

June 5, 2025

Hi All,

Wow, a whole week has gone by since your last Midweek Resource Roundup! That means the clock of change has reset seven times! Let's keep up our continuous learning so we can beat the clock!...

"Every day the clock resets. Your wins don't matter. Your failures don't matter. Don't stress on what was, fight for what could be."

— Sean Higgins

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Skyscraper Thinking: Building Sales Teams That Stand Tall

The Center For Sales Strategy (Allison Delagrange), June 2, 2025

https://blog.thecenterforsalesstrategy.com/skyscraper-thinking-building-sales-teams-that-stand-tall?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz-t9vcx9fHB5IDELx0XI34MkY0ATddyRBw22hTZtR0cie-70Cm6KWbfQUKm7980G0bgBuGAZphco9LSj6ltrEKLWWGdVw&hsmi=364374873&utm_content=364374873&utm_source=hs_email

Three Specific Ways To Transform Your Value As A Seller

Radio Ink (Loyd Ford), June 2, 2025

<https://radioink.com/2025/06/02/three-specific-ways-to-transform-your-value-as-a-seller/>

What Are the Ultimate Sales Email Tips to Stay Out of Spam?

SalesFuel (Jessica Helinski), May 31, 2025

https://salesfuel.com/what-are-the-ultimate-sales-email-tips-to-stay-out-of-spam/?utm_source=SFW

Employ the WISER Model to Improve Emotionally Motivated Selling

SalesFuel (Tim Londergan), May 31, 2025

https://salesfuel.com/employ-the-wiser-model-to-improve-emotionally-motivated-selling/?utm_source=SFW

Why Sellers Must Have A Value Proposition to Win Over Buyers

SalesFuel (Jessica Helinski), May 31, 2025

https://salesfuel.com/why-sellers-must-have-a-value-proposition-to-win-over-buyers/?utm_source=SFW

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Yes, Social Media Can Drive Radio Sales – But Are You Ready?**

Radio Ink (Josh Brown), June 4, 2025

<https://radioink.com/2025/06/04/josh-brown-yes-social-media-can-drive-radio-sales-but-are-you-ready/>

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

RAB Radio Matters Blog (Tammy Greenberg, SVP/Business Development), June 3, 2025

<https://www.radiomatters.org/index.php/2025/06/03/its-time-marketers-hear-the-truth-about-audio/>

Value, not social issues, are top priorities amid tariff turmoil: Kearney

Amid economic uncertainty, consumers are putting value and product expectations above all else.

MarketingDive (Sara Karlovitch), June 3, 2025

<https://www.marketingdive.com/news/value-not-social-issues-are-top-priorities-amid-tariff-turmoil-kearney/749450/>

***Perception Vs. Reality: Agencies And Advertisers Underestimate AM/FM Radio Shares And Overestimate Pandora And Spotify Audiences, According To Advertiser Perceptions And Edison's Q1 2025 "Share Of Ear"**

Westwood One/Cumulus Media (Pierre Bouvard), June 2, 2025

<https://www.westwoodone.com/blog/2025/06/02/perception-vs-reality-agencies-and-advertisers-underestimate-am-fm-radio-shares-and-overestimate-pandora-and-spotify-audiences-according-to-advertiser-perceptions-and-edisons-q1-2025/>

***Survey: Radio News Audiences Rise Despite Digital Competition**

Radio Ink (Cameron Coats), June 2, 2025

<https://radioink.com/2025/06/02/survey-radio-news-audiences-rise-despite-digital-competition/>

'Call Your Congressman' Ad Spending Hits New Record.

Inside Radio, June 2, 2025

https://www.insideradio.com/free/call-your-congressman-ad-spending-hits-new-record/article_6019bc58-803f-4ef6-a79e-e6a4a9023458.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_546

Holiday Weekend Boosts Retail and Fast Food in Radio Ad Race

Radio Ink (Cameron Coats), June 2, 2025

<https://radioink.com/2025/06/02/holiday-weekend-boosts-retail-and-fast-food-in-radio-ad-race/>

Yes, Ad Fraud Is Still Eating Your Budget

MediaPost (Maarten Albarda), May 30, 2025

https://www.mediapost.com/publications/article/406274/yes-ad-fraud-is-still-eating-your-budget.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=138667&hashid=13ziehw8S-6SGyiO6J0RFg

***In-Car Audio Study: Radio & Podcast Ads Drive Store Visits, Purchase, and Tune-In**

Audacy Insights (Emily Hurwitz, Senior Insights Analyst, Audacy), May 27, 2025

<https://audacyinc.com/insights/in-car-audio-study-radio-podcast-ads-drive-store-visits-purchase-and-tune-in/>

***Study: Podcast Ads Can Help Radio Brands Fill The Gender Gap**

Radio Ink (Cameron Coats), May 29, 2025

https://radioink.com/2025/05/29/study-podcast-ads-can-help-radio-brands-fill-the-gender-gap/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_544

Dems roll out ads hitting Republicans on Medicaid

Politico (Elena Schneider), May 23, 2025

https://www.politico.com/news/2025/05/23/democrats-ads-medicaid-spending-00367272?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_544

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

TOP FIVE SELECTED ARTICLES/RESOURCES

Citing Strong Half, Brian Wieser Surprisingly Turns Bullish For 2025

MediaPost (Joe Mandese), June 4, 2025

https://www.mediapost.com/publications/article/406372/citing-strong-half-brian-wieser-surprisingly-turn.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138701&hashid=XOWE7PwdT4-lekA7MLbhQg

No Royalties, No Radio? Music Lobby Tries To Hitch A Ride On AM Mandate Fight.

Inside Radio, June 4, 2025

https://www.insideradio.com/free/no-royalties-no-radio-music-lobby-tries-to-hitch-a-ride-on-am-mandate-fight/article_85f80b46-9859-4d27-ad67-e78f38691451.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_548

Analyst: Ad Market Defies Tariff Fears With 10% First Quarter Growth.

Inside Radio, May 30, 2025

https://www.insideradio.com/free/analyst-ad-market-defies-tariff-fears-with-10-first-quarter-growth/article_727582fa-ce3f-455a-82bd-b6a4bfa91a64.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_545

Borrell: Radio Can Win Back Ad Dollars, But It Demands R&D

Radio InkCameron Coats), May 30, 2025

(Note: See the link to the recording of this webinar below)

<https://radioink.com/2025/05/30/borrell-radio-can-win-back-ad-dollars-but-it-demands-rd/>

Highlights from Borrell's 2025 Annual Digital Benchmarking Analysis

(Note: This is a video recording of the webinar)

Borrell Associates, May 29, 2025

https://register.gotowebinar.com/recording/viewRecording/5679177016316828510/8376639679440021590/miles_sexton@scba.com?registrantKey=3453791870332718168&type=ABSENTEEMAILRECORDINGLINK

Curated Articles/Resources for Reference, Background and Tracking

(Reminder that * denotes a highly recommended article)

***From Anonymous To Addressable: The Identity Shift Reshaping Digital Audio**

AdExchanger, June 4th, 2025

<https://www.adexchanger.com/content-studio/from-anonymous-to-addressable-the-identity-shift-reshaping-digital-audio/>

***FCC Surprise: Simington Says He's Exiting Commission**

RBR-TVBR, June 4, 2025

https://rbr.com/fcc-commissioner-nathan-simington-announces-sudden-exit/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_548

Radio Plays a Pivotal Role in Music Discovery and Promotion

RadioWorld (Raphael Obonyo), June 3, 2025

https://www.radioworld.com/columns-and-views/guest-commentaries/radio-plays-a-pivotal-role-in-music-discovery-and-promotion?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=374E1112-3023-4F20-92AD-096162C41A08&utm_source=SmartBrief

***A Soda From The Past Relaunches, With Its Own AI-Generated Radio Station.**

Inside Radio, June 3, 2025

https://www.insideradio.com/free/a-soda-from-the-past-relaunches-with-its-own-ai-generated-radio-station/article_66d69375-0602-4c12-8b35-0fef8a035e62.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_547

NAB Joins AM Advocacy Panel at Hispanic Radio Conference 2025

Radio Ink, June 3, 2025

<https://radioink.com/2025/06/03/nab-joins-am-advocacy-panel-at-hispanic-radio-conference-2025/>

***Consumer Media Usage May Finally Be Plateauing**

Marketing Charts, June 2, 2025

https://www.marketingcharts.com/television-235714?mc_cid=3062cf8fe8&mc_eid=c106971821

***Meta aims to fully automate advertising with AI by 2026, WSJ reports**

Reuters, June 2, 2025

<https://www.reuters.com/business/media-telecom/meta-aims-fully-automate-advertising-with-ai-by-2026-wsj-reports-2025-06-02/>

Is It Time For Radio to WAKE UP?!

Jacobs Media (Fred Jacobs), June 1, 2025

https://jacobsmedia.com/is-it-time-for-radio-to-wake-up/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_546

FCC Now Accepting Asymmetric Digital FM Sidebands

A form filing allows an HD Radio station to run different upper or lower sideband power

RadioWorld (Nick Langan), May 30, 2025

https://www.radioworld.com/news-and-business/business-and-law/fcc-officially-oks-asymmetric-digital-fm-sidebands?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_546

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=138702&hashid=dbTeyk_KQPCPkUhFRlu1tg

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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