

April 30, 2025

Hi All,

Here we are on the last day of the month. Think about how much has changed since the first day of the month. Now think about how much more our business world will likely change going forward. Change is as constant as the swells of the ocean That creates waves of change and as they come at us we can either be swamped by them or we can get on our surfboards and ride them.

The best way to prepare us to ride the waves of change is by constant learning, adapting and innovating. The goal of the Midweek Resource Roundup is to provide us with the resources for constant learning to prepare us to ride the waves of change to make progress...

"The world hates change, yet it is the only thing that has brought progress."

- Charles Kettering

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Mastering Your Pipeline: 3 CRM Musts to Boost Revenue

The Center For Sales Strategy (Trey Morris), April 30, 2025

https://blog.thecenterforsalesstrategy.com/mastering-your-pipeline-crm-practices-to-boost-revenue?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-3D9roW788iwuam-IKjTgX3EJ8Np9xOOjOL1K1fQs6JuegPecxctDR3IRLrJ_c2lg4UhObsSbpoUAXhR8-UukUMgEQ&hsmi=359197976&utm_content=359197976&utm_source=hs_email

The Collective

Radio Ink (Loyd Ford), April 28, 2025

<https://radioink.com/2025/04/28/loyd-ford-the-collective/>

What Are 3 Important Characteristics of A Qualified Prospect?

SalesFuel (Jessica Helinski), April 26, 2025

https://salesfuel.com/what-are-3-important-characteristics-of-a-qualified-prospect/?utm_source=SFW

Which Is the Best First Line to Successfully Open a Cold Call?

SalesFuel (Tim Londergan), April 26, 2025

https://salesfuel.com/open-a-cold-call/?utm_source=SFW

Wasting Time in Sales? Here's What to Stop Doing Now

SalesFuel (Jessica Helinski), April 26, 2025

https://salesfuel.com/wasting-time-in-sales-heres-what-to-stop-doing-now/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

What Motivates Moms to Listen to Music?

Edison Research Weekly Insights, April 30, 2025

<https://www.edisonresearch.com/what-motivates-moms-to-listen-to-music/?s=55vclyeumh48p91frd0e>

***Local Real Estate Advertising Creative Ideas for 2025**

Aspire by Marketron, April 30, 2025

<https://aspire.marketron.com/local-real-estate-advertising-creative-ideas-for-2025/>

***4 Insurance Advertising Ideas to Ensure Success for Your Clients**

Aspire by Marketron, April 30, 2025

<https://aspire.marketron.com/4-insurance-advertising-ideas-to-ensure-success-for-your-clients/>

***Ask the Expert: 6 Strategies for Local Financial Advertising**

Aspire by Marketron (Rachel Lepchitz), April 30, 2025

<https://aspire.marketron.com/ask-the-expert-6-strategies-for-local-financial-advertising/>

Why Your Restaurant Advertisers Should Emphasize Loyalty Programs

Aspire by Marketron, April 30, 2025

<https://aspire.marketron.com/why-your-restaurant-advertisers-should-emphasize-loyalty-programs/>

***Music Moves Women—And Radio Still Plays Key Role.**

Inside Radio/Edison Research, April 30, 2025

https://www.insideradio.com/free/music-moves-women-and-radio-still-plays-key-role/article_afca7509-48de-491a-b664-783a08a9445d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+524

***Radio Ads Prove Powerful Boost For Social Media Engagement, Study Shows**

MediaPost/Critical Mass Insights (Robert Williams), April 29, 2025

https://www.mediapost.com/publications/article/405447/radio-ads-prove-powerful-boost-for-social-media-en.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138286&hashid=o5sexdpQRQeeqa1Ux78qbw

***Radio is a Must to Engage Auto Shoppers**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), April 29, 2025

https://www.radiomatters.org/index.php/2025/04/29/radio-is-a-must-to-engage-auto-shoppers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_523#more-6420

***Deloitte Says Media Companies Are Turning To Audio And AI To Stay Competitive.**

Inside Radio, April 29, 2025

https://www.insideradio.com/free/deloitte-says-media-companies-are-turning-to-audio-and-ai-to-stay-competitive/article_12119b99-6b4f-48ce-bed1-452be597d278.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_523

Study: 58% of Podcast Listeners Hear Ads—Even If They Don't Know It.

Inside Radio, April 29, 2025

https://www.insideradio.com/free/study-58-of-podcast-listeners-hear-ads-even-if-they-don-t-know-it/article_49926a6a-6a4a-4d8c-8f54-0188571c712c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_524

10 Case Studies: How The NFL On Westwood One Drives Business Outcomes For Brands

Westwood One/Cumulus Media (Pierre Bouvard), April 28, 2025

<https://www.westwoodone.com/blog/2025/04/28/10-case-studies-how-the-nfl-on-westwood-one-drives-business-outcomes-for-brands/>

***How to Overcome Threshold Resistance**

Radio Ink (Jeffrey Hedquist), April 28, 2025

<https://radioink.com/2025/04/28/jeffrey-hedquist-how-to-overcome-threshold-resistance/>

Mother's Day 2025: More Meaningful Gifts, Tighter Budgets

MediaPost (Sarah Mahoney), April 28, 2025

https://www.mediapost.com/publications/article/405428/mothers-day-2025-more-meaningful-gifts-tighter.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138285&hashid=akE-7z-LS1W9CYmV5M9xXA

Big Gains for Upside and Wendy's As Radio Rankings Heat Up

Radio Ink (Cameron Coats), April 28, 2025

<https://radioink.com/2025/04/28/big-gains-for-upside-and-wendys-as-radio-rankings-heat-up/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

FCC's Brendan Carr At Day 100: 'We Want Local Broadcasters To Feel Empowered.'

Inside Radio, April 29, 2025

https://www.insideradio.com/free/fcc-s-brendan-carr-at-day-100-we-want-local-broadcasters-to-feel-empowered/article_6acbcd7c-487b-4e27-b8c9-be44e6b2beb3.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_523

Advertisers Hold Steady Amid Tariff Uncertainty—For Now

Agency holding company Q1 earnings reports shed light on how advertisers are adjusting marketing spend amid economic uncertainty

ADWEEK (Audrey Kemp), April 29, 2025

https://www.adweek.com/agencies/advertisers-hold-steady-amid-tariff-uncertainty-for-now/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_523

The \$1 Trillion Ad Market Has Arrived

Total Spending Will Exceed \$1 Trillion for the First Time,

With 75% Going to Digital

eMarketer, April 29, 2025

 [EMARKETER Worldwide-Ad-Spending-Forecast-2025.pdf](#)

B2B Marketing Tactics That Every Media Company Needs to Embrace in 2025

LEADG2 (Carly Knecht), April 29, 2025

https://leadg2.thecenterforsalesstrategy.com/blog/b2b-marketing-tactics-that-every-media-company-needs-to-embrace?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsenc=p2ANqtz-fvnrXnkdbDsuWKi_S7V4u2O9LpddHyAnrIDrCDJ2JNNhBywi9HP0IR7IoZv6kbCXaBwZfo-jLhcmZDYgkQcF2gTAF_g&hsmi=357862362&utm_content=357862362&utm_source=hs_email

Retaining your best talent during economic uncertainty

Smartbrief On Leadership (Alaina Love), April 28, 2025

https://www.smartbrief.com/original/retaining-your-best-talent-during-economic-uncertainty?utm_term=E42F46AE-AD13-4B42-92EE-0AE1EFA2C18C&utm_content=7A177844-D391-4214-A921-7B3E66667502&utm_source=brief

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Ad Market Rebounds In March, Delivers High Single Digit Growth**

MediaPost (Joe Mandese), April 30, 2024

https://www.mediapost.com/publications/article/405495/ad-market-rebounds-in-march-delivers-high-single.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138308&hashid=XOWE7PwdT4-lekA7MLbhQg

Local Broadcasters Get Boost From Advocacy Groups In Push For Media Ownership Reform.

Inside Radio, April 29, 2025

https://www.insideradio.com/free/local-broadcasters-get-boost-from-advocacy-groups-in-push-for-media-ownership-reform/article_616d2e48-afd0-47a9-8816-a0af70f896e4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_524

NAB Presses FCC to Clean Up Outdated Digital Infrastructure

Radio Ink (Cameron Coats), April 29, 2025

https://radioink.com/2025/04/29/nab-presses-fcc-to-clean-up-outdated-digital-infrastructure/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_523

***IAB Forecasts Digital Video Ad Spending To Keep Growing In 2025.**

Inside Audio Marketing, April 29, 2025

<https://www.insideaudiomarketing.com/post/iab-forecasts-digital-video-ad-spending-to-keep-growing-in-2025>

The Exponential Value of Nurturing Radio Superfans

Jacobs Media (Fred Jacobs), April 28, 2025

<https://jacobsmedia.com/the-exponential-value-of-nurturing-radio-superfans/>

Why “Dance With Those Who Brung You” Should Be Radio’s Operating Philosophy In 2025

Jacobs Media (Fred Jacobs), April 29, 2025

<https://jacobsmedia.com/why-dance-with-those-who-brung-you-should-be-radios-operating-philosophy-in-2025/>

NAB: FCC’s Foreign Ad Rules Violate Trump’s Executive Orders

Radio Ink (Cameron Coats), April 24, 2025

<https://radioink.com/2025/04/24/nab-fccs-foreign-ad-rules-violate-trumps-executive-orders/>

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 cumes 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

--



Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031