

April 17, 2024

Hi All,

This week's edition of your Midweek Resource Roundup is chock full of great content from the just concluded NAB Convention. And beyond that there is even more great actionable information and research that you can put to use right away.

You will also find the March Full Month Nielsen audience estimates at the bottom of the report and the news is good.

There is no question that we have been navigating some stormy seas the last couple of years, but we continue our commitment to constantly learning in order to equip ourselves with new information and knowledge so that we can act with a new perspective and fresh thinking...

**"The greatest danger in times of turbulence is not the turbulence. It is to act with yesterday's logic."**

— Peter Drucker

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### Hidden Allies Defined – And How They Can Help You Win Deals

LinkedIn Sales Blog (Paul Petrone), April 16, 2024

<https://www.linkedin.com/business/sales/blog/strategy/hidden-allies-in-sales-what-they-are-how-they-can-help-you-win-deals>

#### Saying All The Things In Sales

Radio Ink (Loyd Ford), April 15, 2024

<https://radioink.com/2024/04/15/saying-all-the-things-in-sales/>

#### Build Sales Credibility By Doing The Right Research

SalesFuel (Jessica Helinski), April 13, 2024

[https://salesfuel.com/build-sales-credibility-by-doing-the-right-research/?utm\\_source=SFW](https://salesfuel.com/build-sales-credibility-by-doing-the-right-research/?utm_source=SFW)

#### Why In-Person Sales Closing Yields the Best Outcomes

SalesFuel (Tim Londergan) April 13, 2024

[https://salesfuel.com/why-in-person-sales-closing-yields-the-best-outcomes/?utm\\_source=SFW](https://salesfuel.com/why-in-person-sales-closing-yields-the-best-outcomes/?utm_source=SFW)

## How to Negotiate Pricing With Today's B2B Buyers

SalesFuel (Jessica Helinski), April 13, 2024

[https://salesfuel.com/how-to-negotiate-pricing-with-todays-b2b-buyers/?utm\\_source=SFW](https://salesfuel.com/how-to-negotiate-pricing-with-todays-b2b-buyers/?utm_source=SFW)

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## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### **\*Radio Is A Longterm Brand Equity Superhero For Advertisers**

Radio Ink, April 17, 2024

<https://radioink.com/2024/04/17/radio-is-a-longterm-brand-equity-superhero-for-advertisers/>

### **As Podcast Listening Grows, More Women Tune In**

marketing charts, April 17, 2024

[https://www.marketingcharts.com/industries/media-and-entertainment-232736?mc\\_cid=2229f05cba&mc\\_eid=c106971821](https://www.marketingcharts.com/industries/media-and-entertainment-232736?mc_cid=2229f05cba&mc_eid=c106971821)

### **\*How Advertising Works And Why AM/FM Radio And Digital Should Be Your Base Buy**

Westwood One/Cumulus Media (Pierre Bouvard), April 15, 2024

<https://www.westwoodone.com/blog/2024/04/15/how-advertising-works-and-why-am-fm-radio-and-digital-should-be-your-base-buy/>

### **\*Radio Accelerates Website Traffic for Auto**

RAB Radio Matters Blog (Annette Malave, SVP/Insights), April 16, 2024

[https://www.radiomatters.org/index.php/2024/04/16/radio-accelerates-website-traffic-for-auto/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=d416c3f366-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-d416c3f366-582899012](https://www.radiomatters.org/index.php/2024/04/16/radio-accelerates-website-traffic-for-auto/?utm_source=Radio%20Matters%20Blog&utm_campaign=d416c3f366-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-d416c3f366-582899012)

### **The Top 8 Retail Media Networks for Advertisers In 2024**

Scale, targeting, measurement and ROAS characterize the top RMNs on the market

AdWeek (Kathryn Lundstrom), April 16, 2024

[https://www.adweek.com/commerce/top-8-retail-media-networks-advertisers-2024-walmart-target-cvs/?utm\\_content=position\\_1&utm\\_source=postup&utm\\_medium=email&utm\\_campaign=BrandMarketing\\_Newsletter\\_240416112545&recip\\_id=1385784&lyt\\_id=1385784](https://www.adweek.com/commerce/top-8-retail-media-networks-advertisers-2024-walmart-target-cvs/?utm_content=position_1&utm_source=postup&utm_medium=email&utm_campaign=BrandMarketing_Newsletter_240416112545&recip_id=1385784&lyt_id=1385784)

### **\*Research Experts On The Measurement Metrics Radio Needs To Play Up With Advertisers.**

Inside Audio Marketing, April 15, 2024

<https://www.insideaudiomarketing.com/post/research-experts-on-the-measurement-metrics-radio-needs-to-play-up-with-advertisers>

### **\*Turn the Competition's Strengths Into Your Clients' Opportunities**

Radio Ink (Jeffrey Hedquist), April 15, 2024

<https://radioink.com/2024/04/15/turn-the-competitions-strengths-into-your-clients-opportunities/>

### **Expanding Your Footprint in the Community**

Pat Bryson, April 15, 2024

<https://radioink.com/2024/04/15/expanding-our-footprint-in-the-community/>

### **IAB Sets May 9 For 2024 Podcast Upfront.**

Inside Audio Marketing, April 12, 2024

<https://www.insideaudiomarketing.com/post/iab-sets-may-9-for-2024-podcast-upfront>

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

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### **TOP FIVE SELECTED ARTICLES/RESOURCES**

#### **Analysts Unpack Key Factors Affecting Broadcasting's Revenue Outlook.**

Inside Radio, April 15, 2024

[https://www.insideradio.com/free/analysts-unpack-key-factors-affecting-broadcasting-s-revenue-outlook/article\\_cbf6e240-fafc-11ee-9912-1751ff0eb789.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_266](https://www.insideradio.com/free/analysts-unpack-key-factors-affecting-broadcasting-s-revenue-outlook/article_cbf6e240-fafc-11ee-9912-1751ff0eb789.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_266)

#### **How Will Radio Get Its Fair Share Of Political Spend?**

Radio Ink, April 15, 2024

[https://radioink.com/2024/04/15/how-will-radio-get-its-fair-share-of-political-spend/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_267](https://radioink.com/2024/04/15/how-will-radio-get-its-fair-share-of-political-spend/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_267)

#### **What Are Radio's Biggest Business Challenges?**

**We asked six experts and queried them about new technologies too**

RadioWorld (Paul McLane), April 14, 2024

[https://www.radioworld.com/news-and-business/show-news/nab-show/what-are-radios-biggest-business-challenges?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_266](https://www.radioworld.com/news-and-business/show-news/nab-show/what-are-radios-biggest-business-challenges?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_266)

#### **Marketron: Radio's Local Digital Revenue Passes New Benchmark**

Radio Ink, April 11, 2024

<https://radioink.com/2024/04/11/marketron-radios-local-digital-revenue-passes-new-benchmark/>

### How Does The C-Suite Monetize Radio's Digital Media?

Radio Ink, April 17, 2024

[https://radioink.com/2024/04/17/how-does-the-c-suite-monetize-radios-digital-media/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 268](https://radioink.com/2024/04/17/how-does-the-c-suite-monetize-radios-digital-media/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%26%2BTechnology%2BDaily%26%2BTechnology%2BDaily)

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## CURATED ARTICLES/RESOURCES FOR REFERENCE, BACKGROUND AND TRACKING

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**(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)**

### \*Appetite For Digital Audio Advertising On Upswing, NAB Panelists Say.

Inside Radio, April 17, 2024

[https://www.insideradio.com/free/appetite-for-digital-audio-advertising-on-upswing-nab-panelists-say/article\\_4e940b1c-fc86-11ee-9555-1b5321352911.html](https://www.insideradio.com/free/appetite-for-digital-audio-advertising-on-upswing-nab-panelists-say/article_4e940b1c-fc86-11ee-9555-1b5321352911.html)

### 2024 Could (Should?) Be A Good Year For Radio

Jacobs Media Services (Paul Jacobs), April 17, 2024

[https://jacobsmedia.com/2024-could-should-be-a-good-year-for-radio/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 268](https://jacobsmedia.com/2024-could-should-be-a-good-year-for-radio/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%26%2BTechnology%2BDaily)

### Jacobs: For Local Broadcasters, Key Strategies Can Yield Results.

Inside Radio, April 17, 2024

[https://www.insideradio.com/free/jacobs-for-local-broadcasters-key-strategies-can-yield-results/article\\_2d17a7aa-fc86-11ee-aa47-2f8b3030a9b8.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 268](https://www.insideradio.com/free/jacobs-for-local-broadcasters-key-strategies-can-yield-results/article_2d17a7aa-fc86-11ee-aa47-2f8b3030a9b8.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%26%2BTechnology%2BDaily)

### \*LeGeyt Pushes For Policies To Give Broadcasters More Resources To Compete.

Inside Radio, April 16, 2024

[https://www.insideradio.com/free/legeyt-pushes-for-policies-to-give-broadcasters-more-resources-to-compete/article\\_3d70214e-fbce-11ee-95d2-bbf44e5e4e40.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local Media %26 Technology Daily 267](https://www.insideradio.com/free/legeyt-pushes-for-policies-to-give-broadcasters-more-resources-to-compete/article_3d70214e-fbce-11ee-95d2-bbf44e5e4e40.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%26%2BTechnology%2BDaily)

### Anstandig: 20% Of AM/FM Listeners Think Radio Has Tapped AI

Radio Ink, April 16, 2024

<https://radioink.com/2024/04/16/anstandig-20-of-am-fm-listeners-think-radio-has-tapped-ai/>

### **What's Your Radio Station's Response To AI?**

Jacobs Media Strategies (Fred Jacobs), April 16, 2024

[https://jacobsmedia.com/whats-your-radio-stations-response-to-ai/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%26%20Technology%20Daily%20267](https://jacobsmedia.com/whats-your-radio-stations-response-to-ai/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%26%20Technology%20Daily%20267)

### **\*IAB Says Digital Audio Once Again Had Strongest Growth Rate Of Any Online Media In 2023.**

Inside Radio, April 16, 2024

[https://www.insideradio.com/free/iab-says-digital-audio-once-again-had-strongest-growth-rate-of-any-online-media-in/article\\_ba3ff39a-fbe5-11ee-8195-c7e4246b83a5.html](https://www.insideradio.com/free/iab-says-digital-audio-once-again-had-strongest-growth-rate-of-any-online-media-in/article_ba3ff39a-fbe5-11ee-8195-c7e4246b83a5.html)

### **Congress Keeps Pressure On Carmakers As House Plans Hearing On AM Radio's Place In Dashboard.**

Inside Radio, April 16, 2024

[https://www.insideradio.com/free/congress-keeps-pressure-on-carmakers-as-house-plans-hearing-on-am-radio-s-place-in/article\\_216c8e4e-fc35-11ee-b914-4f4600a0ae42.html](https://www.insideradio.com/free/congress-keeps-pressure-on-carmakers-as-house-plans-hearing-on-am-radio-s-place-in/article_216c8e4e-fc35-11ee-b914-4f4600a0ae42.html)

### **\*IAB Revenue Report Reveals Back-Half Expansion**

MediaPost (Joe Mandese), April 16, 2024

[https://www.mediapost.com/publications/article/395287/iab-revenue-report-reveals-back-half-expansion.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=134000&hashid=XOWE7PwT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/395287/iab-revenue-report-reveals-back-half-expansion.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134000&hashid=XOWE7PwT4-lekA7MLbhQg)

### **\*Analysis Finds Linear Represents 85% Of CTV Inventory**

MediaPost (Wayne Friedman), April 15, 2024

<https://www.mediapost.com/publications/article/395256/linear-tv-programs-make-up-85-of-connected-tv-ct.html>

### **UCLA Anderson Forecast Sees Higher Interest Rates and Restrained Growth in 2024, but Likelihood of U.S. Recession Fades**

UCLA, March 13, 2024

<https://www.anderson.ucla.edu/news-and-events/press-releases/ucla-anderson-forecast-sees-restrained-2024-growth-no-recession>

### **When Did Radio Stop Advertising?**

Jacobs Media Strategies (Fred Jacobs), April 12, 2024

[https://jacobsmedia.com/when-did-radio-stop-advertising/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%26%20Technology%20Daily%20265](https://jacobsmedia.com/when-did-radio-stop-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%26%20Technology%20Daily%20265)

### **Marketers Say AI's ROI Isn't Just About Financial Gain**

marketing charts, April 12, 2024

[https://www.marketingcharts.com/customer-centric/analytics-automated-and-martech-232600?mc\\_cid=877ecb2320&mc\\_eid=c106971821](https://www.marketingcharts.com/customer-centric/analytics-automated-and-martech-232600?mc_cid=877ecb2320&mc_eid=c106971821)

### **\*Dashboard Dialogue: What Do Radio Leaders Make Of The Car?**

Radio Ink, April 11, 2024

[https://radioink.com/2024/04/11/dashboard-dialogue-what-do-radio-leaders-make-of-the-car/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_264](https://radioink.com/2024/04/11/dashboard-dialogue-what-do-radio-leaders-make-of-the-car/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_264)

### **NAB Says FCC 'Lost At Sea' And Faster Application Processing Isn't What Stations Need Most.**

Inside Radio, April 11, 2024

[https://www.insideradio.com/free/nab-says-fcc-lost-at-sea-and-faster-application-processing-isn-t-what-stations-need/article\\_a37f0ed4-f7a8-11ee-8c7a-a796a8d5698d.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_264](https://www.insideradio.com/free/nab-says-fcc-lost-at-sea-and-faster-application-processing-isn-t-what-stations-need/article_a37f0ed4-f7a8-11ee-8c7a-a796a8d5698d.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_264)

### **Futuri Introduces AI-Powered Co-Hosts**

**It also now offers a way for listeners to call in and talk with AI**

RadioWorld, April 11, 2024

[https://www.radioworld.com/tech-and-gear/products/futuri-introduces-ai-powered-co-hosts?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm\\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\\_medium=email&utm\\_content=ADBF6BA4-A2DB-4D54-A775-BB9FB046E650&utm\\_source=SmartBrief](https://www.radioworld.com/tech-and-gear/products/futuri-introduces-ai-powered-co-hosts?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=ADBF6BA4-A2DB-4D54-A775-BB9FB046E650&utm_source=SmartBrief)

### **FCC Approves Origination of Programming on FM Boosters to Facilitate Geocasting – Targeting Different Ads or Programming to Different Parts of FM Station's Service Area**

Broadcast Law Blog (David Oxenford), April 9, 2024

[https://www.broadcastlawblog.com/2024/04/articles/fcc-approves-origination-of-programming-on-fm-boosters-to-facilitate-geocasting-targeting-different-ads-or-programming-to-different-parts-of-fm-stations-service-area/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_264](https://www.broadcastlawblog.com/2024/04/articles/fcc-approves-origination-of-programming-on-fm-boosters-to-facilitate-geocasting-targeting-different-ads-or-programming-to-different-parts-of-fm-stations-service-area/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_264)

### **\*The Data: What Percentage of Salespeople are Really Coachable?**

Customer Think (Dave Kurlan), April 8, 2024

[https://customerthink.com/the-data-what-percentage-of-salespeople-are-really-coachable/?utm\\_medium=email&hsenc=p2ANqtz-8hfDUd\\_LSwrg454poQLCTH8xV0PCNVVa1AXha9mtg7hf7zrYQwRfcjgRv0tScMMu5-1XcegqGWLEtmBXSQ5ChA7X0baA&hsmi=302385040&utm\\_content=302385040&utm\\_source=hs\\_email](https://customerthink.com/the-data-what-percentage-of-salespeople-are-really-coachable/?utm_medium=email&hsenc=p2ANqtz-8hfDUd_LSwrg454poQLCTH8xV0PCNVVa1AXha9mtg7hf7zrYQwRfcjgRv0tScMMu5-1XcegqGWLEtmBXSQ5ChA7X0baA&hsmi=302385040&utm_content=302385040&utm_source=hs_email)

### **Nielsen PPM Audience Monthly Trends**

The **March Full Month** PPM audience trends are posted below. It is worth noting that all metrics, except for a slight Cume wobble in Riverside/San Bernardino, are up. Even with that slight wobble in Cume the AQH is up nicely in Riverside/San Bernardino. All looks solid moving into Q2.

**Los Angeles (Metro 12+ Population 11,297,500)**

**AQH:**

Jan Monthly - 568,900  
Feb Monthly - 567,900  
Mar Monthly - 557,900

Apr Monthly - 568,400  
May Monthly - 569,800  
Jun Monthly - 545,400

Jul Monthly - 531,200  
Aug Monthly - 518,600  
Sept Monthly - 516,700

Oct Monthly - 535,100  
Nov Monthly - 541,300  
Dec Monthly - 538,800  
Hol Monthly - 511,600

Jan Monthly - 523,400  
Feb Monthly - 524,200  
Mar Monthly - 543,200

**Cume:**

Jan Monthly - 9,888,500  
Feb Monthly - 9,877,500  
Mar Monthly - 9,745,300

Apr Monthly - 9,876,200  
May Monthly - 10,022,400  
Jun Monthly - 9,802,500

Jul Monthly - 9,701,700  
Aug Monthly - 9,674,400  
Sept Monthly - 9,526,900

Oct Monthly - 9,779,100  
Nov Monthly - 9,763,300  
Dec Monthly - 9,765,400  
Hol Monthly - 9,722,100

Jan Monthly - 9,533,600  
Feb Monthly - 9,528,300

Mar Monthly - 9,648,200

**Riverside/San Bernardino (Metro 12+ Population 2,243,200)**

**AQH:**

Jan Monthly - 107,300  
Feb Monthly - 109,200  
Mar Monthly - 105,700

Apr Monthly - 107,800  
May Monthly - 117,100  
Jun Monthly - 106,000

Jul Monthly - 97,400  
Aug Monthly - 96,700  
Sept Monthly - 95,700

Oct Monthly - 100,400  
Nov Monthly - 97,900  
Dec Monthly - 90,900  
Hol Monthly - 87,600

Jan Monthly - 84,200  
Feb Monthly - 83,800  
Mar Monthly - 87,200

**Cume:**

Jan Monthly - 1,774,500  
Feb Monthly - 1,833,000  
Mar Monthly - 1,825,200

Apr Monthly - 1,836,200  
May Monthly - 1,872,800  
Jun Monthly - 1,851,900

Jul Monthly - 1,848,900  
Aug Monthly - 1,839,600  
Sept Monthly - 1,803,100

Oct Monthly - 1,815,500  
Nov Monthly - 1,834,700  
Dec Monthly - 1,827,000  
Hol Monthly - 1,809,200



Jan Monthly - 1,725,900  
Feb Monthly - 1,758,900  
Mar Monthly - 1,753,000

**San Diego (Metro 12+ Population 2,874,000)**

**AQH:**

Jan Monthly - 106,100  
Feb Monthly - 113,000  
Mar Monthly - 108,800

Apr Monthly - 110,100  
May Monthly - 109,200  
Jun Monthly - 102,800

Jul Monthly - 102,200  
Aug Monthly - 109,900  
Sept Monthly - 108,100

Oct Monthly - 102,000  
Nov Monthly - 101,400  
Dec Monthly - 100,500  
Hol Monthly - 99,700

Jan Monthly - 94,500  
Feb Monthly - 96,300  
Mar Monthly - 104,200

**Cume:**

Jan Monthly - 2,276,400  
Feb Monthly - 2,327,200  
Mar Monthly - 2,342,300

Apr Monthly - 2,363,200  
May Monthly - 2,358,300  
Jun Monthly - 2,325,900

Jul Monthly - 2,340,500  
Aug Monthly - 2,364,600  
Sept Monthly - 2,344,400

Oct Monthly - 2,334,000  
Nov Monthly - 2,270,300  
Dec Monthly - 2,260,800  
Hol Monthly - 2,246,200

Jan Monthly - 2,240,600  
Feb Monthly - 2,243,400  
Mar Monthly - 2,250,800

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Miles W. Sexton  
President  
Southern California Broadcasters Association  
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