

## MAY 12, 2021

As you know we are focused on the important issue of being able to get accurate cross platform aggregation of audience estimates as listener consumption habits are quickly changing. Toward that goal I want to direct your attention to the series of articles in the Management section this week that deal with Nielsen measurement issues during the pandemic that affected both TV and radio. In particular, take a look at the article from Buzz Knight in Radio Ink entitled: Why Declining PUMM Levels Keep Me Up At Night.

With that set up let's take a look at the latest Nielsen audience summary data for our PPM markets. This is Week 4 of April so that month is a wrap and you will see those AQH and Cume summaries for the full month. Overall our markets continue to get back to near pandemic listening levels. The Cume numbers are especially encouraging across all the markets.

### 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 - 576,500 off 16.7%  
Mar. - 606,100 off 12.5%  
[Apr. - 623,900 off 9.9%](#)

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%  
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%  
Apr. Week 2 - 612,400 off 11.5%  
Apr. Week 3 - 620,100 off 10.5%  
Apr. Week 4 - 627,100 off 9.5%

### 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%  
Mar. - 9,817,600 off 7.5%  
Apr. - 10,212,500 off 3.8%

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%  
Mar. Week 4 - 10,074,100 off 5.1%

Apr. Week 1 - 10,328,400 off 2.7%  
Apr. Week 2 - 10,069,400 off 5.1%  
Apr. Week 3 - 10,230,100 off 3.6%  
Apr. Week 4 - 10,222,300 off 3.7%

### 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%  
Mar. - 105,800 off 17.9%  
Apr. - 111,300 off 13.7%

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%  
Mar. Week 4 - 105,900 off 17.8%

Apr. Week 1 - 111,400 off 13.6%  
Apr. Week 2 - 108,300 off 15.9%  
Apr. Week 3 - 113,200 off 12.2%  
Apr. Week 4 - 112,400 off 12.8%

## 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%  
Mar. - 1,919,700 off 4.6%  
[Apr. - 1,948,200 off 3.2%](#)

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%  
Mar. Week 4 - 1,967,600 off 2.2%

[Apr. Week 1 - 1,935,000 off 3.8%](#)  
[Apr. Week 2 - 1,919,100 off 4.6%](#)  
[Apr. Week 3 - 1,960,000 off 2.6%](#)  
[Apr. Week 4 - 1,978,600 off 1.7%](#)

## 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%)  
Mar. - 119,900 (off 16.0%)  
[Apr. - 122,000 \(off 14.5%\)](#)

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%  
Mar. Week 4 - 124,700 off 12.6%

[Apr. Week 1 - 122,500 off 14.2%](#)  
[Apr. Week 2 - 124,000 off 13.1%](#)  
[Apr. Week 3 - 119,800 off 16.0%](#)  
[Apr. Week 4 - 121,700 off 14.7%](#)

#### **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%)  
Mar. - 2,314,400 (off 9.2%)  
Apr. - 2,319,500 (off 9.0%)

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%)  
Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)  
Apr. Week 2 - 2,354,300 (off 7.6%)  
Apr. Week 3 - 2,265,200 (off 11.1%)  
Apr. Week 4 - 2,382,800 (off 6.5%)

Now it is time to unlock the vault of learning and while you review this week's curated offerings keep this quote in mind:

"Continuous learning is the minimum requirement for success in any field."

Brian Tracy

#### **Resources and Articles of Interest to Sales and Advertisers:**

##### **IAB: Podcast Revenue Grew 19% In 2020; Ad Gains Seen Accelerating To \$2 Billion By 2023.**

Inside Radio May 12, 2021

[http://www.insideradio.com/podcastnewsdaily/iab-podcast-revenue-grew-19-in-2020-ad-gains-seen-accelerating-to-2-billion-by/article\\_68eb6aec-b345-11eb-b59f-bb441c6dc356.html](http://www.insideradio.com/podcastnewsdaily/iab-podcast-revenue-grew-19-in-2020-ad-gains-seen-accelerating-to-2-billion-by/article_68eb6aec-b345-11eb-b59f-bb441c6dc356.html)

Here is the full IAB U.S. Podcast Advertising Revenue Study:

**ATTACHMENT:** [IAB 2020 Podcast Advertising Revenue Report](#)

### **From IAB Podcast Upfront A Story Of Growing Audiences, Revenue, And Advertiser Interest.**

Inside Radio May 12, 2021

[http://www.insideradio.com/podcastnewsdaily/from-iab-podcast-upfront-a-story-of-growing-audiences-revenue-and-advertiser-interest/article\\_c283dff0-b343-11eb-8550-4bc8323ad94a.html](http://www.insideradio.com/podcastnewsdaily/from-iab-podcast-upfront-a-story-of-growing-audiences-revenue-and-advertiser-interest/article_c283dff0-b343-11eb-8550-4bc8323ad94a.html)

### **What Could Drive Podcast Subscriptions? Hint: Survey Says Most Listeners Don't Mind Ads.**

Inside Radio (Cumulus/Signal Hill Insights) May 12, 2021

[http://www.insideradio.com/podcastnewsdaily/what-could-drive-podcast-subscriptions-hint-survey-says-most-listeners-don-t-mind-ads/article\\_5df29578-b342-11eb-8c63-131f5a3359c1.html](http://www.insideradio.com/podcastnewsdaily/what-could-drive-podcast-subscriptions-hint-survey-says-most-listeners-don-t-mind-ads/article_5df29578-b342-11eb-8c63-131f5a3359c1.html)

### **Top Podcast Advertisers' Quarterly Spend? Half A Million.**

Inside Radio May 11, 2021

[http://www.insideradio.com/podcastnewsdaily/top-podcast-advertisers-quarterly-spend-half-a-million/article\\_b389506a-b277-11eb-aa9b-0bd4d266ceb2.html](http://www.insideradio.com/podcastnewsdaily/top-podcast-advertisers-quarterly-spend-half-a-million/article_b389506a-b277-11eb-aa9b-0bd4d266ceb2.html)

### **Not All Latinx Are The Same: Embrace Diversity Within This Community**

MediaPost May 5, 2021

[https://www.mediapost.com/publications/article/363015/not-all-latinx-are-the-same-embrace-diversity-wit.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122324&has\\_hid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/363015/not-all-latinx-are-the-same-embrace-diversity-wit.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122324&has_hid=nPO6kNh8ToCb2_NBH4Mycg)

### **How in-car advertising fuels retail growth**

ANA (Waze Sponsored Ads) May 11, 2021

**(Important Heads Up - This is Waze sponsored content but there is a lot of good sourced material in it that you can "borrow" and easily apply to in-car radio advertising)**

[https://www.waze.com/ads/article/stay-the-course/?utm\\_source=SmartBrief&utm\\_medium=Paid\\_Email&utm\\_campaign=Marketing\\_Headline](https://www.waze.com/ads/article/stay-the-course/?utm_source=SmartBrief&utm_medium=Paid_Email&utm_campaign=Marketing_Headline)

Here is the full presentation:

**ATTACHMENT:** [Waze Ads Stay The Course](#)

### **Automaker TV Spending Increases 148% Year-Over-Year**

MediaPost May 10, 2021

[https://www.mediapost.com/publications/article/363138/automaker-tv-spending-increases-148-year-over-yea.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122326&has\\_hid=Xbl3-p0DS1exdHSa15Xu\\_g](https://www.mediapost.com/publications/article/363138/automaker-tv-spending-increases-148-year-over-yea.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122326&has_hid=Xbl3-p0DS1exdHSa15Xu_g)

### **2022 Political Ad Planning is Underway**

SalesFuel May 11, 2021

<https://salesfuel.com/2022-political-ad-planning-is-underway/>

### **Uber Using Radio To Recruit Drivers For Uber Eats.**

Inside Radio (Media Monitors) May 11, 2021

[http://www.insideradio.com/free/uber-using-radio-to-recruit-drivers-for-uber-eats/article\\_c7daa440-b21f-11eb-ad48-83d8ce28e030.html](http://www.insideradio.com/free/uber-using-radio-to-recruit-drivers-for-uber-eats/article_c7daa440-b21f-11eb-ad48-83d8ce28e030.html)

## Magellan AI Podcast Advertising Quarterly Benchmark Report for Q1 2021

**ATTACHMENT:** [Magellan AI Q1 2021 Podcast Ad Report](#)

### Retailers optimistic about strong recovery in 2021

Chain Store Age May 10, 2021

[https://chainstoreage.com/retailers-optimistic-about-strong-recovery-2021?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/retailers-optimistic-about-strong-recovery-2021?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### Up Next, The Podcast Pitching Podcasts To Ad Buyers, Goes Live.

Inside Radio (Up Next) May 10, 2021

[http://www.insideradio.com/podcastnewsdaily/up-next-the-podcast-pitching-podcasts-to-ad-buyers-goes-live/article\\_717e81d8-b1b2-11eb-8e81-1f243dcfbef.html](http://www.insideradio.com/podcastnewsdaily/up-next-the-podcast-pitching-podcasts-to-ad-buyers-goes-live/article_717e81d8-b1b2-11eb-8e81-1f243dcfbef.html)

### Spring TV Ad-Sales Season Expected to Show Rebound From 2020, More Spending on Streaming Ad-supported streaming services are set to attract more advertising dollars as marketers face limited supply of commercials on broadcast and cable channels

WSJ May 7, 2021

<https://www.wsj.com/articles/spring-tv-ad-sales-season-expected-to-show-rebound-from-2020-more-spending-on-streaming-11620381600>

### For Radio Listeners During COVID, 2020 Was the Year of the Stream.

Inside Radio (Jacobs Media) May 10, 2021

[http://www.insideradio.com/free/for-radio-listeners-during-covid-2020-was-the-year-of-the-stream/article\\_71f614f0-b158-11eb-ae57-df0e41baa605.html](http://www.insideradio.com/free/for-radio-listeners-during-covid-2020-was-the-year-of-the-stream/article_71f614f0-b158-11eb-ae57-df0e41baa605.html)

### Radio's COVID Era Strengths: Emotional Connection, Personalities, Local Focus.

Inside Radio (Jacobs Media Strategies) May 7, 2021

[http://www.insideradio.com/free/radios-covid-era-strengths-emotional-connection-personalities-local-focus/article\\_9dd735a4-af00-11eb-a20c-b3fbc27bc1b9.html](http://www.insideradio.com/free/radios-covid-era-strengths-emotional-connection-personalities-local-focus/article_9dd735a4-af00-11eb-a20c-b3fbc27bc1b9.html)

**Note:** The previous two articles in Inside Radio feature reviews of portions of the Jacobs Media Strategies' TECHSURVEY 2021 that was released late last week. Here is a copy of the Executive Summary deck:

**ATTACHMENT:** [Jacobs Media TechSurvey 2020](#)

### Monthly impulse spending jumps 51% year-over-year

Chain Store Age May 7, 2021

[https://chainstoreage.com/monthly-impulse-spending-jumps-51-year-over-year?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/monthly-impulse-spending-jumps-51-year-over-year?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)



**Mastercard: April retail sales up 23.3%; trends indicate recovering economy  
Restaurant sector posts second straight month of growth**

Chain Store Age May 6, 2021

[https://chainstoreage.com/mastercard-april-retail-sales-233-trends-indicate-recovering-economy?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/mastercard-april-retail-sales-233-trends-indicate-recovering-economy?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

**You Are Not in The Radio Business**

Radio Ink (Randy Lane) May 9, 2021

[https://radioink.com/2021/05/09/you-are-not-in-the-radio-business/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/05/09/you-are-not-in-the-radio-business/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

**How to Increase Your Sales Volume This Year**

SalesFuel May 8, 2021

<https://salesfuel.com/how-to-increase-your-sales-volume-this-year/>

**Five Buying Decisions EVERY Buyer Makes**

SalesFuel May 8, 2021

<https://salesfuel.com/five-buying-decisions-every-buyer-makes/>

**Digital Audio And Podcasting Expanding Their Reach Among Moms Says New Edison Study.**

Inside Radio (Edison Research) May 7, 2021

[http://www.insideradio.com/podcastnewsdaily/digital-audio-and-podcasting-expanding-their-reach-among-moms-says-new-edison-study/article\\_cbc4ab24-af53-11eb-b850-cb2a9034c399.html](http://www.insideradio.com/podcastnewsdaily/digital-audio-and-podcasting-expanding-their-reach-among-moms-says-new-edison-study/article_cbc4ab24-af53-11eb-b850-cb2a9034c399.html)

**Don't Forget to Grow Your Accounts!**

Engage April 30, 2021

<https://www.engage-selling.com/blog/dont-forget-to-grow-your-accounts/>

**Why the Best Question Is the One You Never Ask**

The Black Swan Group May 3, 2021

<https://blog.blackswanltd.com/the-edge/why-the-best-question-is-the-one-you-never-ask>

**Discover Whether You're a Sales Hunter, Farmer, or Trapper**

BlogSpot April 27, 2021

[https://blog.hubspot.com/sales/sales-hunter-farmer-trapper?\\_hstc=201195441.1a2963a9d1dd576753980fbc6c5d29cc.1612388323114.1620240819709.1620848989907.30&\\_hssc=201195441.1.1620848989907&\\_hsfp=3162083856](https://blog.hubspot.com/sales/sales-hunter-farmer-trapper?_hstc=201195441.1a2963a9d1dd576753980fbc6c5d29cc.1612388323114.1620240819709.1620848989907.30&_hssc=201195441.1.1620848989907&_hsfp=3162083856)

**Mobile Advertisers Flock To Podcasting And Digital Audio In A Soon-To-Be Cookie-Less Ad World.**

Inside Radio May 6, 2021

[http://www.insideradio.com/podcastnewsdaily/mobile-advertisers-flock-to-podcasting-and-digital-audio-in-a-soon-to-be-cookie-less/article\\_c72d1480-ae8a-11eb-92ca-dbb5ce8cdad2.html](http://www.insideradio.com/podcastnewsdaily/mobile-advertisers-flock-to-podcasting-and-digital-audio-in-a-soon-to-be-cookie-less/article_c72d1480-ae8a-11eb-92ca-dbb5ce8cdad2.html)

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

### **Study: Broadcasters Lose Almost \$2 Billion Annually to Google, Facebook**

Broadcasting+Cable May 10, 2021

<https://www.nexttv.com/news/study-broadcasters-lose-almost-dollar2-billion-annually-to-google-facebook>

### **Nielsen Undercounted Viewing, According to Media Rating Council**

#### **Changes in panel maintenance led to 2% to 6% lower use of TV by 18-49 year olds**

Broadcasting+Cable May 10, 2021

<https://www.nexttv.com/news/nielsen-undercounted-viewing-according-to-media-rating-council>

### **How Nielsen Undercount Revelations Will Affect The Upront**

Broadcasting+Cable May 11, 2021

<https://www.nexttv.com/news/how-nielsen-undercount-revelations-will-affect-the-upfront>

### **Contradicting Nielsen, Comscore Says TV Use Didn't Fall in Pandemic**

#### **More pressure due on Nielsen from VAB**

Broadcasting+Cable May 10, 2021

<https://www.nexttv.com/news/contradicting-nielsen-comscore-says-tv-use-didnt-fall-in-pandemic>

### **Why Declining PUMM Levels Keep Me Up At Night**

Radio Ink (Buzz Knight) May 12, 2021

[https://radioink.com/2021/05/12/why-declining-pumm-levels-keep-me-up-at-night/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/05/12/why-declining-pumm-levels-keep-me-up-at-night/?vgo_ee=g4MdllvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D)

### **Taking It To The Streets: Live Station Events Are Making Their Safe Return.**

Inside Radio May 11, 2021

[http://www.insideradio.com/free/taking-it-to-the-streets-live-station-events-are-making-their-safe-return/article\\_e7d75792-b220-11eb-b7a5-9b01c2d7f10d.html](http://www.insideradio.com/free/taking-it-to-the-streets-live-station-events-are-making-their-safe-return/article_e7d75792-b220-11eb-b7a5-9b01c2d7f10d.html)

### **Radio Jockeys For Larger Piece Of Exploding Sports Gambling Ad Pie.**

Inside Radio (Nielsen) May 11, 2021

(Note: This article contains follow-up information to the BIA-Nielsen webinar on this subject that I sent out to everyone a couple of weeks ago)

[http://www.insideradio.com/free/radio-jockeys-for-larger-piece-of-exploding-sports-gambling-ad-pie/article\\_a770cd5a-b220-11eb-82c2-4334c145b8a9.html](http://www.insideradio.com/free/radio-jockeys-for-larger-piece-of-exploding-sports-gambling-ad-pie/article_a770cd5a-b220-11eb-82c2-4334c145b8a9.html)

### **GroupM Introduces the Media Inclusion Initiative**

MediaPost May 10, 2021

<https://www.mediapost.com/publications/article/363135/groupm-introduces-the-media-inclusion-initiative.html>

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