

June 11, 2025

Hi All,

Each Wednesday you receive a new tranche of specially curated articles, media industry and advertising research, economic forecasts and sales training/improvement materials. The goal is to continually improve our knowledge and push ourselves to lift performance and results...

**"Knowledge has to be improved, challenged and increased constantly, or it vanishes.
True learning happens when we continually test what we know and push beyond our comfort zone."
-- Peter Drucker: The father of modern management**

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

TOP FIVE SELECTED ARTICLES/RESOURCES

Radio Listeners are Smart Opportunities for Retailers

RAB Radio Matters Blog (Victor Texcucano, Content Coordinator), June 10, 2025

https://www.radiomatters.org/index.php/2025/06/10/radio-listeners-are-smart-opportunities-for-retailers/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_552

Mid-Year Sales Funnel Check: Are You Missing a Big Opportunity?

SalesFuel (Jessica Helinski), June 7, 2025

https://salesfuel.com/mid-year-sales-funnel-check-are-you-missing-a-big-opportunity/?utm_source=SFW

Transactional or Consultative Sales Process — Which Works Better?

SalesFuel (Tim Londergan), June 7, 2025

https://salesfuel.com/transactional-or-consultative-sales-process-which-works-better/?utm_source=SFW

Curious How to Make A Sale with Cold Calls?

SalesFuel (Jessica Helinski), June 7, 2025

https://salesfuel.com/curious-how-to-make-a-sale-with-cold-calls/?utm_source=SFW

Why Radio Needs to Rethink “Share” and Start Selling Big Numbers Like Everyone Else

Crowd React Media (Katie Miller) June 1, 2025

<https://crowdreactmedia.com/radio/why-radio-needs-to-rethink-share/>

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

Downturns Reset the Hiring Game (And That's Good For Radio)

Radio Ink (Chris Stonick), June 11, 2025

https://radioink.com/2025/06/11/chris-stonick-downturns-reset-the-hiring-game-and-thats-good-for-radio/?vgo_ee=zLPHKpBosvs0GEBGcsTmWb9dFQHbBwW0dFNP8qJa6pxogQPViWg%3D%3AwSWDVI6rrP8RPkwL6qkV2JnlxrtewTI

***New Report Reveals Unique Trust Divide Within AM/FM Platforms**

Radio Ink (Cameron Coats), June 10, 2025

https://radioink.com/2025/06/10/new-report-reveals-unique-trust-divide-within-am-fm-platforms/?vgo_ee=YTTJcxYvrsStiKzv91ETZZ%2BXyOJg2CYGtO2sWOQw%2By%2B1L92WQ1Hq%3ARplihdYOGVv8f%2BulLph5nPLQ%2F8O5gdYV

ATTACHMENT: [The Advertising Landscape – Attention and Trust Report](#)

***Underspending Generates Weak ROI In Media Mix Modeling And The Benefits Of Moving To An Optimization Mindset Of “Did This Execution Of AM/FM Radio Work”**

Westwood One/Cumulus Media (John Fix), June 9, 2025

<https://www.westwoodone.com/blog/2025/06/09/underspending-generates-weak-roi-in-media-mix-modeling-and-the-benefits-of-moving-to-an-optimization-mindset-of-did-this-execution-of-am-fm-radio-work/>

ATTACHMENT: [Audio Active Group Response Curves](#)

Latinas Are Driving Wealth-Building In The US

MediaPost (Karla Fernandez Parker), June 9, 2025

https://www.mediapost.com/publications/article/406514/latin-as-driving-wealth-building-in-the-us.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138763&hashid=nPO6kNh8ToCb2_NBH4Mycg

***Perspective: Why Aren't National Advertisers Buying 55 Plus?**

Inside Radio (Dave Charles, President Media RESULTS Inc.), June 9, 2025

https://www.insideradio.com/free/perspective-why-aren-t-national-advertisers-buying-55-plus/article_636eac47-6ef2-45d3-9188-8d0f96cec701.html

***Competitive Info: AI Search Ad Spend To Hit \$26B By 2029.**

Inside Radio, June 9, 2025

https://www.insideradio.com/free/competitive-info-ai-search-ad-spend-to-hit-26b-by-2029/article_9cf37a09-ad7d-42ea-ac13-293d14482383.html

***How To Make Radio Testimonials Work**

Radio Ink (Jeffrey Hedquist), June 9, 2025

<https://radioink.com/2025/06/09/how-to-make-radio-testimonials-work/>

***Turn Your Sales Recruiting Upside Down**

Radio Ink (Loyd Ford), June 9, 2025

<https://radioink.com/2025/06/09/loyd-ford-turn-your-sales-recruiting-upside-down/>

Normal 'Flo' Returns To Radio Ad Airplay After Memorial Day

Radio Ink/Media Monitors (Cameron Coats), June 9, 2025

<https://radioink.com/2025/06/09/normal-flo-returns-to-radio-ad-airplay-after-memorial-day/>

Survey: More consumers moving up back-to-school shopping to June

Chain Store Age, June 9, 2025

<https://chainstoreage.com/news-briefs/2025-06-09?article=survey-more-consumers-moving-back-school-shopping-june>

How retailers can appeal to podcast fans

Chain Store Age (Dan Berthiaume), June 6, 2025

<https://chainstoreage.com/how-retailers-can-appeal-podcast-fans>

Digital Audio Is the Missing Piece to Your Video Campaigns

Adweek (By Liz Lacey, VP, B2B Marketing, SiriusXM), June 6, 2025

partner-imagehttps://www.adweek.com/partner-articles/digital-audio-is-the-missing-piece-to-your-video-campaigns/?itm_source=site&itm_medium=Hero&itm_campaign=a

Acquisition Chill: It Costs More To Pull In New Customers

Media Post (Ray Schultz), June 6, 2025

https://www.mediapost.com/publications/article/406462/acquisition-chill-it-costs-more-to-pull-in-new-cu.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=138747&hash_id=Oo_vrjRtQN66NUEi-d4V6g

Survey: Consumers to shift loyalty to brands that absorb tariff costs

Chain Store Age (Zachary Russell), June 6, 2025

<https://chainstoreage.com/survey-consumers-shift-loyalty-brands-absorb-tariff-costs>

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

TOP FIVE SELECTED ARTICLES/RESOURCES

FCC Loses Two Commissioners and a Quorum – What Does It Mean for Broadcasting?

Broadcast Law Blog (David Oxenford), June 10, 2025

https://www.broadcastlawblog.com/2025/06/articles/fcc-loses-two-commissioners-and-a-quorum-what-does-it-mean-for-broadcasting/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+553

At Mid-Year, WPP Downgrades Global Ad Outlook 1.6 Points To 4.8%

MediaPost (Joe Mandese), June 10, 2025

https://www.mediapost.com/publications/article/406530/at-mid-year-wpp-downgrades-global-ad-outlook-16.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=138769&hashid=IP70GMR-TZyGwffQHRIFYg

MoffettNathanson Gives The U.S. Advertising Market An Upgrade.

Inside Audio Marketing, June 10, 2025

<https://www.insideaudiomarketing.com/post/moffettnathanson-gives-the-u-s-advertising-market-an-upgrade>

Wieser Gives U.S. Advertising Market An Upgrade, Sees 6% Growth In 2025.

Inside Radio, June 5, 2025

https://www.insideradio.com/free/wieser-gives-u-s-advertising-market-an-upgrade-sees-6-growth-in-2025/article_25d8e49e-0317-4026-a7da-dc4aa1f0a5c6.html

Most AM/FM Stations Set To See 4% Drop In FCC's Annual Fees.

Inside Radio, June 9, 2025

https://www.insideradio.com/free/most-am-fm-stations-set-to-see-4-drop-in-fcc-s-annual-fees/article_929c5904-cce5-4eb9-8523-dde34edac07e.html

CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

(REMINDER THAT * DENOTES A HIGHLY RECOMMENDED ARTICLE)

***Study: Radio In-Dash Visuals Boost Every Marketing Funnel Stage**

Radio Ink (Cameron Coats), June 11, 2025

https://radioink.com/2025/06/11/study-radio-in-dash-visuals-boost-every-marketing-funnel-stage/?vgo_ee=EPITvFMY2d2RbqAmCRt1q2KwYMKCnIEp0tNBe%2FxZ2oE3YrEfpY4%3D%3APqWJQoOLFTf6fYnU sf52mH5XweKKJSVU

ATTACHMENT: [2025 QuuVN Case Study | Visual Radio Drives Sales](#)

***FCC Finalizes Controversial Foreign Content Disclosure Rules**

Radio Ink (Cameron Coats), June 11, 2025

https://radioink.com/2025/06/11/fcc-finalizes-controversial-foreign-content-disclosure-rules/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 553

***Marketers Worldwide Outline Their Goals & Tactics**

Marketing Charts, June 11, 2025

https://www.marketingcharts.com/industries/technology-235859?mc_cid=a7585e00b9&mc_eid=c106971821

How Mount Wilson Survived Another Scare

Engineers discuss lessons learned or applied during the Eaton Fire

RadioWorld (Nick Langan), June 10, 2025

https://www.radioworld.com/tech-and-gear/facilities/how-mount-wilson-survived-another-scare?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local Media %26 Technology Daily 552

***Linear TV Is About To Go The Way Of Radio. That's A Good Thing**

AdExchanger (Philip Inghelbrecht, Tatari), June 9th, 2025

https://www.adexchanger.com/on-tv-and-video/linear-tv-is-about-to-go-the-way-of-radio-thats-a-good-thing/?utm_source=omeda&utm_medium=email&utm_campaign=adxdaily+eletter&oly_enc_id=0651H4943323 A6U

LeGeyt Gives DC Update as AM Act Nears Congressional Majority

Radio Ink (Cameron Coats), June 9, 2025

https://radioink.com/2025/06/09/legeyt-gives-dc-update-as-am-act-nears-congressional-majority/?vgo_ee=rqOxNdu%2FOi%2FfaNLgNFNGDF8A8AfV59RLucQS1gNQTViyZjKKwx3s%3AYuxnOz9dtWNE4KzmdFkkAvdKObY45WbO

FCC Expects Negligible Increase in Regulatory Fee Revenue from Broadcasters

TVTech (George Winslow), June 6, 2025

https://www.tvtechnology.com/news/fcc-expects-negligible-regulatory-fee-revenue-increases-from-broadcasters?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_551

***Public Companies' Ad-to-Sales Ratios Increased Last Year**

Marketing Charts, June 6, 2025

https://www.marketingcharts.com/industries/pharma-and-healthcare-235818?mc_cid=a7585e00b9&mc_eid=c106971821

Nielsen PPM Audience Monthly Trends

The May Full Month PPM reports for Los Angeles and Riverside/San Bernardino will be released June 16, 2025 and San Diego will be released on June 17, 2025. We will post those full month trends in next week's Midweek Resource Roundup on June 18, 2025.

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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