

## JUNE 2, 2021

The top news item of interest this week is that California voters will have the opportunity next year to approve a proposition to legalize sports wagering. There are a couple of links in your resources lists below that will give you the important details. Not only does this hold the potential to open up a huge new source of advertising revenue for radio should it pass, the battle over it in next year's mid term General Election will generate a lot of political advertising dollars on this issue alone. I will have more details on all this and other political developments in a separate email that I will get out to you in the next few days.

Meanwhile, let's take a look at the audience trending data for our PPM measured markets for May Week 3. Some ups and downs this week but nothing that looks outside of normal weekly variances at this point.

### 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%  
May Week 3 - 637,900 off 7.9%

### 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%  
May Week 3 - 10,311,200 2.8%

### **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%

May Week 3 - 108,300 off 16%

### **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%  
May Week 3 - 1,902,700 off 5.5%

### 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%  
May Week 3 - 122,100 off 14.4%

### 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%)  
May Week 2 - 2,344,100 (off 8.0%)

**"The key to success is dedication to life-long learning."**

Stephen Covey

Let the life-long learning continue with your weekly curated lists of brain food:

## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

### **Building an Effective Sales Strategy (Including Examples)**

The Center for Sales Strategy June 2, 2021

[https://blog.thecenterforsalesstrategy.com/building-an-effective-sales-strategy-including-examples?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=131142192&\\_hsenc=p2ANqtz-9-8bHnXD8PLPpGjKsahhe9msMeZx8H5TgtLb4saSOBVFdd-GaEPWU4-Hml49sSuhGGNFvmFLsPim5aonYsN6UVEvR\\_w&utm\\_content=131142192&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/building-an-effective-sales-strategy-including-examples?utm_campaign=subscriber&utm_medium=email&_hsmi=131142192&_hsenc=p2ANqtz-9-8bHnXD8PLPpGjKsahhe9msMeZx8H5TgtLb4saSOBVFdd-GaEPWU4-Hml49sSuhGGNFvmFLsPim5aonYsN6UVEvR_w&utm_content=131142192&utm_source=hs_email)

### **As The Country Opens Up, Radio Listening Is Returning To Pre-Pandemic Levels**

Forbes June 1, 2021

<https://www.forbes.com/sites/bradadgate/2021/06/01/as-the-country-opens-up-radio-listening-is-returning-to-pre-pandemic-levels/?sh=58cd80226e9b>

### **B2B Big Bang: Spending Is Up In Key Expense Categories, American Express Reports**

MediaPost June 1, 2021

[https://www.mediapost.com/publications/article/363781/b2b-big-bang-spending-is-up-in-key-expense-catego.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readnow&utm\\_campaign=122541&\\_ashid=3ryQP86FTTiyUS5w5BYR2g](https://www.mediapost.com/publications/article/363781/b2b-big-bang-spending-is-up-in-key-expense-catego.html?utm_source=newsletter&utm_medium=email&utm_content=readnow&utm_campaign=122541&_ashid=3ryQP86FTTiyUS5w5BYR2g)

### **Key chip supplier on path to full production as auto giants wait**

Seeking Alpha June 1, 2021

[https://seekingalpha.com/news/3702021-key-chip-supplier-on-path-to-full-production-as-auto-giants-wait?mail\\_subject=f-key-chip-supplier-on-path-to-full-production-as-auto-giants-wait&utm\\_campaign=rta-stock-news&utm\\_content=link-3&utm\\_medium=email&utm\\_source=seeking\\_alpha](https://seekingalpha.com/news/3702021-key-chip-supplier-on-path-to-full-production-as-auto-giants-wait?mail_subject=f-key-chip-supplier-on-path-to-full-production-as-auto-giants-wait&utm_campaign=rta-stock-news&utm_content=link-3&utm_medium=email&utm_source=seeking_alpha)

### **Your 2021 Vulnerability Test**

Radio Ink (Loyd Ford) June 1, 2021

<https://radioink.com/2021/06/01/your-2021-vulnerability-test/>

### **3 Ways a Target Drive is Different From a Sales Contest**

The Center For Sales Strategy June 1, 2021

[https://blog.thecenterforsalesstrategy.com/3-ways-a-target-drive-is-different-from-a-sales-contest?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmi=130902173&\\_hsenc=p2ANqtz--SCf8wOb6ElriAhlkIpHc6SE42OvHC-](https://blog.thecenterforsalesstrategy.com/3-ways-a-target-drive-is-different-from-a-sales-contest?utm_campaign=subscriber&utm_medium=email&_hsmi=130902173&_hsenc=p2ANqtz--SCf8wOb6ElriAhlkIpHc6SE42OvHC-)

[kw2p52ZooF7h5yAuqRhhXzic BIXV2vNxqRC8tdBPXgqGzudqcroJJKdGLg&utm\\_content=130902173&utm\\_source=hs\\_email](https://www.radioink.com/2021/06/01/home-depot-back-on-top/)

### **Home Depot Back On Top**

Radio Ink June 1, 2021

<https://radioink.com/2021/06/01/home-depot-back-on-top/>

### **Clarify your core message: Up the value of your presentation**

SmartBrief May 28, 2021

[https://www.smartbrief.com/original/2021/05/clarify-your-core-message-value-your-presentation?utm\\_source=brief](https://www.smartbrief.com/original/2021/05/clarify-your-core-message-value-your-presentation?utm_source=brief)

### **Report: Amazon will hold Prime Day June 21-22**

Chain Store Age May 28, 2021

[https://chainstoreage.com/report-amazon-will-hold-prime-day-june-21-22?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA\\_Connected+Retail&utm\\_keyword=](https://chainstoreage.com/report-amazon-will-hold-prime-day-june-21-22?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail&utm_keyword=)

### **How Quickly Will U.S. Consumers “Move Past” COVID-19?**

Customer Think May 28, 2021

[https://customerthink.com/how-quickly-will-u-s-consumers-move-past-covid-19/?ct\\_subscriber=yes](https://customerthink.com/how-quickly-will-u-s-consumers-move-past-covid-19/?ct_subscriber=yes)

### **Survey: Younger consumers to lead charge in increased spending this summer**

Chain Store Age May 27, 2021

[https://chainstoreage.com/survey-younger-consumers-lead-charge-increased-spending-summer?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Weekend+Update&utm\\_keyword=](https://chainstoreage.com/survey-younger-consumers-lead-charge-increased-spending-summer?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=)

### **The 4 Key Listening Habits of Successful Salespeople**

SalesFuel May 29, 2021

<https://salesfuel.com/the-4-key-listening-habits-of-successful-salespeople/>

### **Upselling Your Clients: A How-To Guide**

SalesFuel May 29, 2021

<https://salesfuel.com/upselling-to-your-clients-a-how-to-guide/>

### **Remember: Renewals Aren't Guaranteed**

SalesFuel May 29, 2021

<https://salesfuel.com/remember-renewals-arent-guaranteed/>

### **4 Steps to Crafting the Perfect Elevator Pitch**

SalesFuel May 29, 2021

<https://salesfuel.com/4-steps-to-crafting-the-perfect-elevator-pitch/>

### **California voters will decide in 2022 whether to allow sports betting**

Los Angeles Times May 27, 2021

<https://www.latimes.com/california/story/2021-05-27/california-voters-will-decide-whether-to-allow-sports-betting-ballot-measure>



### **Former Dealer Execs, Now In Radio, On How To Boost Auto Ad Sales.**

Inside Radio (RAB) May 28, 2021

[http://www.insideradio.com/free/former-dealer-execs-now-in-radio-on-how-to-boost-auto-ad-sales/article\\_a35a915e-bf7e-11eb-8a14-07e03cb6b044.html](http://www.insideradio.com/free/former-dealer-execs-now-in-radio-on-how-to-boost-auto-ad-sales/article_a35a915e-bf7e-11eb-8a14-07e03cb6b044.html)

### **Proven Sales Funnel Template to Increase Closed Deals**

Yesware May 24, 2021

<https://www.yesware.com/blog/sales-funnel-template/>

### **How Cybercriminals Are Stealing Your Ad Dollars**

Bloomberg Law May 27, 2021

<https://news.bloomberglaw.com/us-law-week/how-cybercriminals-are-stealing-your-ad-dollars>

### **Katz Presentation Shows Radio Listeners Are On the Road Again.**

Inside Radio May 27, 2021

[http://www.insideradio.com/free/katz-presentation-shows-radio-listeners-are-on-the-road-again/article\\_dcaa66dc-beac-11eb-9bb4-9f70a9696227.html](http://www.insideradio.com/free/katz-presentation-shows-radio-listeners-are-on-the-road-again/article_dcaa66dc-beac-11eb-9bb4-9f70a9696227.html)

### **How Combo Of Science And Art Is Moving The Needle For Audio Advertisers.**

Inside Radio May 27, 2021

[http://www.insideradio.com/free/how-combo-of-science-and-art-is-moving-the-needle-for-audio-advertisers/article\\_bd2874de-beac-11eb-932f-d3c520ea1277.html](http://www.insideradio.com/free/how-combo-of-science-and-art-is-moving-the-needle-for-audio-advertisers/article_bd2874de-beac-11eb-932f-d3c520ea1277.html)

### **Chilly Response To Cold Email: Sales/Marketing Execs Sending More, Gaining Less**

MediaPost May 26, 2021

[https://www.mediapost.com/publications/article/363656/chilly-response-to-cold-email-salesmarketing-exe.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122535&has\\_hid=QT49sL4xQ-GvJ7BwwJ5k\\_A](https://www.mediapost.com/publications/article/363656/chilly-response-to-cold-email-salesmarketing-exe.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122535&has_hid=QT49sL4xQ-GvJ7BwwJ5k_A)

### **How The Retail Auto Industry Can Drive Into Its Digital Future**

Forbes May 26, 2021

<https://www.forbes.com/sites/forbestechcouncil/2021/05/26/how-the-retail-auto-industry-can-drive-into-its-digital-future/?sh=1cf62692c287>

### **Turning “No” into Magic**

Radio Ink May 27, 2021

<https://radioink.com/2021/05/27/turning-no-into-magic/>

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

### **"Euphoric" State Rebound Predicted**

#### **California's Economy Will Recover Faster Than The Nation's, A UCLA Forecast Says.**

LA Times (UCLA Anderson) June 2, 2021

<https://www.latimes.com/business/story/2021-03-10/2021-california-covid-economic-recovery-outpaces-us>

**ATTACHMENT:** [Euphoric State Rebound – LA Times](#)

### **“King of Fraud” is Convicted of \$7 Million Digital Advertising Scam!**

The National Law Review June 1, 2021

<https://www.natlawreview.com/article/king-fraud-convicted-7-million-digital-advertising-scam>

### **You Can’t Fake Local**

Jacobs Media Strategies (Fred Jacobs) June 2, 2021

<https://jacobsmedia.com/you-cant-fake-local/>

### **Three Reasons To Stop Overlooking Audio Advertising**

Ad Exchanger June 2, 2021

[https://www.adexchanger.com/the-sell-sider/three-reasons-to-stop-overlooking-audio-advertising/?oly\\_enc\\_id=0651H4943323A6U](https://www.adexchanger.com/the-sell-sider/three-reasons-to-stop-overlooking-audio-advertising/?oly_enc_id=0651H4943323A6U)

### **Digital Media Use Is Growing, And That’s Helping Push Up Podcast Listening Time.**

Inside Radio (eMarketer) June 2, 2021

[http://www.insideradio.com/podcastnewsdaily/digital-media-use-is-growing-and-that-s-helping-push-up-podcast-listening-time/article\\_a9d8adae-c3c0-11eb-8e92-ff81643ee6c3.html](http://www.insideradio.com/podcastnewsdaily/digital-media-use-is-growing-and-that-s-helping-push-up-podcast-listening-time/article_a9d8adae-c3c0-11eb-8e92-ff81643ee6c3.html)

### **To Help Radio, Rate the Commercials**

Radio Ink (Larry Rosen) June 1, 2021

<https://radioink.com/2021/06/01/to-help-radio-rate-the-commercials/>

Note: Larry Rosin references an article by Mike McVay in an edition of Radio Ink last week. Here is that article again for you convenience:

### **Where Have the Listeners Gone**

Radio Ink (Mike McVay) May 21, 2021

<https://radioink.com/2021/05/21/where-have-the-listeners-gone/>

### **The Future of Digital Audio Advertising is a Dialogue**

Marketing Technology Insights May 31, 2021

<https://martechseries.com/mts-insights/guest-authors/future-digital-audio-advertising-dialogue/>

### **Can Radio Crawl From The Wreckage?**

Jacobs Media Strategies (Fred Jacobs) June 1, 2021

<https://jacobsmedia.com/can-radio-crawl-from-the-wreckage/>

### **How Radio Can Benefit From Digital Advertising’s Cookie Apocalypse.**

Inside Radio June 1, 2021

[http://www.insideradio.com/free/how-radio-can-benefit-from-digital-advertising-s-cookie-apocalypse/article\\_91a7fa8c-c2a8-11eb-aa9c-33e939039d59.html](http://www.insideradio.com/free/how-radio-can-benefit-from-digital-advertising-s-cookie-apocalypse/article_91a7fa8c-c2a8-11eb-aa9c-33e939039d59.html)

### **New Ad Serving Software For Radio Separates Ads From Automation Systems.**

Inside Radio (Wendel Software) June 1, 2021

[http://www.insideradio.com/free/new-ad-serving-software-for-radio-separates-ads-from-automation-systems/article\\_ac49c01a-c2a7-11eb-9458-a3f472e190c2.html](http://www.insideradio.com/free/new-ad-serving-software-for-radio-separates-ads-from-automation-systems/article_ac49c01a-c2a7-11eb-9458-a3f472e190c2.html)

## **US Time Spent with Media 2021**

### **Digital Media Usage Gains After the 2020 Pandemic Year, but Traditional Formats Fade**

eMarketer May 29, 2021

<https://www.emarketer.com/content/us-time-spent-with-media-2021?cid=NL1001>

## **Radio, You're Obsessing Over Alexa**

Coleman Insights Media Research June 1, 2021

<https://colemaninsights.com/coleman-insights-blog/radio-youre-obsessing-over-alexa>

## **Another Case Against Ad Fraud Comes To Fruition**

Forbes May 29, 2021

<https://www.forbes.com/sites/augustinefou/2021/05/29/another-lawsuit-against-ad-fraud-comes-to-fruition/?sh=5a448ac33af6>

## **California voters will decide in 2022 whether to allow sports betting**

Los Angeles Times May 27, 2021

<https://www.latimes.com/california/story/2021-05-27/california-voters-will-decide-whether-to-allow-sports-betting-ballot-measure>

## **Sports Betting Proposition Headed for the California Ballot in 2022**

Courthouse News Service May 27, 2021

<https://www.courthousenews.com/sports-betting-proposition-headed-for-the-california-ballot-in-2022/>

## **Local Media Consortium and Google News Initiative Announce Publication of Digital Advertising Revenue Playbook for Small and Midsize Publishers**

### **Series of free workshops will supplement content**

(Note from press release: "Digital advertising is a great way for local publishers and broadcasters to increase their revenue, but many do not have the resources or know-how to...")

Local Media Consortium/Google News May 28, 2021

<https://www.prnewswire.com/news-releases/local-media-consortium-and-google-news-initiative-announce-publication-of-digital-advertising-revenue-playbook-for-small-and-midsize-publishers-301301916.html>

## **Sports Gambling Coming To In-Arena Venues, Networks Welcome Viewers**

MediaPost May 28, 2021

[https://www.mediapost.com/publications/article/363722/sports-gambling-coming-to-in-arena-venues-network.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=122512&hashid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/363722/sports-gambling-coming-to-in-arena-venues-network.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122512&hashid=GkaoK9PSSKGhs-uNohSxFw)

## **The Number Of Cord Cutters And Cord Nevers Has Tripled Since 2014**

Forbes May 27, 2018

<https://www.forbes.com/sites/tonifitzgerald/2021/05/27/the-number-of-cord-cutters-and-cord-nevers-has-tripled-since-2014/?sh=2e9fdf1c1f12>

## **In Our Post-COVID World, Radio Needs To Keep It Conversational**

Jacobs Media Strategies May 28, 2021

<https://jacobsmedia.com/in-our-post-covid-world-radio-needs-to-keep-it-conversational/>

### **Hit Hard by COVID, Car Listening Now Nearly Tied With Home.**

Inside Radio (Radio Research Consortium) May 28, 2021

[http://www.insideradio.com/free/hit-hard-by-covid-car-listening-now-nearly-tied-with-home/article\\_14b8faee-bf7e-11eb-b3c7-77552dcd3926.html](http://www.insideradio.com/free/hit-hard-by-covid-car-listening-now-nearly-tied-with-home/article_14b8faee-bf7e-11eb-b3c7-77552dcd3926.html)

### **Cord-Cutting Isn't What's Killing Broadcast And Cable**

MediaPost May 21, 2021

[https://www.mediapost.com/publications/article/363486/cord-cutting-isnt-whats-killing-broadcast-and-ca.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=122507&hashid=GkaoK9PSSKGhs-uNohSxFw](https://www.mediapost.com/publications/article/363486/cord-cutting-isnt-whats-killing-broadcast-and-ca.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122507&hashid=GkaoK9PSSKGhs-uNohSxFw)

### **TikTok Radio Draws Some Attention**

**"It has the ability to impact every music radio station in the country"**

RadioWorld May 27, 2021

[https://www.radioworld.com/news-and-business/programming-and-sales/tiktok-radio-draws-some-attention?utm\\_source=SmartBrief&utm\\_medium=email&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_content=8B9DEC5F-CB8B-4F4D-BBF0-D6239D809482](https://www.radioworld.com/news-and-business/programming-and-sales/tiktok-radio-draws-some-attention?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=8B9DEC5F-CB8B-4F4D-BBF0-D6239D809482)

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