

## **AUGUST 25, 2021**

We are three weeks into the August Nielsen PPM Surveys and our three PPM measures markets are doing remarkably well here in mid-summer. Let's take a look at the three week trend with the addition of the summary data for August Week 3 and then dive into your curated lists of resources and important articles collected over the last week:

### **Los Angeles (Metro 12+ Population 11,469,700)**

#### **AQH:**

July Monthly - 644,400

Aug Week 1 - 642,600

Aug Week 2 - 637,500

[Aug Week 3 - 653,400](#)

#### **Cume:**

July Monthly - 10,244,800

Aug Week 1 - 10,244,700

Aug Week 2 - 10,277,600

[Aug Week 3 - 10,463,000](#)

### **Riverside/San Bernardino (Metro 12+ Population 2,145,300)**

#### **AQH:**

July Monthly - 104,500

Aug Week 1 - 113,200

Aug Week 2 - 104,500

[Aug Week 3 - 111,900](#)

#### **Cume:**

July Monthly - 1,929,800

Aug Week 1 - 1,936,500

Aug Week 2 - 1,889,800

[Aug Week 3 - 1,863,500](#)

## **San Diego (Metro 12+ Population 2,873,100)**

### **AQH:**

July Monthly - 119,700

Aug Week 1 - 118,600

Aug Week 2 - 131,800

Aug Week 3 - 137,100

### **Cume:**

July Monthly - 2,363,700

Aug Week 1 - 2,434,600

Aug Week 2 - 2,425,600

Aug Week 3 - 2,358,700

**If learning is like a sponge, don't ever stop soaking it up. Never stop learning.**

- Catherine Pulsifer

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

### **How To Convince Local Businesses To Get Back On The Air.**

Inside Radio (WIDEORBIT) August 25, 2021

[http://www.insideradio.com/free/how-to-convince-local-businesses-to-get-back-on-the-air/article\\_a3696efc-0576-11ec-b078-03d8b0aeaf36.html](http://www.insideradio.com/free/how-to-convince-local-businesses-to-get-back-on-the-air/article_a3696efc-0576-11ec-b078-03d8b0aeaf36.html)

### **Getting In The Zone: AM/FM The 'Engine Of Auto Aftermarket Sales.'**

Inside Radio (maru/matchbox) August 25, 2021

[http://www.insideradio.com/free/getting-in-the-zone-am-fm-the-engine-of-auto-aftermarket-sales/article\\_50c1b9de-0576-11ec-b40a-0b7814bf8470.html](http://www.insideradio.com/free/getting-in-the-zone-am-fm-the-engine-of-auto-aftermarket-sales/article_50c1b9de-0576-11ec-b40a-0b7814bf8470.html)

### **Local Advertiser Survey Shows Social, Search Most Common Parts Of Media Mix -- And Growing**

MediaPost August 25, 2021

[https://www.mediapost.com/publications/article/366262/local-advertiser-survey-shows-social-search-most.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123447&has\\_hid=o5sexdpQRQeeqa1Ux78qbw](https://www.mediapost.com/publications/article/366262/local-advertiser-survey-shows-social-search-most.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123447&has_hid=o5sexdpQRQeeqa1Ux78qbw)

### **Wendy's Goes All In On Breakfast Ads, Ghost Kitchens**

MediaPost August 25, 2021

[https://www.mediapost.com/publications/article/366250/wendys-goes-all-in-on-breakfast-ads-ghost-kitchen.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123437&ashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/366250/wendys-goes-all-in-on-breakfast-ads-ghost-kitchen.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123437&ashid=akE-7z-LS1W9CYmV5M9xXA)

### **Edison Share Of Ear Data Shows 12% Of AM/FM Listening Is Via Streaming**

All Access August 24, 2021

<https://www.allaccess.com/net-news/archive/story/210566/edison-share-of-ear-data-shows-12-of-am-fm-listeni>

### **4A's Creates Agency Review Participation Agreement**

MediaPost August 24, 2021

[https://www.mediapost.com/publications/article/366240/4as-creates-agency-review-participation-agreement.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123438&hashid=CKfKjD-IQuCPkoXp87oXHg](https://www.mediapost.com/publications/article/366240/4as-creates-agency-review-participation-agreement.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123438&hashid=CKfKjD-IQuCPkoXp87oXHg)

### **82% of advertisers apply brand values to media spending decisions, survey finds**

MARKETINGDIVE August 23, 2021

<https://www.marketingdive.com/news/82-of-advertisers-apply-brand-values-to-media-spending-decisions-survey-f/605297/>

### **Stop Wasting Time with the Wrong Prospects**

The Center For Sales Strategy (Kurt Sima) August 24, 2021

[https://blog.thecenterforsalesstrategy.com/stop-wasting-time-with-the-wrong-prospects?utm\\_campaign=subscriber&utm\\_medium=email&hsmi=152376549&hsenc=p2ANqtz--SUHhjLkhjNC8Gv6VvVTeYq94u14vkqTWMsmgHGhCm4uh6L\\_jonItiVQkMGRXSiuZXfxTgGPNw6by6oz4C8qJZcNrV SQ&utm\\_content=152376549&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/stop-wasting-time-with-the-wrong-prospects?utm_campaign=subscriber&utm_medium=email&hsmi=152376549&hsenc=p2ANqtz--SUHhjLkhjNC8Gv6VvVTeYq94u14vkqTWMsmgHGhCm4uh6L_jonItiVQkMGRXSiuZXfxTgGPNw6by6oz4C8qJZcNrV SQ&utm_content=152376549&utm_source=hs_email)

### **McDonald's, A Top Radio Advertiser, Names New CMO.**

Inside Radio August 24, 2021

[http://www.insideradio.com/free/mcdonald-s-a-top-radio-advertiser-names-new-cmo/article\\_db9fd0fa-051b-11ec-9407-1feeaaad7a969.html](http://www.insideradio.com/free/mcdonald-s-a-top-radio-advertiser-names-new-cmo/article_db9fd0fa-051b-11ec-9407-1feeaaad7a969.html)

### **Big Rig Trucks Could Be An Untapped Advertising Opportunity For Radio.**

Inside Radio (American Truck Dealers) August 24, 2021

[http://www.insideradio.com/free/big-rig-trucks-could-be-an-untapped-advertising-opportunity-for-radio/article\\_38c19f46-04ab-11ec-9f12-83a111c89db7.html](http://www.insideradio.com/free/big-rig-trucks-could-be-an-untapped-advertising-opportunity-for-radio/article_38c19f46-04ab-11ec-9f12-83a111c89db7.html)

### **Thinking About Buying a New Car? It May Be Smarter to Wait a Year—Or Longer**

TIME August 24, 2021

<https://time.com/6092382/car-costs-rising/>

### **BetterHelp Stayed Podcasting's Top Ad Spender In July; Jelmar Was The Big Mover.**

Inside Radio (Magellan AI) August 24, 2021

[http://www.insideradio.com/free/betterhelp-stayed-podcasting-s-top-ad-spender-in-july-jelmar-was-the-big-mover/article\\_fc2b2908-04aa-11ec-a517-03d67005644f.html](http://www.insideradio.com/free/betterhelp-stayed-podcasting-s-top-ad-spender-in-july-jelmar-was-the-big-mover/article_fc2b2908-04aa-11ec-a517-03d67005644f.html)

### **BetterHelp Stayed Podcasting's Top Ad Spender In July; Jelmar Was The Big Mover.**

Inside Radio (Magellan AI) August 23, 2021

[http://www.insideradio.com/podcastnewsdaily/betterhelp-stayed-podcasting-s-top-ad-spender-in-july-jelmar-was-the-big-mover/article\\_29dcb76a-0431-11ec-8a2b-47ae887c0711.html](http://www.insideradio.com/podcastnewsdaily/betterhelp-stayed-podcasting-s-top-ad-spender-in-july-jelmar-was-the-big-mover/article_29dcb76a-0431-11ec-8a2b-47ae887c0711.html)

### **'Advertisers are starting to lose trust': Why media buyers say Facebook is losing its grip on social ad spend**

DIGIDAY AUGUST 23, 2021

<https://digiday.com/marketing/advertisers-are-starting-to-lose-trust-why-media-buyers-say-facebook-is-losing-its-grip-on-social-ad-spend/>

### **AM/FM 'Can Supplement TV's Lost Audiences And Build Brands,' Cumulus' Grimes Says.**

Inside Radio (Forbes) August 23, 2021

[http://www.insideradio.com/free/am-fm-can-supplement-tv-s-lost-audiences-and-build-brands-cumulus-grimes-says/article\\_3c0f2cb8-03e3-11ec-b4e2-9ba5f813b35a.html](http://www.insideradio.com/free/am-fm-can-supplement-tv-s-lost-audiences-and-build-brands-cumulus-grimes-says/article_3c0f2cb8-03e3-11ec-b4e2-9ba5f813b35a.html)

### **Retail Sales Grew In July. Could Delta Change That In The Months To Come?**

Inside Radio (National Retail Federation) August 23, 2021

[http://www.insideradio.com/free/retail-sales-grew-in-july-could-delta-change-that-in-the-months-to-come/article\\_1ad9cec2-03e3-11ec-a8e8-df14889f0fa7.html](http://www.insideradio.com/free/retail-sales-grew-in-july-could-delta-change-that-in-the-months-to-come/article_1ad9cec2-03e3-11ec-a8e8-df14889f0fa7.html)

### **Failing To Do This One Action Stalled The Sale**

The Center for Sales Strategy August 23, 2021

[https://blog.thecenterforsalesstrategy.com/stalled-sales-process?utm\\_medium=email&hsmi=152038565&hsenc=p2ANqtz--DvVqHsAv0yeZ1QEkP4JHzYWrZV1Yg2d4iAMTId9svz4BON52XxlAHnqy-Now8QcGVHK2q8CipZfSXPX2L0p4Mn\\_uQzg&utm\\_content=152038565&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/stalled-sales-process?utm_medium=email&hsmi=152038565&hsenc=p2ANqtz--DvVqHsAv0yeZ1QEkP4JHzYWrZV1Yg2d4iAMTId9svz4BON52XxlAHnqy-Now8QcGVHK2q8CipZfSXPX2L0p4Mn_uQzg&utm_content=152038565&utm_source=hs_email)

### **Chart of the Week: How Local Advertisers Prefer To Buy**

Borrell August 23, 2021

<https://borrellassociates.com/chart-of-week/>

### **Survey: Shoppers still headed to stores — but taking precautions**

Chain Store Age August 20, 2021

[https://chainstoreage.com/survey-shoppers-still-headed-stores-taking-precautions?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NLC SA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/survey-shoppers-still-headed-stores-taking-precautions?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NLC SA+Day+Breaker&utm_keyword=)

### **Survey: In-store experience still critical to shoppers**

Chain Store Age August 20, 2021

[https://chainstoreage.com/survey-store-experience-still-critical-shoppers?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NLC SA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/survey-store-experience-still-critical-shoppers?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NLC SA+Day+Breaker&utm_keyword=)

### **What's The Purpose Of This Call?**

Radio Ink (Rick Fink) August 20, 2021

[https://radioink.com/2021/08/20/whats-the-purpose-of-this-call/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/08/20/whats-the-purpose-of-this-call/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Start Using Your Selling Superpowers**

Radio Ink (Loyd Ford) August 20, 2021

[https://radioink.com/2021/08/20/start-using-your-selling-superpowers/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/08/20/start-using-your-selling-superpowers/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Are You Being Too Pushy?**

SalesFuel August 21, 2021

<https://salesfuel.com/are-you-being-too-pushy/>

### **Making Business Contacts: What NOT To Do**

SalesFuel August 21, 2021

<https://salesfuel.com/making-business-contacts-what-not-to-do/>

### **Testimonials Should Be On Your Radar**

SalesFuel August 21, 2021

<https://salesfuel.com/testimonials-should-be-on-your-radar/>

### **How Radio Reps Are Navigating A Permanently Altered Sales Terrain.**

Inside Radio August 20, 2021

[http://www.insideradio.com/free/how-radio-reps-are-navigating-a-permanently-altered-sales-terrain/article\\_633f1b54-0186-11ec-95a9-970e2c7ca3aa.html](http://www.insideradio.com/free/how-radio-reps-are-navigating-a-permanently-altered-sales-terrain/article_633f1b54-0186-11ec-95a9-970e2c7ca3aa.html)

### **Research Hacks to Help You Negotiate Anything**

Knowledge August 24, 2021

<https://knowledge.insead.edu/blog/insead-blog/research-hacks-to-help-you-negotiate-anything-17241>

### **74% Of Consumers Expect A Hybrid Customer Buying Experience, Study Finds**

MediaPost August 19, 2021

[https://www.mediapost.com/publications/article/366100/74-of-consumers-expect-a-hybrid-customer-buying-e.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123426&hashid=NoNI3IF9S36Khvwb4taIAA](https://www.mediapost.com/publications/article/366100/74-of-consumers-expect-a-hybrid-customer-buying-e.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123426&hashid=NoNI3IF9S36Khvwb4taIAA)

### **Global light vehicle production impacts now expected well into 2022**

IHS Markit August 19, 2021

<https://ihsmarkit.com/research-analysis/global-light-vehicle-production-impacts-now-expected-well-into.html>

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

### **Biggest Sales Challenges for Sales Managers in 2021**

The Center For Sales Strategy (Amanda Meade) August 25, 2021

[https://blog.thecenterforsalesstrategy.com/biggest-sales-challenges-for-sales-managers-in-2021?utm\\_campaign=subscriber&utm\\_medium=email&\\_hsmt=152704065&\\_hsenc=p2ANqtz--ubLJe-D1WJG7Sh2eEnmZ1861TRCHfOsRcUSJ3yNSfXhBXCg822pEme6rNK2Ta7SuAkhXjws9Szh-lpIOBJkQSo6MWuQ&utm\\_content=152704065&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/biggest-sales-challenges-for-sales-managers-in-2021?utm_campaign=subscriber&utm_medium=email&_hsmt=152704065&_hsenc=p2ANqtz--ubLJe-D1WJG7Sh2eEnmZ1861TRCHfOsRcUSJ3yNSfXhBXCg822pEme6rNK2Ta7SuAkhXjws9Szh-lpIOBJkQSo6MWuQ&utm_content=152704065&utm_source=hs_email)

### **Comscore Seizes On Nielsen Debacle, Expedites MRC TV Audit**

MediaPost August 25, 2021

[https://www.mediapost.com/publications/article/366253/comscore-seizes-on-nielsen-debacle-pushes-for-oct.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123440&hashid=XOWE7PwTd4-lekA7MLbhQg](https://www.mediapost.com/publications/article/366253/comscore-seizes-on-nielsen-debacle-pushes-for-oct.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123440&hashid=XOWE7PwTd4-lekA7MLbhQg)

### **SMI: U.S. Ad Market Roared Forward During Second Quarter.**

Inside Radio August 25, 2021

[http://www.insideradio.com/free/smi-u-s-ad-market-roared-forward-during-second-quarter/article\\_8516f230-0576-11ec-ab94-efca8d16c54b.html](http://www.insideradio.com/free/smi-u-s-ad-market-roared-forward-during-second-quarter/article_8516f230-0576-11ec-ab94-efca8d16c54b.html)

### **Radio's Multi-Platform Plan – Your Mileage Will Vary**

Jacobs Media Strategies (Fred Jacobs) August 25, 2021

<https://jacobsmedia.com/radios-multi-platform-plan-your-mileage-may-vary/>

### **Cumulus' Bouvard On Radio: 'We Jump On New Trends Instead Of Standing Back.'**

Inside Radio August 24, 2021

[http://www.insideradio.com/free/cumulus-bouvard-on-radio-we-jump-on-new-trends-instead-of-standing-back/article\\_b89ab978-04ab-11ec-936b-a77383d48671.html](http://www.insideradio.com/free/cumulus-bouvard-on-radio-we-jump-on-new-trends-instead-of-standing-back/article_b89ab978-04ab-11ec-936b-a77383d48671.html)

### **P&G Says 'Objective' Media Metrics Needed, Most NBCU Data Partners Submit RFPs**

MediaPost August 24, 2021

[https://www.mediapost.com/publications/article/366251/pg-says-objective-media-metrics-needed-most-nb.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123440&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/366251/pg-says-objective-media-metrics-needed-most-nb.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123440&hashid=XOWE7PwT4-lekA7MLbhQg)

### **As More Apple Phones Get Updated, Podcast Downloads Keep Climbing.**

Inside Radio (PODTRAC) AUGUST 24, 2021

[http://www.insideradio.com/podcastnewsdaily/as-more-apple-phones-get-updated-podcast-downloads-keep-climbing/article\\_6e9866e2-04fe-11ec-ba79-bf3f8df95a29.html](http://www.insideradio.com/podcastnewsdaily/as-more-apple-phones-get-updated-podcast-downloads-keep-climbing/article_6e9866e2-04fe-11ec-ba79-bf3f8df95a29.html)

### **What Nielsen MRC Accreditation Hiatus Means for Advertisers - Not Much**

MediaPost August 24, 2021

[https://www.mediapost.com/publications/article/366210/what-nielsen-mrc-accreditation-hiatus-means-for-ad.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123433&hashid=MvrWDWYNRcOEFJu\\_y2GihQ](https://www.mediapost.com/publications/article/366210/what-nielsen-mrc-accreditation-hiatus-means-for-ad.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123433&hashid=MvrWDWYNRcOEFJu_y2GihQ)  
[https://www.mediapost.com/publications/article/366210/what-nielsen-mrc-accreditation-hiatus-means-for-ad.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123433&hashid=MvrWDWYNRcOEFJu\\_y2GihQ](https://www.mediapost.com/publications/article/366210/what-nielsen-mrc-accreditation-hiatus-means-for-ad.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123433&hashid=MvrWDWYNRcOEFJu_y2GihQ)

### **How Locally-Based Radio Owners Are Still Getting It Done.**

Inside Radio August 23, 2021

[http://www.insideradio.com/free/how-locally-based-radio-owners-are-still-getting-it-done/article\\_dd9f9cde-03e3-11ec-8805-4b960359a26c.html](http://www.insideradio.com/free/how-locally-based-radio-owners-are-still-getting-it-done/article_dd9f9cde-03e3-11ec-8805-4b960359a26c.html)

### **New Data Supports The Ad Industry's 'Herd Immunity,' At Least In Anglo Markets**

MediaPost August 23, 2021

[https://www.mediapost.com/publications/article/366176/new-data-supports-the-ad-industrys-herd-immunity.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123420&hashid=akE-7z-LS1W9CYmV5M9xXA](https://www.mediapost.com/publications/article/366176/new-data-supports-the-ad-industrys-herd-immunity.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123420&hashid=akE-7z-LS1W9CYmV5M9xXA)

## **US Out-of-Home Ad Spending 2021**

### **What Marketers Need to Know About the Rebounding Outdoor Ad Market**

eMarketer August 23, 2021

<https://www.emarketer.com/content/us-out-of-home-ad-spending-2021?ecid=dfda7bcd4b86471fba0d362c1f4a962e>

## **What If Today's Ad Strategies Are All Wrong?**

MediaPost August 20, 2021

[https://www.mediapost.com/publications/article/366139/what-if-todays-ad-strategies-are-all-wrong.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123410&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/366139/what-if-todays-ad-strategies-are-all-wrong.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123410&hashid=13ziehw8S-6SGyiO6J0RFg)

## **Media Measurement Market Fragmenting Just Like Media Consumption**

MediaPost August 19, 2021

[https://www.mediapost.com/publications/article/366103/media-measurement-market-fragmenting-just-like-med.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123410&hashid=13ziehw8S-6SGyiO6J0RFg](https://www.mediapost.com/publications/article/366103/media-measurement-market-fragmenting-just-like-med.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123410&hashid=13ziehw8S-6SGyiO6J0RFg)

## **NBCU Seeks Nielsen 'Independence,' Sends RFPs To 50+ Potential Suppliers**

MediaPost August 23, 2021

[https://www.mediapost.com/publications/article/366184/nbcu-seeks-nielsen-independence-sends-rfps-to-5.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=123412&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/366184/nbcu-seeks-nielsen-independence-sends-rfps-to-5.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=123412&hashid=0GmwUb-VQzGI9svJRwTNRa)

## **Mid-term Election Cycle Ad Spend To Approach 2020 Levels**

Inside Radio (Adimpact) August 23, 2021

[http://www.insideradio.com/free/mid-term-election-cycle-ad-spend-to-approach-2020-levels/article\\_bab79dfc-03e3-11ec-af66-fff42521e740.html](http://www.insideradio.com/free/mid-term-election-cycle-ad-spend-to-approach-2020-levels/article_bab79dfc-03e3-11ec-af66-fff42521e740.html)

## **Ad Market Expands 43% In July, Smaller Categories Outpace Top 10**

MediaPost August 20, 2021

[https://www.mediapost.com/publications/article/366133/ad-market-expands-43-in-july-smaller-categories.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=123396&hashid=IZA7uSulTnimoAz9RMXvmQ](https://www.mediapost.com/publications/article/366133/ad-market-expands-43-in-july-smaller-categories.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123396&hashid=IZA7uSulTnimoAz9RMXvmQ)

## **Facebook Hit With New Antitrust Suit From Federal Trade Commission**

### **FTC files amended suit after original complaint was thrown out, denies Facebook request for Chairwoman Lina Khan's recusal**

WSJ August 19, 2021

<https://www.wsj.com/articles/facebook-hit-with-renewed-antitrust-lawsuit-as-ftc-tries-again-11629387483>

--

Miles W. Sexton

President

Southern California Broadcasters Association

805.701.0031