

May 29, 2024

Hi All,

Thanks to all of you and our clients who attended one of our two webinars of **Cutting Through The Noise With Radio**. Whether you were able to attend or not I have attached a link to the recording of the Thursday session for your viewing and use. I have also attached both a PDF and a PPTX copy of the presentation. You are encouraged to send the PDF version of Tony Hearau's presentation to your clients. You can also use the PPTX version to customize the presentation or use excerpts for specific issues.

**Cutting Through The Noise With Radio** GoToWebinar presentation 5/23/24:

<https://attendee.gotowebinar.com/recording/1438908216946115843>

**ATTACHMENT:**

- [Cutting Through The Noise - pptx](#)
- [Cutting Through The Noise - PDF](#)

And now we move on to your curated articles and resources to continue our learning because what we learned last week may already be obsolete today...

**"Learn continually. There's always 'one more thing' to learn!"**

— Steve Jobs

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Here's A More Effective Way To Get A Sales Referral**

SalesFuel (Jessica Helinski), May 25, 2024

[https://salesfuel.com/heres-a-more-effective-way-to-get-a-sales-referral/?utm\\_source=SFW](https://salesfuel.com/heres-a-more-effective-way-to-get-a-sales-referral/?utm_source=SFW)

#### **Top Successful Sales Techniques: Be on Time**

SalesFuel (Tim Londergan), May 25, 2024

[https://salesfuel.com/top-successful-sales-techniques-be-on-time/?utm\\_source=SFW](https://salesfuel.com/top-successful-sales-techniques-be-on-time/?utm_source=SFW)

### **Strategic Discovery Questions to Ask Every Prospect**

SalesFuel (jessica Helinski), May 25, 2024

[https://salesfuel.com/strategic-discovery-questions-to-ask-every-prospect/?utm\\_source=SFW](https://salesfuel.com/strategic-discovery-questions-to-ask-every-prospect/?utm_source=SFW)

### **Spring Cleaning: A 10-Step Guide to Cleaning Up Your Account List**

Center For Sales Strategies (Susan McCullin), May 16, 2024

[https://blog.thecenterforsalesstrategy.com/spring-cleaning-a-10-step-guide-to-cleaning-up-your-account-list?utm\\_medium=email&hsenc=p2ANqtz-9mbANxYdQQohCjB0vJSKaR12-yVfrOotPTRqWRUGVy2zwYh8cqAUWv7U081jTg2X35yxMVYAJESu6WITkx7Ou64r2kg&hsmi=308593901&utm\\_content=308593901&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/spring-cleaning-a-10-step-guide-to-cleaning-up-your-account-list?utm_medium=email&hsenc=p2ANqtz-9mbANxYdQQohCjB0vJSKaR12-yVfrOotPTRqWRUGVy2zwYh8cqAUWv7U081jTg2X35yxMVYAJESu6WITkx7Ou64r2kg&hsmi=308593901&utm_content=308593901&utm_source=hs_email)

### **Your Guide to Navigating the AI Era for Sales**

LinkedIn (Jack McKeon, Director, Customer Business, LinkedIn Sales Solutions), May 16, 2024

[https://www.linkedin.com/business/sales/blog/strategy/your-guide-to-navigating-the-ai-era-for-sales?utm\\_medium=email&hsenc=p2ANqtz--XJkWYJaClrevmW6Sda31yLEb51EpnkfmJ30AszEsD8h2g-xh50A1e-M\\_fFM\\_rG8n\\_04isdrNGI\\_uhi0ft7Wr8Hqw&hsmi=308593901&utm\\_content=308593901&utm\\_source=hs\\_email](https://www.linkedin.com/business/sales/blog/strategy/your-guide-to-navigating-the-ai-era-for-sales?utm_medium=email&hsenc=p2ANqtz--XJkWYJaClrevmW6Sda31yLEb51EpnkfmJ30AszEsD8h2g-xh50A1e-M_fFM_rG8n_04isdrNGI_uhi0ft7Wr8Hqw&hsmi=308593901&utm_content=308593901&utm_source=hs_email)

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

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

### **\*Where Audio Ads Can Reach Potential Voters**

Edison Research, May 29, 2024

<https://www.edisonresearch.com/where-audio-ads-can-reach-potential-voters/>

### **Consumers have already begun back-to-school shopping**

eMarketer (Arielle Feger), May 29, 2024

[https://www.emarketer.com/content/consumers-have-already-begun-back-to-school-shopping?utm\\_source=Newsletter&utm\\_medium=Email&utm\\_campaign=edaily+5.29.2024&utm\\_id=edaily+5.29.2024&utm\\_content=edaily+5.29.2024](https://www.emarketer.com/content/consumers-have-already-begun-back-to-school-shopping?utm_source=Newsletter&utm_medium=Email&utm_campaign=edaily+5.29.2024&utm_id=edaily+5.29.2024&utm_content=edaily+5.29.2024)

### **Overcoming Challenges in Converting Prospects**

The Center For Sales Strategy (Matt Sunshine), May 28, 2024

[https://blog.thecenterforsalesstrategy.com/overcoming-challenges-in-converting-prospects?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz--heeI4\\_d1oUclCg0jdCeVinZtlxNyzRjvyAauR-puCdMj2NxRqormxFjoY9yd-sqr8u2MnlCeUSpvT974qSLV9k9eQUw&hsmi=309036144&utm\\_content=309036144&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/overcoming-challenges-in-converting-prospects?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--heeI4_d1oUclCg0jdCeVinZtlxNyzRjvyAauR-puCdMj2NxRqormxFjoY9yd-sqr8u2MnlCeUSpvT974qSLV9k9eQUw&hsmi=309036144&utm_content=309036144&utm_source=hs_email)

**\*As Millennials Go Through Life, Radio is There to Reach Them**

RAB Radio Matters Blog (Victor Texcucano, Content Coordinator, RAB), May 28, 2024

[https://www.radiomatters.org/index.php/2024/05/28/as-millennials-go-through-life-radio-is-there-to-reach-them/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=cd38755e03-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-cd38755e03-582899012](https://www.radiomatters.org/index.php/2024/05/28/as-millennials-go-through-life-radio-is-there-to-reach-them/?utm_source=Radio%20Matters%20Blog&utm_campaign=cd38755e03-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-cd38755e03-582899012)

**8 New Findings About The Podcast Audience From Cumulus Media's 2024 Audioscape**

Westwood One/Cumulus Media (Pierre Bouvard), May 28, 2024

<https://www.westwoodone.com/blog/2024/05/28/8-new-findings-about-the-podcast-audience-from-cumulus-medias-2024-audioscape/>

**For Home Depot Versus Lowe's, The Winner Was Radio**

Radio Ink, May 28, 2024

<https://radioink.com/2024/05/28/for-home-depot-versus-lowes-the-winner-was-radio/>

**\*Almost 8 in 10 US Adults Believe Social Media Companies Have Too Much Influence in Politics**

marketing charts, May 28, 2024

[https://www.marketingcharts.com/digital/social-media-233176?mc\\_cid=3eb4e99f90&mc\\_eid=c106971821](https://www.marketingcharts.com/digital/social-media-233176?mc_cid=3eb4e99f90&mc_eid=c106971821)

**Study: Christian AC Listeners An Opportunity For Advertisers.**

Inside Radio, May 24, 2024

[https://www.insideradio.com/free/study-christian-ac-listeners-an-opportunity-for-advertisers/article\\_d564c742-19a7-11ef-a64f-1f5fa54edb0f.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_295](https://www.insideradio.com/free/study-christian-ac-listeners-an-opportunity-for-advertisers/article_d564c742-19a7-11ef-a64f-1f5fa54edb0f.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_295)

**Can Physical Stores Navigate Retail Media's Terrain In The Name Of Growth?**

Inside Radio, May 24, 2024

[https://www.insideradio.com/free/can-physical-stores-navigate-retail-media-s-terrain-in-the-name-of-growth/article\\_f8d71842-19a7-11ef-a4c2-673862b28746.html](https://www.insideradio.com/free/can-physical-stores-navigate-retail-media-s-terrain-in-the-name-of-growth/article_f8d71842-19a7-11ef-a4c2-673862b28746.html)

**Nearly a quarter of consumers research products online before buying it in-store**

eMarketer (Meaghan Yuen), May 24, 2024

[https://www.emarketer.com/content/consumers-research-products-online-before-buying-in-store?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=cotd.5.24.2024&utm\\_content=cotd.5.24.2024](https://www.emarketer.com/content/consumers-research-products-online-before-buying-in-store?utm_source=newsletter&utm_medium=email&utm_campaign=cotd.5.24.2024&utm_content=cotd.5.24.2024)

**\*By the Numbers: If TikTok is banned, this is where users say they'll spend time instead Plus how users expect the potential banning to impact their favorite creators.**

PR Daily (Allison Carter), May 23, 2024

[https://www.prdaily.com/tiktok-is-banned-this-is-where-users-say-theyll-spend-time-instead/?utm\\_source=RDH&utm\\_medium=email&utm\\_campaign=RDH+\(2024-05-24\)&utm\\_content=article+title&utm\\_term=4&oly\\_enc\\_id=3247H0847412E0H](https://www.prdaily.com/tiktok-is-banned-this-is-where-users-say-theyll-spend-time-instead/?utm_source=RDH&utm_medium=email&utm_campaign=RDH+(2024-05-24)&utm_content=article+title&utm_term=4&oly_enc_id=3247H0847412E0H)

### **Americans don't trust social media companies with AI**

Axios (Megan Morrone), May 23, 2024

<https://www.axios.com/2024/05/23/americans-trust-ai-social-media-companies-poll>

### **\*How Many People Use Ad Blockers?**

marketing charts, May 23, 2024

[https://www.marketingcharts.com/advertising-trends-233103?mc\\_cid=9c7b026aa5&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends-233103?mc_cid=9c7b026aa5&mc_eid=c106971821)

### **Resources and Articles of Interest to Managers for Planning and Forecasting:**

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

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

#### **Audioscape Shows The Addictive Nature Of Podcast Listening**

Radio Ink, May 28, 2024

<https://radioink.com/2024/05/28/audioscape-shows-the-addictive-nature-of-podcast-listening/>

#### **Principal Media Is Growing -- Marketers Need To Take Action**

MediaPost (Maarten Albarda), May 24, 2024

[https://www.mediapost.com/publications/article/396337/principal-media-is-growing-marketers-need-to-ta.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=134426&hashid=0GmwUb-VQzGI9svJRwTNRa](https://www.mediapost.com/publications/article/396337/principal-media-is-growing-marketers-need-to-ta.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134426&hashid=0GmwUb-VQzGI9svJRwTNRa)

#### **The FCC and Congress Advance Proposals to Regulate Artificial Intelligence in Political Advertising**

Broadcast Law Blog (David Oxenford), May 23, 2024

[https://www.broadcastlawblog.com/2024/05/articles/the-fcc-and-congress-advance-proposals-to-regulate-artificial-intelligence-in-political-advertising/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20296](https://www.broadcastlawblog.com/2024/05/articles/the-fcc-and-congress-advance-proposals-to-regulate-artificial-intelligence-in-political-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20296)

#### **Lawmakers Advance Sweeping Nationwide Privacy Bill**

MediPost (Wendy Davis), May 23, 2024

[https://www.mediapost.com/publications/article/396328/lawmakers-advance-sweeping-nationwide-privacy-bill.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%2BMedia%26%2BTechnology%2BDaily%20295](https://www.mediapost.com/publications/article/396328/lawmakers-advance-sweeping-nationwide-privacy-bill.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%2BMedia%26%2BTechnology%2BDaily%20295)

### **Selling Clients On Spending Money**

Radio Ink (Chris Stonick), May 23, 2024

<https://radioink.com/2024/05/23/chris-stonick-selling-clients-on-spending-money/>

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

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

### **\*Podcast Listening Grows to Rival Radio Among Younger Americans**

marketing charts, May 29, 2024

[https://www.marketingcharts.com/advertising-trends/creative-and-formats-233141?mc\\_cid=3eb4e99f90&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/creative-and-formats-233141?mc_cid=3eb4e99f90&mc_eid=c106971821)

### **2023 Wiped Out Two Years Of Radio Revenue Growth**

Radio Ink (BIA Advisory Services), May 29, 2024

<https://radioink.com/2024/05/29/2023-wiped-out-two-years-of-radio-revenue-growth/>

### **So How Many Millennials Are There in the US, Anyway? (Updated)**

marketing charts, May 29, 2024

[https://www.marketingcharts.com/featured-30401?mc\\_cid=3eb4e99f90&mc\\_eid=c106971821](https://www.marketingcharts.com/featured-30401?mc_cid=3eb4e99f90&mc_eid=c106971821)

### **Gamification in Hiring: 5 Creative Ways to Make Recruitment Fun and Engaging**

The Center For Sales Strategies (Beth Sunshine), May 29, 2024

[https://blog.thecenterforsalesstrategy.com/gamification-in-hiring?utm\\_campaign=subscriber&utm\\_medium=email&hsenc=p2ANqtz--jX7J818m30IhD1x8bQU0Xc1yFJjNQhH-NcSWWIP7bLpigu6cV60kWoF0uM3PzyBhi14U2FcKQh1U2j88PVWyahv8frQ&hsmi=309230611&utm\\_content=309230611&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/gamification-in-hiring?utm_campaign=subscriber&utm_medium=email&hsenc=p2ANqtz--jX7J818m30IhD1x8bQU0Xc1yFJjNQhH-NcSWWIP7bLpigu6cV60kWoF0uM3PzyBhi14U2FcKQh1U2j88PVWyahv8frQ&hsmi=309230611&utm_content=309230611&utm_source=hs_email)

### **\*SMI: National Ad Market Showed Growth In April Vs. Year Ago.**

Inside Audio Marketing, May 29, 2024

<https://www.insideaudiomarketing.com/post/smi-national-ad-market-showed-growth-in-april-vs-year-ago>

**\*Dentsu Boosts US, Worldwide Ad Outlook**

MediaPost (Joe Mandese), May 29, 2024

[https://www.mediapost.com/publications/article/396405/dentsu-boosts-us-worldwide-ad-outlook-for-2024.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=134452&has\\_hid=XOWE7PwDT4-lekA7MLbhQg](https://www.mediapost.com/publications/article/396405/dentsu-boosts-us-worldwide-ad-outlook-for-2024.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=134452&has_hid=XOWE7PwDT4-lekA7MLbhQg)

**\*U.S. Ad Market Expands For 13th Month In April**

MediaPost (Joe Mandese), May 28, 2024

<https://www.mediapost.com/publications/article/396311/us-ad-market-expands-for-13th-month-in-april.html>

**Top Radio Formats For Political Ads So Far? News-Talk And Country.**

Inside Radio (AdImpact), May 28, 2024

[https://www.insideradio.com/free/top-radio-formats-for-political-ads-so-far-news-talk-and-country/article\\_f0d5d146-1cbe-11ef-a9ca-b3b93e6fe3a4.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20296](https://www.insideradio.com/free/top-radio-formats-for-political-ads-so-far-news-talk-and-country/article_f0d5d146-1cbe-11ef-a9ca-b3b93e6fe3a4.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20296)

**Save The Bots! (Save The DJs!)**

Jacobs Media (Fred Jacobs), May 28, 2024

[https://jacobsmedia.com/save-the-bots-save-the-djs/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20296](https://jacobsmedia.com/save-the-bots-save-the-djs/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20296)

**Rosenworcel: Laws Allow AI Political Ad Rules, But Carr Opposes FCC Action.**

Inside Radio, May 24, 2024

[https://www.insideradio.com/free/rosenworcel-laws-allow-ai-political-ad-rules-but-carr-opposes-fcc-action/article\\_4d436ae8-19a8-11ef-812b-4f9ccd01b009.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20295](https://www.insideradio.com/free/rosenworcel-laws-allow-ai-political-ad-rules-but-carr-opposes-fcc-action/article_4d436ae8-19a8-11ef-812b-4f9ccd01b009.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20295)

**Bill To Require AM Radio In Cars Advances In House.**

Inside Radio, May 23, 2024

[https://www.insideradio.com/free/bill-to-require-am-radio-in-cars-advances-in-house/article\\_da1fe0d4-194b-11ef-bd4b-df95160b1906.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20295](https://www.insideradio.com/free/bill-to-require-am-radio-in-cars-advances-in-house/article_da1fe0d4-194b-11ef-bd4b-df95160b1906.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20295)

**FTC chair: AI models could violate antitrust laws**

The Hill (Sarah Fortinsky), May 23, 2024

[https://thehill.com/policy/technology/4682461-ftc-chair-ai-models-could-violate-antitrust-laws/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20%26%20Technology%20Daily%20295](https://thehill.com/policy/technology/4682461-ftc-chair-ai-models-could-violate-antitrust-laws/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20%26%20Technology%20Daily%20295)

### **Podcast Ad Loads Keep Trending Up**

marketing charts, May 23, 2024

[https://www.marketingcharts.com/advertising-trends/creative-and-formats-233094?mc\\_cid=9c7b026aa5&mc\\_eid=c106971821](https://www.marketingcharts.com/advertising-trends/creative-and-formats-233094?mc_cid=9c7b026aa5&mc_eid=c106971821)

### **The Biggest Changes In 'TV' May Not Be What You Think**

MediaPost (Cory Treffiletti), May 22, 2024

[https://www.mediapost.com/publications/article/396276/the-biggest-changes-in-tv-may-not-be-what-you-th.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=134415&hashid=13ziehw8S-6SGyiO6JORFg](https://www.mediapost.com/publications/article/396276/the-biggest-changes-in-tv-may-not-be-what-you-th.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=134415&hashid=13ziehw8S-6SGyiO6JORFg)

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

The **April Full Month** PPM audience trends for Los Angeles, Riverside/San Bernardino and San Diego are posted below:

#### **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

Apr Monthly - 519,800

##### **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

Apr Monthly - 9,522,400

**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

Apr Monthly - 91,000

**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

Apr Monthly - 1,815,900

**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

Apr Monthly - 110,200

**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

Apr Monthly - 2,275,600

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