

## **MAY 26, 2021**

Let's jump right into a review of the latest audience trending data for May Week 2 in our Nielsen PPM measured markets. We are continuing to see solid trends overall with Cume estimates hovering at near pre pandemic levels and as TSL levels increase we should see the AQH numbers get there as well:

### **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%

May Week 1 - 645,400 off 6.8%  
May Week 2 - 645,400 off 6.8%

## 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%

May Week 1 - 10,351,300 off 2.5%

May Week 2 - 10,385,500 off 2.1%

### **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%

May Week 1 - 114,600 off 11%  
May Week 2 - 113,800 off 11.7%

### **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%

May Week 1 - 1,968,700 off 2.2%

May Week 2 - 1,989,800 off 1.1%

## 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%)

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%

May Week 1 - 120,400 off 15.6%  
May Week 2 - 122,600 off 14.1%

### **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%)

May Week 1 - 2,392,700 (off 6.1%)

May Week 2 - 2,298,900 (off 9.8%)

I have long been a fan/student of the business management teachings and practices of Peter Drucker who the Wall Street Journal described as "The dean of this country's business and management philosophers." Keep this Drucker quote in mind as you review the resources and articles curated specially for you this week:

"Knowledge has to be improved, challenged, and increased constantly or it vanishes"  
Peter Drucker

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

### **Don't Identify Problems, Solve Them!**

The Center For Sales Strategy May 25, 2021

[https://blog.thecenterforsalesstrategy.com/dont-identify-problems-solve-them?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=129436293&\\_hsenc=p2ANqtz-OjZqN3F01u\\_f5QhpkYvAVqSt9ybCiJ9021MAJa\\_9A142xiRy3OdgveFPNM-Y\\_9w0CvS5GP5erInu0tnV-MFnsjx45hw&utm\\_content=129436293&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/dont-identify-problems-solve-them?utm_campaign=subscriber&utm_medium=email&_hsmi=129436293&_hsenc=p2ANqtz-OjZqN3F01u_f5QhpkYvAVqSt9ybCiJ9021MAJa_9A142xiRy3OdgveFPNM-Y_9w0CvS5GP5erInu0tnV-MFnsjx45hw&utm_content=129436293&utm_source=hs_email)

**Progressive Tops Radio Chart**

Radio Ink May 25, 2021

<https://radioink.com/2021/05/25/progressive-tops-radio-chart/>

**Father's Day Spending Set To Hit Record \$20B**

MediaPost May 26, 2021

[https://www.mediapost.com/publications/article/363632/fathers-day-spending-set-to-hit-record-20b.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=122488&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/363632/fathers-day-spending-set-to-hit-record-20b.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=122488&hashid=akE-7z-LS1W9CYmV5M9xXA)

**Post-Pandemic, Radio Seen As 'Soundtrack of America's Recovery.'**

Inside Radio (Pierre Bouvard) May 26, 2021

[http://www.insideradio.com/free/post-pandemic-radio-seen-as-soundtrack-of-america-s-recovery/article\\_7c47f2ce-bded-11eb-9697-87e32a4980d5.html](http://www.insideradio.com/free/post-pandemic-radio-seen-as-soundtrack-of-america-s-recovery/article_7c47f2ce-bded-11eb-9697-87e32a4980d5.html)

**Radio's Biggest Advertisers Strut Their Stuff**

Radio+TV Business Report May 24, 2021

<https://www.rbr.com/radios-biggest-advertisers-strut-their-stuff/>

**BetterHelp Remained Podcasting's Top Ad Spender In April, Samsung Is The Big Mover.**

Inside Radio (Magellan AI) MAY 24, 2021

[http://www.insideradio.com/podcastnewsdaily/betterhelp-remained-podcasting-s-top-ad-spender-in-april-samsung-is-the-big-mover/article\\_b9d43ea2-bcb4-11eb-b038-4322653b58bf.html](http://www.insideradio.com/podcastnewsdaily/betterhelp-remained-podcasting-s-top-ad-spender-in-april-samsung-is-the-big-mover/article_b9d43ea2-bcb4-11eb-b038-4322653b58bf.html)

**Exclusive: Financial Services Double Down On Audio Advertising.**

Inside Radio (Standard Media Index) May 24, 2021

[http://www.insideradio.com/podcastnewsdaily/exclusive-financial-services-double-down-on-audio-advertising/article\\_6ae7a0f4-bcb4-11eb-9151-cb8de418f8cc.html](http://www.insideradio.com/podcastnewsdaily/exclusive-financial-services-double-down-on-audio-advertising/article_6ae7a0f4-bcb4-11eb-9151-cb8de418f8cc.html)

**Online Lifeline: How Consumers Are Changing Their Habits As The Pandemic Eases**

MediaPost May 18, 2021

[https://www.mediapost.com/publications/article/363409/online-lifeline-how-consumers-are-changing-their.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122459&hashid=QT49sL4xQ-GvJ7BwwJ5k\\_A](https://www.mediapost.com/publications/article/363409/online-lifeline-how-consumers-are-changing-their.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122459&hashid=QT49sL4xQ-GvJ7BwwJ5k_A)

**Attention Advertisers: Radio's Biggest Listeners Are Anxious To Start Spending Again.**

Inside Radio (MRI-Simmons) May 24, 2021

[http://www.insideradio.com/free/attention-advertisers-radio-s-biggest-listeners-are-anxious-to-start-spending-again/article\\_8480a818-bc59-11eb-863c-4b3d25c99a3a.html](http://www.insideradio.com/free/attention-advertisers-radio-s-biggest-listeners-are-anxious-to-start-spending-again/article_8480a818-bc59-11eb-863c-4b3d25c99a3a.html)



### **Zenith To Alcohol Advertisers: Cheers!**

MediaPost May 24, 2021

[https://www.mediapost.com/publications/article/363561/zenith-to-alcohol-advertisers-cheers.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122460&hashid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/363561/zenith-to-alcohol-advertisers-cheers.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122460&hashid=XOWE7PwDT4-lekA7MLbhQg)

### **Nielsen Highlights Encouraging Radio Trends**

**U.S. weekly radio listening is back up, though not yet to pre-pandemic levels**

RadioWorld May 20, 2021

[https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-highlights-encouraging-radio-trends?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=2AAA3EAF-3FCF-4275-9CD0-D4F1723881E0](https://www.radioworld.com/news-and-business/programming-and-sales/nielsen-highlights-encouraging-radio-trends?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=2AAA3EAF-3FCF-4275-9CD0-D4F1723881E0)

### **Your Listeners in Dollars and Cents**

Radio Ink (Charlie Sislen) May 24, 2021

<https://radioink.com/2021/05/24/your-listeners-in-dollars-and-cents/>

### **Study: Shoppers Widely Disapprove Of Firms That Profit From Their Data**

MediaPost May 20, 2021

[https://www.mediapost.com/publications/article/363489/study-shoppers-widely-disapprove-of-firms-that-pr.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=122435&hashid=3ryQP86FTTiyUS5w5BYR2g](https://www.mediapost.com/publications/article/363489/study-shoppers-widely-disapprove-of-firms-that-pr.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122435&hashid=3ryQP86FTTiyUS5w5BYR2g)

### **April's Big Radio Ad Category Was Podcasts.**

Inside Radio (Media Monitors) May 20, 2021

[http://www.insideradio.com/podcastnewsdaily/april-s-big-radio-ad-category-was-podcasts/article\\_be9474ae-b988-11eb-9a79-8f9ea8af6e9b.html](http://www.insideradio.com/podcastnewsdaily/april-s-big-radio-ad-category-was-podcasts/article_be9474ae-b988-11eb-9a79-8f9ea8af6e9b.html)

### **Nielsen: Listeners Coming Back as Restrictions Lift**

Radio Ink May 20, 2021

<https://radioink.com/2021/05/20/nielsen-listeners-coming-back-as-restrictions-lift/>

### **Radio's New Advertisers**

Radio Ink (Media Monitors) May 20, 2021

<https://radioink.com/2021/05/20/radios-new-advertisers/>

### **Auto Attitudes of Radio Listeners**

RAB Radio Matters Blog May 18, 2021

<http://www.radiomatters.org/index.php/2021/05/18/auto-attitudes-of-radio-listeners/#more-4075>

### **Consumer Insights: Radio's Reach Can Soothe Spa Owners' Pain Points.**

Inside Radio (Media Audit) May 20, 2021

[http://www.insideradio.com/free/consumer-insights-radio-s-reach-can-soothe-spa-owners-pain-points/article\\_4c85f6b8-b937-11eb-9d38-f374c3553f12.html](http://www.insideradio.com/free/consumer-insights-radio-s-reach-can-soothe-spa-owners-pain-points/article_4c85f6b8-b937-11eb-9d38-f374c3553f12.html)

### **'Unique' Radio, TV Spots Rise in April**

Radio+TV Business Report May 19, 2021

<https://www.rbr.com/unique-radio-spots-rise-in-april/>

### **For Retail, Expect Reboot, Not Return To Usual**

MediaPost May 14, 2021

[https://www.mediapost.com/publications/article/363304/for-retail-expect-reboot-not-return-to-usual.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122420&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/363304/for-retail-expect-reboot-not-return-to-usual.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122420&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **McDonald's To Double Spending With Black, Hispanic And Asian-Owned Media.**

Inside Radio May 21, 2021

[http://www.insideradio.com/free/mcdonald-s-to-double-spending-with-black-hispanic-and-asian-owned-media/article\\_1f266174-ba01-11eb-b56f-9f0ac18cc8a7.html](http://www.insideradio.com/free/mcdonald-s-to-double-spending-with-black-hispanic-and-asian-owned-media/article_1f266174-ba01-11eb-b56f-9f0ac18cc8a7.html)

### **6 Sales Challenges Facing Salespeople in 2021 [Expert Tips + Research]**

HubSpot May 21, 2021

<https://blog.hubspot.com/sales/challenges-threatening-salespeople?hstc=201195441.1a2963a9d1dd576753980fbe6c5d29cc.1612388323114.1621448104734.1621624187394.35&hssc=201195441.1.1621624187394&hsfp=3162083856>

### **Three Perfect Sales Voicemail Script Examples that Get Callbacks**

SalesBuzz May 21, 2021

<https://www.salesbuzz.com/sales-voicemails-get-callbacks/>

### **Among Radio's Biggest Fans, A Growing Number Are Dialing Into Podcasts.**

Inside Radio (more takeaways from the Jacobs Media TechSurvey 2021) May 21, 2021

[http://www.insideradio.com/podcastnewsdaily/among-radio-s-biggest-fans-a-growing-number-are-dialing-into-podcasts/article\\_d4f83426-ba4e-11eb-94a5-737f41e82036.html](http://www.insideradio.com/podcastnewsdaily/among-radio-s-biggest-fans-a-growing-number-are-dialing-into-podcasts/article_d4f83426-ba4e-11eb-94a5-737f41e82036.html)

### **2 Common Client Retention Mistakes You May Be Making**

SalesFuel May 22, 2021

<https://salesfuel.com/2-common-client-retention-mistakes-you-may-be-making/>

### **Insight Selling Questions to Boost Your Success Rate**

SalesFuel May 22, 2021

<https://salesfuel.com/insight-selling-questions-to-boost-your-success-rate/>

### **Cross-Selling and Upselling Best Practices**

SalesFuel May 22, 2021

<https://salesfuel.com/cross-selling-and-upselling-best-practices/>

### **7 Closing Techniques and Why They Work**

SalesFuel May 22, 2021

<https://salesfuel.com/7-closing-techniques-and-why-they-work/>

### **The Difference Between Social Media and Digital Marketing**

Business 2 Community May 21, 2021

<https://www.business2community.com/digital-marketing/the-difference-between-social-media-and-digital-marketing-02407149>

### **Average U.S. Viewer Now Uses Nearly 6 Different TV Sources**

MediaPost May 14, 2021

[https://www.mediapost.com/publications/article/363305/average-us-viewer-now-uses-nearly-6-different-tv.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122453&hashid=dbTeyk\\_KQPCPkUhfRIu1tg](https://www.mediapost.com/publications/article/363305/average-us-viewer-now-uses-nearly-6-different-tv.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122453&hashid=dbTeyk_KQPCPkUhfRIu1tg)

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

#### **Nielsen One Is Getting An Influx Of Cash. What's It Mean For Audio?**

Inside Radio May 26, 2021

[http://www.insideradio.com/free/nielsen-one-is-getting-an-influx-of-cash-what-s-it-mean-for-audio/article\\_4299ba26-bded-11eb-ad52-9f86fbbfc586.html](http://www.insideradio.com/free/nielsen-one-is-getting-an-influx-of-cash-what-s-it-mean-for-audio/article_4299ba26-bded-11eb-ad52-9f86fbbfc586.html)

#### **NuVoodoo Study Looks At How Ready Americans Are To 'Get Back To Normal'**

All Access May 26, 2021

<https://www.allaccess.com/net-news/archive/story/207859/nuvoodoo-study-looks-at-how-ready-americans-are-to>

#### **Nielsen PPM Is Ready for the Cloud**

##### **Here's what to know about our Nielsen Audio Software Encoder**

RadioWorld May 26, 2021

[https://www.radioworld.com/columns-and-views/guest-commentaries/nielsen-ppm-is-ready-for-the-cloud?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_content=F428266F-3C2D-451A-8AC1-88BAA0A8EDC0](https://www.radioworld.com/columns-and-views/guest-commentaries/nielsen-ppm-is-ready-for-the-cloud?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=F428266F-3C2D-451A-8AC1-88BAA0A8EDC0)

**Sportsbook Advertising Is A Total Game-Changer For Radio Stations  
And it's not just sports talk; all radio is benefitting from the ad rush**

SportsHandle May 13, 2021

<https://sportshandle.com/sportsbook-advertising-radio-stations/>

**Marketers Talk Audio Evolution At Advertising Week Event.**

Inside Radio May 25, 2021

[http://www.insideradio.com/free/marketers-talk-audio-evolution-at-advertising-week-event/article\\_4214a1a6-bd25-11eb-bb46-5bd952282975.html](http://www.insideradio.com/free/marketers-talk-audio-evolution-at-advertising-week-event/article_4214a1a6-bd25-11eb-bb46-5bd952282975.html)

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