

May 21, 2025

Hi All,

Here is your weekly toolkit of curated information, research, forecasts and sales training materials to keep the learning going. The April Full Month audience estimates are also posted below. And remember, we learn from our mistakes as well...

'Love challenges, be intrigued by mistakes, enjoy the effort and keep on learning'
– Carol Dweck

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

How To Stop Talking Yourself Out Of Cold Calling

Radio Ink (Loyd Ford), May 19, 2025

<https://radioink.com/2025/05/19/loyd-ford-how-to-stop-talking-yourself-out-of-cold-calling/>

What Powerful Tactics Smash Sales Choice Paralysis?

SalesFuel (Jessica Helinski), May 17, 2025

https://salesfuel.com/what-powerful-tactics-smash-sales-choice-paralysis/?utm_source=SFw

What Makes a Valuable BDR in Sales?

SalesFuel (Tim Londergan), May 17, 2025

https://salesfuel.com/what-makes-a-valuable-bdr-in-sales/?utm_source=SFw

Could Sandbagging in Sales Be Killing Your Growth?

SalesFuel (Jessica Helinski), May 17, 2025

https://salesfuel.com/could-sandbagging-in-sales-be-killing-your-growth/?utm_source=SFw

CredTalk: How to Deal with Losing Your Biggest Clients

(Note: This is a 90-second video)

SalesFuel, May 17, 2025

https://vimeo.com/1060333667?utm_source=SFw

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Nielsen's 2025 Ad Trends Report: Radio And Audio Stay Strong Amid Industry Shifts.**

Inside Radio, May 21, 2025

https://www.insideradio.com/free/nielsen-s-2025-ad-trends-report-radio-and-audio-stay-strong-amid-industry-shifts/article_b1862efc-690b-4a68-9f87-263b2dc59d94.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_539

***Optimizing Your Sales Team: A Guide to Different Sales Organizational Structures**

The Center For Sales Strategy (Matt Sunshine), May 20, 2025

https://blog.thecenterforsalesstrategy.com/a-guide-to-effective-sales-organizational-structures?utm_medium=email&hsenc=p2ANqtz-dKmEDq0kvY9o-cWmqU5jB6Xu12xRNPxqi13NQ2EsEOQ8Z2iegihHRnv2SJCbSsiPsBtDCBq0HRswmeUjBuTq7g3TMQ&hsmi=362420575&utm_content=362420575&utm_source=hs_email

Competitive Info: More Ad Dollars Skipping Tech Powerhouses, Report Says.

Inside Audio Marketing, May 20, 2025

<https://www.insideaudiomarketing.com/post/competitive-info-more-ad-dollars-skipping-tech-powerhouses-report-says>

***AM/FM Radio Streaming Audiences: Five Surprising Findings From Edison's "Share Of Ear"**

Westwood One/Cumulus Media (Pierre Bouvard), May 19, 2025

<https://www.westwoodone.com/blog/2025/05/19/am-fm-radio-streaming-audiences-five-surprising-findings-from-edisons-share-of-ear/>

***Legal Leads: How Ankin Law Turned Smart Targeting into Real Results**

Audacy Insights Team, May 19, 2025

<https://audacyinc.com/insights/legal-leads-how-ankin-law-turned-smart-targeting-into-real-results/>

Study: Rising prices shaking up consumer loyalty and shopping behavior

Chain Store Age (Marianne Wilson), May 19, 2025

<https://chainstoreage.com/study-rising-prices-shaking-consumer-loyalty-and-shopping-behavior>

Home Depot, Lowe's Make Late Radio Moves Before Memorial Day

Radio Ink/Media Monitors (Cameron Coats), May 19, 2025

<https://radioink.com/2025/05/19/home-depot-lowes-make-late-radio-moves-before-memorial-day/>

***First Things First: 6 Tips For First-Rate First Impression**

Radio Ink (James Bahm), May 15, 2025

<https://radioink.com/2025/05/15/james-bahm-first-things-first-6-tips-for-first-rate-first-impression/>

Resources and Articles of Interest to Managers for Planning and Forecasting:

Top Five Selected Articles/Resources

Digital Advertising Surpasses \$100B To Dominate Local U.S. Media Markets

Borrell, May 20, 2025



[Borrell_AnnualDigitalBenchmarking_May2025.pdf](#)

Broadcast CFOs Talk Deregulation, AI, and Growth at MFM 2025

Radio Ink (Adam R Jacobson), May 20, 2025

https://radioink.com/2025/05/20/broadcast-cfos-talk-deregulation-ai-and-growth-at-mfm-2025/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_538

Conservative Coalition Joins Push To End Radio Ownership Caps

Radio Ink (Cameron Coats), May 19, 2025

<https://radioink.com/2025/05/19/conservative-coalition-joins-push-to-end-radio-ownership-caps/>

Appeals Court Rules FCC Can't Require Race, Gender Reports From Broadcasters.

Inside Radio, May 19, 2025

https://www.insideradio.com/free/appeals-court-rules-fcc-can-t-require-race-gender-reports-from-broadcasters/article_f65b174b-b914-4b07-bc8e-1f856947f08f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_538

The Record: Q1 U.S. audio listening trends

Nielsen, May 19, 2025

<https://www.nielsen.com/insights/2025/the-record-q1-audio-listening-trends/>

May Brings Lawmakers To AM Act; Grows Hope For Summer Vote

Radio Ink (Cameron Coats), May 19, 2025

<https://radioink.com/2025/05/19/may-brings-lawmakers-to-am-act-grows-hope-for-summer-vote/>

***Automotive National TV Spending Drops Nearly 24%**

MediaPost (Tanya Gazdik), May 19, 2025

https://www.mediapost.com/publications/article/405963/automotive-national-tv-spending-drops-nearly-24.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138525&hashid=au6Zkol8RxyZjDFsyTiFwg

***Three takeaways from TV's big upfronts week: NFL, streaming switcharoos and movie stars**

Los Angeles Times (Stephen Battaglio), May 16, 2025

<https://www.latimes.com/entertainment-arts/business/story/2025-05-16/takeaways-from-the-2025-upfronts-tariffs-and-streaming-dominate-the-buzz>

Streaming Fatigue Grows, Leaving The Door Open For Radio

Radio Ink (Cameron Coats), May 16, 2025

<https://radioink.com/2025/05/16/streaming-fatigue-grows-leaving-the-door-open-for-radio/>

AdImpact, Comcast Technology Solutions Partner on Automating Political Ad Workflows

TVTechnology (George Winslow), May 15, 2025

https://www.tvtechnology.com/news/adimpact-comcast-technology-solutions-partner-on-automating-political-ad-workflows?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_536

Nielsen PPM Audience Monthly Trends

The April Full Month trends for our PPM markets are posted below. The Cume audience numbers have grown each of the first four months of 2025 since the introduction of the 3-minute listening metric. It takes awhile for the TSL to catch up and boost the AQH/PUMM numbers but we do see overall growth.

Los Angeles (Metro 12+ Population 11,297,500)

2025**AQH:**

Jan Monthly - 559,100

Feb Monthly - 583,100

Mar Monthly - 592,800

Apr Monthly - 582,600

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

Apr Monthly - 9,712,600

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

Apr Monthly - 114,300

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

Apr Monthly - 1,870,300

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

Apr Monthly - 124,800

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

Apr Monthly - 2,274,500

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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