https://www.mediapost.com/publications/article/405118/2025-26-tv-ad-upfront-on-the-down-low.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138226&hashid=GkaoK9PSSKGhs-uNohSxFw

Radio Seizes the Moment to Push for FCC Reforms

Broadcasters say timing is right for overhaul of regulations

RadioWorld (Randy J. Stine), April 18, 2025, Updated: April 21, 2025

https://www.radioworld.com/news-and-business/business-and-law/radio-seizes-the-moment-to-push-for-fcc-reforms?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily 517

Google Harmed Publishers By Monopolizing Ad Tech, Judge Rules

MediaPost (Wendy Davis), April 17, 2025

https://www.mediapost.com/publications/article/405154/google-harmed-publishers-by-monopolizing-ad-tech.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138182&hashid=IZA7uSulTnimoAz9RMXvmQ

Meta Sued For Allegedly Overcharging Advertisers By \$4B

MediaPost (Wendy Davis), April 15, 2025

https://www.mediapost.com/publications/article/405073/meta-sued-for-allegedly-overcharging-advertisers-b.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138182&hashid=IZA7uSulTnimoAz9RMXvmQ

Nielsen PPM Audience Monthly Trends

The March Full Month PPM trends for Los Angeles, San Diego and Riverside/San Bernardino are posted below. We see that cume has increased over the first three months of the year and, notwithstanding some statistical wobbles, PUMM/AQH have also trended up.

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

Jan Monthly - 559,100

Feb Monthly - 583,100

Mar Monthly - 592,800

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
Mar Monthly - 9,606,100

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
Feb Monthly - 109,700
Mar Monthly - 108,200

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
Mar Monthly - 1,863,800

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
Mar Monthly - 125,300

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
Mar Monthly - 2,241,600

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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