

## APRIL 7, 2021

Hi All,

It is the end of the first week of April and that also brings us the audience measurement summary results of March Week 3 for our PPM markets. It was a good week of upward movement, particularly for LA and Riverside/San Bernardino. San Diego was also up but more modestly.

### Los Angeles AQH

#### 2020

March - 692,700  
April - 455,600  
May - 519,800  
June - 570,700  
July - 586,100 off 15.3%  
August - 586,000 off 15.4%  
Sept. - 570,600 off 17.6%  
Oct. - 596,000 off 13.9%  
Nov. - 597,400 off 13.7%  
Dec. - 600,600 off 13.2%  
Hol. - 563,900 off 18.5%

#### 2021

Jan - 541,600 off 21.8%  
[Feb 21- 576,500 off 16.7%](#)

Jan. Week 1 - 519,500 off 25%  
Jan. Week 2 - 531,800 off 23.2%  
Jan. Week 3 - 507,900 off 26.6%  
Jan. Week 4 - 520,800 off 24.8%

Feb. Week 1 - 551,800 off 20.3%  
Feb. Week 2 - 546,300 off 21.1%  
Feb. Week 3 - 557,800 off 19.4%  
Feb. Week 4 - 576,400 off 16.7%

[Mar. Week 1 - 590,900 off 14.6%](#)  
[Mar. Week 2 - 578,500 off 16.4%](#)  
[Mar. Week 3 - 615,500 off 11.1%](#)

## Los Angeles Cume

### 2020

March - 10,611,300  
April - 9,080,100  
May - 9,572,200  
June - 9,941,100  
July - 10,089,600 off 4.9%  
August - 10,029,800 off 5.4%  
Sept. - 9,999,500 off 5.7%  
Oct. - 10,055,100 off 5.2%  
Nov. - 10,133,900 off 4.4%  
Dec. - 9,955,600 off 6.1%  
Hol. - 9,936,300 off 6.3%

### 2021

Jan. - 9,587,700 off 9.6%  
Feb. - 9,717,300 off 8.4%

Jan. Week 1 - 9,541,700 off 10%  
Jan. Week 2 - 9,560,000 off 9.9%  
Jan. Week 3 - 9,558,400 off 9.9%  
Jan. Week 4 - 9,690,700 off 8.6%

Feb. Week 1 - 9,660,500 off 8.9%  
Feb. Week 2 - 9,776,500 off 7.8%  
Feb. Week 3 - 9,603,500 off 9.4%  
Feb. Week 4 - 9,828,900 off 7.3%

Mar. Week 1 - 9,647,900 off 9%  
Mar. Week 2 - 9,582,400 off 9.6%  
Mar. Week 3 - 9,965,900 off 6%

## Riverside/San Bernardino AQH

### 2020

March - 128,900  
April - 96,200  
May - 105,000  
June - 115,100  
July - 108,600 off 15.7%  
August - 109,400 off 15.1%  
Sept. - 102,100 off 20.7%  
Oct. - 106,000 off 17.7%  
Nov. - 105,600 off 18%  
Dec. - 108,200 off 16%  
Hol. - 95,600 off 25.8%

2021

Jan. - 91,500 off 29%

Feb. -101,800 off 21%

Jan. Week 1 - 88,900 off 31%

Jan. Week 2 - 86,400 off 32.9%

Jan. Week 3 - 85,800 off 33.4%

Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%

Feb. Week 2 - 98,000 off 23.9%

Feb. Week 3 - 98,200 off 23.8%

Feb. Week 4 - 101,900 off 20%

Mar. Week 1 - 101,600 off 21.1%

Mar. Week 2 - 105,500 off 18%

Mar. Week 3 - 110,400 off 14.4%

**Riverside/San Bernardino Cume**2020

March - 2,012,400

April - 1,727,400

May - 1,846,500

June - 1,924,800

July - 1,968,100 off 2.2%

August - 1,948,500 off 3.1%

Sept. - 1,909,800 off 5%

Oct. - 1,891,200 off 6%

Nov. - 1,901,700 off 5.5%

Dec. - 1,920,900 off 4.5%

Hol. - 1,866,700 off 7.2%

2021

Jan. - 1,824,500 off 9.3%

Feb. - 1,941,100 off 3.5%

Jan. Week 1 - 1,831,600 off 8.9%

Jan. Week 2 - 1,792,800 off 10.9%

Jan. Week 3 - 1,790,600 off 11%

Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%

Feb. Week 2 - 1,930,300 off 4%

Feb. Week 3 - 1,945,000 off 3.3%

Feb. Week 4 - 1,967,800 off 2.2%

Mar. Week 1 - 1,903,700 off 5.4%

Mar. Week 2 - 1,876,800 off 6.7%

Mar. Week 3 - 1,930,600 off 4.1%

### San Diego AQH

#### 2020

March - 142,700

April - 98,000

May - 109,400

June - 120,100

July - 126,000

August - 128,500 (off 10%)

Sept. - 125,000 (off 12.4%)

Oct. - 126,800 (off 11.1%)

Nov. - 129,300 (off 9.4%)

Dec. - 124,500 (off 12.8%)

Hol. - 119,700 (off 16.11%)

#### 2021

Jan. - 114,200 (off 19.97%)

Feb. - 117,700 (off 17.5% from March)

Jan. Week 1 - 112,300 off 21.3%

Jan. Week 2 - 111,500 off 21.9%

Jan. Week 3 - 105,200 off 26.3%

Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%

Feb. Week 2 - 111,800 off 21.7%

Feb. Week 3 - 113,100 off 20.7%

Feb. Week 4 - 113,900 off 20.2%

Mar. Week 1 - 117,000 off 18.0%

Mar. Week 2 - 119,000 off 16.6%

Mar. Week 3 - 118,700 off 16.8%

## San Diego Cume

### 2020

March - 2,549,000

April - 2,133,900

May - 2,303,400

June - 2,408,600

July - 2,438,900

August - 2,418,400 (off 5.1% from March)

Sept. - 2,382,700 (off 6.5%)

Oct. - 2,398,000 (off 5.9%)

Nov. - 2,361,900 (off 7.3%)

Dec. - 2,388,500 (off 6.3%)

Hol. - 2,344,600 (off 8.0%)

### 2021

Jan. - 2,287,800 (off 10.2%)

Feb. - 2,302,200 (off 9.7%)

Jan. Week 1 - 2,377,200 (off 6.7%)

Jan. Week 2 - 2,296,200 (off 9.9%)

Jan. Week 3 - 2,163,800 (off 15.1%)

Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)

Feb. Week 2 - 2,342,600 (off 8.1%)

Feb. Week 3 - 2,324,000 (off 8.8%)

Feb. Week 4 - 2,299,500 (off 9.8%)

Mar. Week 1 - 2,305,100 (off 9.6%)

Mar. Week 2 - 2,314,400 (off 9.2%)

Mar. Week 3 - 2,321,300 (off 8.9%)

Here's your post-Easter basket full of tasty goodies to help you stay ahead in the game. Remember that some of these resources may require a paid subscription to view or free registration to view. If you have trouble with accessing any of these resources and articles just send me an email about which you need and I will send you a scanned version of it.

### RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

#### **Why Your Salespeople Need a Cold Calling Playlist (Playlist Included)**

The Center For Sales Strategy April 7, 2021

[https://blog.thecenterforsalesstrategy.com/why-your-salespeople-need-a-cold-calling-playlist?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=120073758&hsenc=p2ANqtz-WgctH0\\_oWCbvNgioEooAPQU4KTuZenYvbMSc31Z6yndoJF-DnBznFht1QbR4eSSUO\\_LdAtOp0\\_49p\\_B7EryTUFYi-3Q&utm\\_content=120073758&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/why-your-salespeople-need-a-cold-calling-playlist?utm_campaign=subscriber&utm_medium=email&hsmi=120073758&hsenc=p2ANqtz-WgctH0_oWCbvNgioEooAPQU4KTuZenYvbMSc31Z6yndoJF-DnBznFht1QbR4eSSUO_LdAtOp0_49p_B7EryTUFYi-3Q&utm_content=120073758&utm_source=hs_email)

### **CDC Back On Top**

Radio Ink April 5, 2021

[https://radioink.com/2021/04/05/cdc-back-on-top-2/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/04/05/cdc-back-on-top-2/?vgo_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D)

### **Share Of Ear Q4 2020: Radio Dominates Ad-Supported Audio Platforms.**

Inside Radio April 6, 2021

[http://www.insideradio.com/free/share-of-ear-q4-2020-radio-dominates-ad-supported-audio-platforms/article\\_fa69e000-96a0-11eb-a9da-e78f92a8ad28.html](http://www.insideradio.com/free/share-of-ear-q4-2020-radio-dominates-ad-supported-audio-platforms/article_fa69e000-96a0-11eb-a9da-e78f92a8ad28.html)

Here is another take on this story:

### **Bouvard: Radio “Owns the Car”**

**He riffs on the latest data from Edison Research’s “Share of Ear” study**

Radio World April 5, 2021

[https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-radio-owns-the-car?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=3D4F8253-F9AE-4140-898F-870C67BFAB3B](https://www.radioworld.com/news-and-business/programming-and-sales/bouvard-radio-owns-the-car?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=3D4F8253-F9AE-4140-898F-870C67BFAB3B)

### **Suddenly, SMBs Send Positive Vibes**

Borrell Associates April 6, 2021

(Note: This is the latest video episode of Corey's Local Marketing Minute. If you haven't seen one of these before they are entertaining and informative. You will have to watch a brief commercial from their sponsor, iPublishmedia, but I think you will enjoy the experience. There are also links to previous episodes)

<https://wordpress.borrellassociates.com/coreys-local-marketing-minute/>

### **If You Forget About Lead Gen, You Can Forget About Growth**

The Center For Sales Strategy April 6, 2021

[https://blog.thecenterforsalesstrategy.com/if-you-forget-about-lead-gen-you-can-forget-about-growth?utm\\_medium=email&\\_hsmi=119878737&\\_hsenc=p2ANqtz-xmbJo-ztJT3GJW-Y6UnNtxgGDhZhmYOpfaF6gbK5JqCHFIX2VzUVuMLdg8hSbyg-sAQuDu4S-mmApB88FCMnXT535-g&utm\\_content=119878737&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/if-you-forget-about-lead-gen-you-can-forget-about-growth?utm_medium=email&_hsmi=119878737&_hsenc=p2ANqtz-xmbJo-ztJT3GJW-Y6UnNtxgGDhZhmYOpfaF6gbK5JqCHFIX2VzUVuMLdg8hSbyg-sAQuDu4S-mmApB88FCMnXT535-g&utm_content=119878737&utm_source=hs_email)

### **NADA ‘Very Optimistic’ About 2021 New Vehicle Sales.**

Inside Radio (NADA) April 6, 2021

[http://www.insideradio.com/free/nada-very-optimistic-about-2021-new-vehicle-sales/article\\_a554f13c-969f-11eb-9e64-9bce7930eea6.html](http://www.insideradio.com/free/nada-very-optimistic-about-2021-new-vehicle-sales/article_a554f13c-969f-11eb-9e64-9bce7930eea6.html)

### **Leading Local Insights: Episode 4: Legal Services’ Ad Spend Activity**

BIA Advisory Services April 6, 2021

<http://blog.biakelsey.com/index.php/2021/04/06/leading-local-insights-episode-4-legal-services-ad-spend-activity/>

### **Some Podcast Advertisers Are Poised To Spend More In Second Quarter, Says MediaRadar.**

Inside Radio (MediaRadar) April 5, 2021

[http://www.insideradio.com/podcastnewsdaily/some-podcast-advertisers-are-poised-to-spend-more-in-second-quarter-says-mediadar/article\\_264508a2-9634-11eb-8ba3-9314a7efce3f.html](http://www.insideradio.com/podcastnewsdaily/some-podcast-advertisers-are-poised-to-spend-more-in-second-quarter-says-mediadar/article_264508a2-9634-11eb-8ba3-9314a7efce3f.html)

Here is a Google Drive link to the full MediaRadar report:

**ATTACHMENT:** [MediaRadar – 10 Brands to Watch in Q2 2021](#)

### **Podcasts, Radio Gain Share As MyPillow's Controversial Head Shifts Company To DTC Model.**

Inside Radio April 5, 2021

[http://www.insideradio.com/podcastnewsdaily/podcasts-radio-gain-share-as-mypillow-s-controversial-head-shifts-company-to-dtc-model/article\\_07a246c6-9634-11eb-b27a-3b4823835012.html](http://www.insideradio.com/podcastnewsdaily/podcasts-radio-gain-share-as-mypillow-s-controversial-head-shifts-company-to-dtc-model/article_07a246c6-9634-11eb-b27a-3b4823835012.html)

### **Know Your Client's Client**

Radio Ink (Charlie Sislen) April 5, 2021

<https://radioink.com/2021/04/05/know-your-clients-client/>

### **IAB Announces Latest Podcast Upfront Schedule as Listenership Continues to Grow The three-day event was moved from fall to spring this year**

ADWEEK April 5, 2021

<https://www.adweek.com/media/iab-announces-latest-podcast-upfront-schedule-as-listenership-continues-to-grow/>

### **Retail is the top advertiser on Facebook**

Chain Store Age April 5, 2021

[https://chainstoreage.com/retail-top-advertiser-facebook?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/retail-top-advertiser-facebook?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **Industry is now hurting for supply, not demand**

**Just as demand is surging, the global microchip shortage threatens to pinch supplies of many important vehicles.**

Automotive News April 5, 2021

<https://www.autonews.com/sales/industry-now-hurting-supply-not-demand>

### **3 Ways to Write Prospecting Messages that Get Responses**

SalesFuel April 3, 2021

<https://salesfuel.com/3-ways-to-write-prospecting-messages-to-get-responses/>

### **Purchase Decisions: Buyers Reveal Influencers, Pt. One**

SalesFuel April 3, 2021

<https://salesfuel.com/purchase-decisions-buyers-reveal-influencers-pt-one/>

### **Influencing Purchase Decisions, Pt. Two**

SalesFuel April 3, 2021

<https://salesfuel.com/influencing-purchase-decisions-pt-two/>

### **The top retail sectors most impacted by the Suez Canal blockage include...**

Chain Store Age April 3, 2021

[https://chainstoreage.com/top-retail-sectors-most-impacted-suez-canal-blockage-include?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Weekend+Update&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/top-retail-sectors-most-impacted-suez-canal-blockage-include?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **Consumer confidence jumps to highest level in a year**

Chain Store Age April 1, 2021

[https://chainstoreage.com/consumer-confidence-jumps-highest-level-year?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Weekend+Update&utm\\_keyword=](https://chainstoreage.com/consumer-confidence-jumps-highest-level-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=)

### **GM says it will increase spending on Black-owned media**

Automotive News April 1, 2021

[https://www.autonews.com/marketing/gm-says-it-will-increase-spending-black-owned-media?utm\\_source=daily&utm\\_medium=email&utm\\_campaign=20210401&utm\\_content=article4-readmore](https://www.autonews.com/marketing/gm-says-it-will-increase-spending-black-owned-media?utm_source=daily&utm_medium=email&utm_campaign=20210401&utm_content=article4-readmore)

### **Inside Info: Radio Is a Sound Strategy for Women's Apparel Retailers.**

Inside Radio (Medi Audit) April 1, 2021

[http://www.insideradio.com/free/inside-info-radio-is-a-sound-strategy-for-women-s-apparel-retailers/article\\_09cdac82-92b1-11eb-9b8f-5bd0cd53b24a.html](http://www.insideradio.com/free/inside-info-radio-is-a-sound-strategy-for-women-s-apparel-retailers/article_09cdac82-92b1-11eb-9b8f-5bd0cd53b24a.html)

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

### **Digital Audio Revenue Grew 13% In 2020 Says IAB; Second Half 'Wildly Different' Ad Market.**

Inside Radio (IAB) April 7, 2021

[http://www.insideradio.com/podcastnewsdaily/digital-audio-revenue-grew-13-in-2020-says-iab-second-half-wildly-different-ad-market/article\\_2af5e052-97c3-11eb-8cb6-8bacbc7f803d.html](http://www.insideradio.com/podcastnewsdaily/digital-audio-revenue-grew-13-in-2020-says-iab-second-half-wildly-different-ad-market/article_2af5e052-97c3-11eb-8cb6-8bacbc7f803d.html)

### **Amazon's share of the US digital ad market surpassed 10% in 2020**

#### **Pandemic-fueled ecommerce growth propelled sponsored product and brand ad business**

eMarketer April 7, 2021

<https://www.emarketer.com/content/amazon-s-share-of-us-digital-ad-market-surpassed-10-2020?ecid=NL1014>

### **What's Next In Digital Audio Ad Targeting? Identity Graphs.**

Inside Radio April 7, 2021

[http://www.insideradio.com/free/what-s-next-in-digital-audio-ad-targeting-identity-graphs/article\\_647135fa-976b-11eb-95a3-f744330c5709.html](http://www.insideradio.com/free/what-s-next-in-digital-audio-ad-targeting-identity-graphs/article_647135fa-976b-11eb-95a3-f744330c5709.html)

### **Using Contesting As Strategic Image Building**

Coleman Media Research April 6, 2021

<https://colemaninsights.com/coleman-insights-blog/using-contesting-as-strategic-image-building>

### **2021 Looks To Be a Rebound Year for Marketing and Advertising**

Customer Think April 5, 2021

<https://customerthink.com/2021-looks-to-be-a-rebound-year-for-marketing-and-advertising/>



### **Analyst Says Ad Market Could See Dot-Com Bubble-Like Growth In Coming Years.**

Inside Radio April 6, 2021

[http://www.insideradio.com/free/analyst-says-ad-market-could-see-dot-com-bubble-like-growth-in-coming-years/article\\_7549c48a-96a0-11eb-8528-e7d64bde87f8.html](http://www.insideradio.com/free/analyst-says-ad-market-could-see-dot-com-bubble-like-growth-in-coming-years/article_7549c48a-96a0-11eb-8528-e7d64bde87f8.html)

### **Clubhouse proves Gen X still has something to say**

The Drum April 5, 2021

<https://www.thedrum.com/opinion/2021/04/05/clubhouse-proves-gen-x-still-has-something-say>

### **One Year In, Pandemic Impact Positive For In-Dash Audio**

Radio+TV Business Report April 6, 2021

<https://www.rbr.com/one-year-in-pandemic-impact-positive-for-in-dash-audio/>

### **Amazon's Alexa Gets in the Car**

#### **Brand's chief evangelist sees advantages for radio in the dash**

RadioWorld April 4, 2021

<https://www.radioworld.com/news-and-business/news-makers/amazons-alexa-gets-in-the-car>

### **OTT Advertising to Double by 2025, BIA Says**

TVTech April 5, 2021

<https://www.tvtechnology.com/news/ott-advertising-to-double-by-2025-bia-says>

### **Media Ownership Focus Turns to Democrats After High Court Ruling**

Bloomberg Law April 5, 2021

<https://news.bloomberglaw.com/tech-and-telecom-law/media-ownership-focus-turns-to-democrats-after-high-court-ruling>

### **Buzzsprout Says Spotify Won Big In March**

Podcast Business Journal April 5, 2021

[https://podcastbusinessjournal.com/spotify-has-the-most-downloads-in-march/?vgo\\_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/spotify-has-the-most-downloads-in-march/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Number Of New Podcasts Grew In First Quarter, But Pace Of Launches Slowed.**

Inside Radio (Listen Notes) April 1, 2021

[http://www.insideradio.com/podcastnewsdaily/number-of-new-podcasts-grew-in-first-quarter-but-pace-of-launches-slowed/article\\_6d2a0ef8-9309-11eb-8f83-5b7af58fb7db.html](http://www.insideradio.com/podcastnewsdaily/number-of-new-podcasts-grew-in-first-quarter-but-pace-of-launches-slowed/article_6d2a0ef8-9309-11eb-8f83-5b7af58fb7db.html)

### **Effectively Manage a Remote Sales Team in 5 Quick Lessons**

SalesFuel April 3, 2021

<https://salesfuel.com/effectively-manage-a-remote-sales-team-in-5-quick-lessons/>

### **Readers' Poll: Stations Slowly Return to Live Events and Appearances.**

Inside Radio April 2, 2021

[http://www.insideradio.com/free/readers-poll-stations-slowly-return-to-live-events-and-appearances/article\\_a2a53d22-937d-11eb-8b1c-a712e1862121.html](http://www.insideradio.com/free/readers-poll-stations-slowly-return-to-live-events-and-appearances/article_a2a53d22-937d-11eb-8b1c-a712e1862121.html)

### **New Survey Shows Millennials Value In-Car Radio More Than Other Generations.**

Inside Radio April 2, 2021

[http://www.insideradio.com/free/new-survey-shows-millennials-value-in-car-radio-more-than-other-generations/article\\_7f6ae8c0-937d-11eb-8fc2-e70289affed5.html](http://www.insideradio.com/free/new-survey-shows-millennials-value-in-car-radio-more-than-other-generations/article_7f6ae8c0-937d-11eb-8fc2-e70289affed5.html)

### **Digital Advertising Needs More Humans and Less Tech**

ANA April 1, 2021

[https://www.ana.net/blogs/show/id/mm-blog-2021-04-digital-advertising-needs-more-humans?st3=210406mktg360non&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=210406mktg360non&zs=FANij1&zl=4avV7](https://www.ana.net/blogs/show/id/mm-blog-2021-04-digital-advertising-needs-more-humans?st3=210406mktg360non&utm_source=informz&utm_medium=email&utm_campaign=210406mktg360non&zs=FANij1&zl=4avV7)

### **Google's Ad Changes Prompt Big Brands to Revamp Data Strategies**

Wall Street Journal April 1, 2021

<https://www.wsj.com/articles/googles-ad-changes-prompt-big-brands-to-revamp-data-strategies-11617269400>

### **Readers' Poll: Ad Recovery Taking Shape.**

Inside Radio April 1, 2021

[http://www.insideradio.com/free/readers-poll-ad-recovery-taking-shape/article\\_d8e06636-92b1-11eb-80cb-8721ac20cd27.html](http://www.insideradio.com/free/readers-poll-ad-recovery-taking-shape/article_d8e06636-92b1-11eb-80cb-8721ac20cd27.html)

### **FCC Wins Supreme Court Fight For Rule 'Modernization'**

Radio+Television Business Report April 1, 2021

<https://www.rbr.com/supreme-court-unanimously-rejects-remand-of-fcc-rule-rewrite/>

### **B2B Marketers Learn What It Means to Live in the Moment Counterintuitively, mobile purchasing surges amid the pandemic**

ANA March 29, 2021

[https://www.ana.net/magazines/show/id/btob-2021-03-b2b-mobile-marketers-living-in-the-moment?st3=210401mktg360non&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=210401mktg360non&zs=FANij1&zl=kvRV7](https://www.ana.net/magazines/show/id/btob-2021-03-b2b-mobile-marketers-living-in-the-moment?st3=210401mktg360non&utm_source=informz&utm_medium=email&utm_campaign=210401mktg360non&zs=FANij1&zl=kvRV7)

### **RAB Webinar: Media Must Address 'Obsolete Assumptions About Buying.'**

Inside Radio (RAB) April 1, 2021

[http://www.insideradio.com/free/rab-webinar-media-must-address-obsolete-assumptions-about-buying/article\\_9c6c983c-92b1-11eb-bd48-d38f10ab54a8.html](http://www.insideradio.com/free/rab-webinar-media-must-address-obsolete-assumptions-about-buying/article_9c6c983c-92b1-11eb-bd48-d38f10ab54a8.html)

### **Improving Sales Performance | Executive Leadership Tips for Building a Successful Sales Culture**

The Center for Sales Strategy April 1, 2021

[https://blog.thecenterforsalesstrategy.com/improving-sales-performance-executive-leadership-tips-for-building-a-successful-sales-culture?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=119094107&hsenc=p2ANqtz--8gV9in-rmOk7VAy408qz8AZRu4vn\\_fA\\_AACF4FybIN7FHLcsmOFKOYVqH12lw1nRYUNKUYpsqrHKGASX-A29hqoWrDg&utm\\_content=119094107&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/improving-sales-performance-executive-leadership-tips-for-building-a-successful-sales-culture?utm_campaign=subscriber&utm_medium=email&hsmi=119094107&hsenc=p2ANqtz--8gV9in-rmOk7VAy408qz8AZRu4vn_fA_AACF4FybIN7FHLcsmOFKOYVqH12lw1nRYUNKUYpsqrHKGASX-A29hqoWrDg&utm_content=119094107&utm_source=hs_email)

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