

May 14, 2025

Hi All,

It is another Wednesday and a new installment of your Midweek Resource Roundup. Let's check our list:

- Sales tips and training materials - check
- Research, data and articles on value of Radio - check
- Economic research and forecasts - check
- Articles and information of value to share with clients - check
- Competitive media information - check
- Articles on regulatory issues - check

Okay, the pre-flight checklist is complete so let's take off, learn and apply that knowledge for growth!...

‘Knowledge isn’t power until it is applied ‘

– Dale Carnegie

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How Radio Sales Managers Can Grow Leads For Sellers

Radio Ink (Loyd Ford), May 12, 2025

<https://radioink.com/2025/05/12/how-radio-sales-managers-can-grow-leads-for-sellers/>

How Can Sellers Refresh Their Sales Pipeline Review for Improved Efficiency?

SalesFuel (Tim Londergan), May 10, 2025

https://salesfuel.com/how-can-sellers-refresh-their-sales-pipeline-review-for-improved-efficiency/?utm_source=SFW

How Can You Craft the Greatest Sales Pitch Ever?

SalesFuel (Jessica Helinski), May 10, 2025

https://salesfuel.com/how-can-you-craft-the-greatest-sales-pitch-ever/?utm_source=SFW

Want A Winning Sales Elevator Pitch? Here's How to Write One

SalesFuel (Jessica Helinski), May 10, 2025

https://salesfuel.com/want-a-winning-sales-elevator-pitch-heres-how-to-write-one/?utm_source=SFW

Top Ways Accounts Can Leverage Their Co-op Advertising Funds

SalesFuel (Kathy Crosett), May 9, 2025

https://salesfuel.com/top-ways-accounts-can-leverage-their-co-op-advertising-funds/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_531

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Retooling Your Client List

Radio Ink (Chris Stonick), May 14, 2025

https://radioink.com/2025/05/14/chris-stonick-retooling-your-client-list/?vgo_ee=vF%2BB9aA99QVqAYyui6s5m0IBNhiSCxz1JCmnZREMJf0YhrlQqel%3AdOG4tdL1Ljhs6fgzRXLrZAQN XzxWy8BE

Own the Creative, Own the Ad Buy: The Untapped Differentiator in Local Media Sales

RAB Radio Matters Blog (Travis Cartier, senior manager, onboarding and development, Marketron), May 13, 2025

[https://www.radiomatters.org/index.php/2025/05/13/own-the-creative-own-the-ad-buy-the-untapped-differentiator-in-local-media-sales/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 533](https://www.radiomatters.org/index.php/2025/05/13/own-the-creative-own-the-ad-buy-the-untapped-differentiator-in-local-media-sales/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+533)

Survey: AM/FM Tops TikTok, YouTube in Podcast Fan Conversion

Radio Ink (Cameron Coats), May 13, 2025

<https://radioink.com/2025/05/13/study-am-fm-tops-tiktok-youtube-in-podcast-fan-conversion/>

New Back To The Office Study: Marketer, Agency, And Average American Commutes Surge As AM/FM Radio Is The Queen of The Road

Westwood One/Cumulus Media (Pierre Bouvard), May 12, 2025

<https://www.westwoodone.com/blog/2025/05/12/new-back-to-the-office-study-marketer-agency-and-average-american-commutes-surge-as-am-fm-radio-is-the-queen-of-the-road/>

As Tariffs Disrupt, Radio Ads Offer Stability for Auto Dealers

Radio Ink (Cameron Coats), May 12, 2025

[https://radioink.com/2025/05/12/as-tariffs-disrupt-radio-ads-offer-stability-for-auto-dealers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily](https://radioink.com/2025/05/12/as-tariffs-disrupt-radio-ads-offer-stability-for-auto-dealers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%2B%26%2BTechnology%2BDaily) 532

Capture Your Client's Personality

Radio Ink (Jeffrey Hedquist), May 12, 2025

<https://radioink.com/2025/05/12/jeffrey-hedquist-capture-your-clients-personality/>

With Two Weeks Until Memorial Day, Radio Ad Giants Still Missing

Radio Ink/Media Monitors (Cameron Coats), May 12, 2025

<https://radioink.com/2025/05/12/with-two-weeks-until-memorial-day-radio-ad-giants-still-missing/>

Three predictions for 2025 back-to-school shopping

Chain Store Age (Zachary Russell), May 12, 2025

<https://chainstoreage.com/three-predictions-2025-back-school-shopping>

CredTalk: Improving Your Negotiation Skills

(Note: This is a 90-second video)

SalesFuel, May 10, 2025

https://vimeo.com/841253337?utm_source=SFw

Radio-Ad Influenced Consumers are More Valuable to Brands

Katz Radio Group, May 9, 2025

<https://insights.katzradiogroup.com/sound-answers-111-radio-ads-motivate-consumer-action?>

Nielsen Tells Ad Gathering That Audio Delivers ROI As Marketers' Budgets Tighten.

Inside Radio, May 8, 2025

https://www.insideradio.com/free/nielsen-tells-ad-gathering-that-audio-delivers-roi-as-marketers-budgets-tighten/article_28e6acbf-2f6e-4e12-8f6d-37d3ea456567.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+530

Core retail sales up 7% year over year in April as consumers stocked up pre-tariffs

Chain Store Age (Marianne Wilson) May 8, 2025

<https://chainstoreage.com/core-retail-sales-7-year-over-year-april-consumers-stocked-pre-tariffs>

Winning the Long Game: Why Your Attribution Window Matters in Audio Advertising

Audacy Insights Team, May 7, 2025

<https://audacyinc.com/insights/winning-the-long-game-why-your-attribution-window-matters-in-audio-advertising/>

Nielsen: AQH Ratings Jumped 15% In Q1 After '3-Minute Rule' Shift

Radio Ink (Cameron Coats), May 2, 2025

<https://radioink.com/2025/05/02/nielsen-q1-aqh-ratings-jump-15-after-3-minute-rule-shift/>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

3 Points About US Digital Ad Spending in 2024

Marketing Charts, May 14, 2025

https://www.marketingcharts.com/digital-235625?mc_cid=e301cf5a34&mc_eid=c106971821

Study Shows AI Audio Use Rapidly Climbing With Marketers

Radio Ink (Cameron Coats), May 14, 2025

https://radioink.com/2025/05/14/study-shows-ai-audio-use-rapidly-climbing-with-marketers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_534

Gartner 2025 CMO Spend Survey Reveals Marketing Budgets Have Flatlined at 7.7% of Overall Company Revenue

Gartner, May 12, 2025

https://www.gartner.com/en/newsroom/press-releases/2025-05-12-gartner-2025-cmo-spend-survey-reveals-marketing-budgets-have-flatlined-at-seven-percent-of-overall-company-revenue?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_534

Global Marketing Spend Continues to Grow Faster Than Advertising Spend

Marketing Charts, May 12, 2025

https://www.marketingcharts.com/television-235599?mc_cid=e301cf5a34&mc_eid=c106971821

Senators Urge FCC to Deregulate Radio Ownership Caps

Radio Ink (Cameron Coats), May 12, 2025

<https://radioink.com/2025/05/12/senators-urge-fcc-to-deregulate-radio-ownership-caps/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Broadcasters To Congress: AM Radio Is A Lifeline, Not A Luxury.

Inside Radio, May 14, 2025

https://www.insideradio.com/free/broadcasters-to-congress-am-radio-is-a-lifeline-not-a-luxury/article_90dab230-4a42-4378-a1bb-5825fc22b582.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_534

Streaming Upfront Media Dollar Share Climbs To 32%

MediaPost (Wayne Friedman), May 14, 2025

https://www.mediapost.com/publications/article/405782/streaming-upfront-media-dollar-share-climbs-to-32.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138465&hashid=0GmwUb-VQzGI9svJRwTNRa

3 Socio-Economic Shifts Every Radio Programmer And Seller Should Be Aware Of

Jacobs Media (Fred Jacobs), May 14, 2025

<https://jacobsmedia.com/3-socio-economic-shifts-every-radio-programmer-and-seller-should-be-aware-of/>

Upfronts 2025: Live Content - The Biggest Brand TV Lure?

MediaPost (Wayne Friedman), May 13, 2025

https://www.mediapost.com/publications/article/405791/upfronts-2025-live-content-the-biggest-brand-tv.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138466&hashid=GkaoK9PSSKGhs-uNohSxFw

What If Radio Tried Something Right Out Of Left Field?

Jacobs Media (Fred Jacobs), May 9, 2025

https://jacobsmedia.com/what-is-radio-tried-self-deprecating-humor/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_531

Sales Are Down -- Is it Marketing, Macroeconomics, Or Momentum?

MediaPost (Corinne Casagrande), May 9, 2025

https://www.mediapost.com/publications/article/405743/sales-are-down-is-it-marketing-macroeconomics.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138467&hashid=nPO6kNh8ToCb2_NBH4Mycg

TikTok Offers \$1M In Ad Credits For Small Business Month

MediaPost (Colin Kirkland), May 8, 2025

https://www.mediapost.com/publications/article/405729/tiktok-offers-1m-in-ad-credits-to-smbs-for-small.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_531

Radio On Main Street featuring Nielsen Audio's Managing Director Rich Tunkel

Rich Tunkel's conversation which was focused on Nielsen's recent modernization effort – specifically the 3-minute Nielsen Qualifier update and how radio is seeing positive momentum around data measurement and attribution.

RAB Radio Matters Blog, May 7, 2025

https://www.radiomatters.org/index.php/2025/05/07/radio-on-main-street-featuring-nielsen-audios-managing-director-rich-tunkel/?utm_source=Radio+Matters+Blog&utm_campaign=dbb5d6e57a-EMAIL_CAMPAIGN_2018_01_03_COPY_01&utm_medium=email&utm_term=0_66c3360299-dbb5d6e57a-582899012

Nielsen PPM Audience Monthly Trends

The April Full Month trends for our PPM markets will be released next Monday and Tuesday (5/19 & 20), so we will have them posted next Wednesday.

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



Miles W. Sexton
President
Southern California Broadcasters Association
805.701.0031