

May 7, 2025

Hi All,

Here is your weekly curated collection of essential articles, research, sales training materials and economic forecasts to let us keep up with the rapid rate of change...

Change is inevitable. Change for the better is a full-time job.

–Adlai E. Stevenson

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Are You Willing To Outwork?

Radio Ink (Loyd Ford), May 5, 2025

<https://radioink.com/2025/05/05/loyd-ford-are-you-willing-to-outwork/>

What Are the Best Expert Tips for Sales and Negotiation?

SalesFuel (Tim Londergan), May 3, 2025

https://salesfuel.com/what-are-the-best-expert-tips-for-sales-and-negotiation/?utm_source=SFW

Do You Have A Customer Retention Strategy? If Not, Here's How to Get Started

SalesFuel (Jessica Helinski), May 3, 2025

https://salesfuel.com/do-you-have-a-customer-retention-strategy-if-not-heres-how-to-get-started/?utm_source=SFW

Want to Know How to Master Sales Communication? Embrace These Two Traits

SalesFuel (Jessica Helinski), May 3, 2025

https://salesfuel.com/want-to-know-how-to-master-sales-communication-embrace-these-two-traits/?utm_source=SFW

Sales Assessments vs. Gut Feeling – What The Data Says

SalesFuel (C. Lee Smith), May 3, 2025

https://salesfuel.com/sales-assessments-vs-gut-feeling-what-the-data-says/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***It's Time Marketers Hear the Truth About Audio**

Misconceptions about audio could leave brands missing out on a valuable medium

RAB Matter Of Fact Blog (Tammy Greenberg SVP Business Development), May 7, 2025

<https://www.rab.com/public/matteroffact/may2025/ana-audioengagement.cfm>

***The New 3-Minute Qualifer Data Insights**

RAB Radio Matters Blog (Tammy Greenberg, SVP/Business Development, RAB and Annette Malave, SVP/Insights, RAB), May 6, 2025

https://www.radiomatters.org/index.php/2025/05/06/the-new-3-minute-qualifer-data-insights/?utm_source=Radio%20Matters%20Blog&utm_campaign=6e2dadf643-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-6e2dadf643-582899012

***3 Sales Enablement Challenges Media Companies Face in 2025 — And How to Overcome Them**

LEADG2 (Isha Bell), May 6, 2025

https://leadg2.thecenterforsalesstrategy.com/blog/3-sales-enablement-challenges-media-companies-face-and-how-to-overcome-them?utm_campaign=Lead%20G2%20Blog&utm_medium=email&hsenc=p2ANqtz--jTBc5CL0Rfm6lGZjX2mXDqWzIho7rG2JFDLyimChQtIM1CNVTr1msAAWNVV1JlzarBiUDvSm8wNhiu15eK03ypab9Og&hsmi=357870960&utm_content=357870960&utm_source=hs_email

***New Study Shows Radio Is Still A 'High-Trust, High-Impact' Medium.**

Inside Radio, May 5, 2025

https://www.insideradio.com/free/new-study-shows-radio-is-still-a-high-trust-high-impact-medium/article_c23fc8b6-2ab1-4dfd-bd06-6ef1774cfd7.html

 [State-of-Media-2025.pdf](#)

***How AM/FM Radio, Podcast, And Streaming Audio Ads Can Launch Movie Theatrical Releases And Drive Streaming Video Subscriptions**

Westwood One/Cumulus Media (Pierre Bouvard), May 5, 2025

<https://www.westwoodone.com/blog/2025/05/05/how-am-fm-radio-podcast-and-streaming-audio-ads-can-launch-movie-theatrical-releases-and-drive-streaming-video-subscriptions/>

Home Improvement Quiet on Radio While Tariffs Shake Consumers

Radio Ink/Media Monitors (Cameron Coats), May 5, 2025

<https://radioink.com/2025/05/05/home-improvement-quiet-on-radio-while-tariffs-shake-consumers/>

***A New Benchmark' For Radio In Higher Audience Impressions.**

Inside Radio (Nielsen/RAB), May 2, 2025

https://www.insideradio.com/free/a-new-benchmark-for-radio-in-higher-audience-impressions/article_7f12768f-7b3d-4e31-8918-107d973c8b05.html

Learn How Radio Can Win Recruitment Dollars in a Recession

Radio Ink (Cameron Coats), May 1, 2025

<https://radioink.com/2025/05/01/learn-how-radio-can-win-recruitment-dollars-in-a-recession/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

After Streaming Setback, SiriusXM Targets Terrestrial Radio

Radio Ink (Cameron Coats), May 2, 2025

<https://radioink.com/2025/05/02/after-streaming-setback-siriusxm-targets-terrestrial-radio/>

Local Broadcast Ownership Rules – How Could Ownership Deregulation Play Out?

Broadcast Law Blog (David Oxenford), May 2, 2025

https://www.broadcastlawblog.com/2025/05/articles/local-broadcast-ownership-rules-how-could-ownership-deregulation-play-out/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_527

NABOB Asks FCC To Retain Current Radio Ownership Market Caps

Radio+Television Business Report (Cameron Coats), May 1, 2025

https://rbr.com/nabob-asks-fcc-to-retain-current-radio-ownership-market-caps/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_525

DJs And Baristas: Can They Save Their Companies?

Jacobs Media (Fred Jacobs), May 2, 2025

https://jacobsmedia.com/djs-and-baristas-can-they-save-their-companies/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_526

NAB Slams Pro-Music Industry Coalitions For Radio ‘Rent-Seeking’

Radio+Television Business Report (Cameron Coats), April 30, 2025

[https://rbr.com/nab-musicfirst-copy-paste-293748-](https://rbr.com/nab-musicfirst-copy-paste-293748-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

[2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local](https://rbr.com/nab-musicfirst-copy-paste-293748-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[Media %26 Technology Daily 525](https://rbr.com/nab-musicfirst-copy-paste-293748-2/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Forecast Radio And Digital Ad Revenue With Marketron’s Revenue Calculator!**

Inside Radio/Marketron, May 7, 2025

<https://www.marketron.com/calculator/form.html>

***Memo To Radio: We Have Met The Enemy And It Is...**

Jacobs Media (Fred Jacobs), May 7, 2025

<https://jacobsmedia.com/memo-to-radio-we-have-met-the-enemy-and-it-is/>

***Stations Have Until May 23 To Beat New Higher FCC Application Fees.**

Inside Radio, May 7, 2025

[https://www.insideradio.com/free/stations-have-until-may-23-to-beat-new-higher-fcc-application-](https://www.insideradio.com/free/stations-have-until-may-23-to-beat-new-higher-fcc-application-fees/article_1de946b7-9e7a-4888-92de-5e9b68182084.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[fees/article_1de946b7-9e7a-4888-92de-](https://www.insideradio.com/free/stations-have-until-may-23-to-beat-new-higher-fcc-application-fees/article_1de946b7-9e7a-4888-92de-5e9b68182084.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[5e9b68182084.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm](https://www.insideradio.com/free/stations-have-until-may-23-to-beat-new-higher-fcc-application-fees/article_1de946b7-9e7a-4888-92de-5e9b68182084.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[m_source=Local Media %26 Technology Daily 529](https://www.insideradio.com/free/stations-have-until-may-23-to-beat-new-higher-fcc-application-fees/article_1de946b7-9e7a-4888-92de-5e9b68182084.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

Radio Station Sales Rise In April Amid Deregulation Anticipation.

Inside Radio, May 7, 2025

[https://www.insideradio.com/free/radio-station-sales-rise-in-april-amid-deregulation-](https://www.insideradio.com/free/radio-station-sales-rise-in-april-amid-deregulation-anticipation/article_d7c29e4c-3552-49ca-aea6-7dd6f4815d11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[anticipation/article_d7c29e4c-3552-49ca-aea6-](https://www.insideradio.com/free/radio-station-sales-rise-in-april-amid-deregulation-anticipation/article_d7c29e4c-3552-49ca-aea6-7dd6f4815d11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[7dd6f4815d11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm](https://www.insideradio.com/free/radio-station-sales-rise-in-april-amid-deregulation-anticipation/article_d7c29e4c-3552-49ca-aea6-7dd6f4815d11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[m_source=Local Media %26 Technology Daily 529](https://www.insideradio.com/free/radio-station-sales-rise-in-april-amid-deregulation-anticipation/article_d7c29e4c-3552-49ca-aea6-7dd6f4815d11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

FCC’s Carr Calls Station Ownership Caps “Arcane” and “Artificial”

TVTech (George Winslow), May 7, 2025

[https://www.tvtechnology.com/news/fccs-carr-calls-station-ownership-caps-arcane-and-](https://www.tvtechnology.com/news/fccs-carr-calls-station-ownership-caps-arcane-and-artificial?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[artificial?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=L](https://www.tvtechnology.com/news/fccs-carr-calls-station-ownership-caps-arcane-and-artificial?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)
[ocal Media %26 Technology Daily 529](https://www.tvtechnology.com/news/fccs-carr-calls-station-ownership-caps-arcane-and-artificial?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local)

***Upfront About It: Where Major Players Stand Going Into Annual Pitch to Advertisers**

Variety (Joe Otterson, Michael Schneider, Jennifer Maas, Selome Hailu, Ethan Shanfeld, Brian Steinberg), May 6, 2025

<https://variety.com/2025/tv/news/upfronts-preview-cbs-nbc-abc-fox-netflix-amazon-1236388665/>

Not Dead Yet: Ad Spending On Linear TV Up Despite Decline In Impressions, iSpot Q1 Report Says

TVRev (Jon Lafayette), May 6, 2025

https://www.tvrev.com/news/not-dead-yet-ad-spending-on-linear-tv-up-despite-decline-in-impressions-ispot-q1-report-says?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_528

BIA Explores Tariffs And Their Impact On Local Advertising.

Inside Radio, May 5, 2025

https://www.insideradio.com/free/bia-explores-tariffs-and-their-impact-on-local-advertising/article_fdd79c95-c5a3-4ecd-9229-b20454b2eb75.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_527

***Geopolitical Tensions Lead to Marketers' Spending Caution, Focus on Near-Term Goals**

Marketing Charts, May 5, 2025

https://www.marketingcharts.com/industries/business-to-business-235544?mc_cid=24dfcb5500&mc_eid=c106971821

Has The FCC Done All It Can For AM? Revitalization Docket Part Of FCC Cleanup.

Inside Radio, May 5, 2025

https://www.insideradio.com/free/has-the-fcc-done-all-it-can-for-am-revitalization-docket-part-of-fcc-cleanup/article_56cd4121-f91c-4039-8fa4-abf3a9c7c73c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_527

***Listeners Are Moving Fast – Is Radio Keeping Up?**

Inside Radio (Albright & O'Malley & Brenner), May 1, 2025

https://www.insideradio.com/free/listeners-are-moving-fast-is-radio-keeping-up/article_75e4e3a0-307a-4417-8f78-a1455976fc8c.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_525

***How Much Will Sports Deal-Making Mean To The Coming TV Upfront?**

MediaPost (Wayne Friedman), May 1, 2025

https://www.mediapost.com/publications/article/405491/how-much-will-sports-deal-making-mean-to-the-comin.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138339&hshid=GkaoK9PSSKGhs-uNohSxFw

Will Forcing Radio Out of the Car Dash Save Consumers Money?

Makers of the new \$20,000 electric Slate Truck seem to think so

RadioWorld (Jerry Del Colliano), May 1, 2025

[https://www.radioworld.com/columns-and-views/guest-commentaries/will-forcing-radio-out-of-the-car-dash-save-consumers-money?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 526](https://www.radioworld.com/columns-and-views/guest-commentaries/will-forcing-radio-out-of-the-car-dash-save-consumers-money?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily)

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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