

March 5, 2025

Hi All,

Get ready to Spring Forward! Don't forget to reset those clocks! Daylight Saving Time begins at 2 a.m. on Sunday, March 9, for most of the United States and Canada.

Here is your weekly curated collection of news, articles, research and sales training resources to help us learn, adapt and change to stay relevant and productive...

**“Change is the end result of all true learning.”**

—Leo Buscaglia

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## RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Nielsen Portable People Meter AM/FM Radio Audiences: Significant Growth in Drive Times, Weekends, and Younger Demographics; Format Shares Are Stable**

Westwood One/Cumulus Media (Pierre Bouvard), March 3, 2025

<https://www.westwoodone.com/blog/2025/03/03/nielsen-portable-meter-am-fm-radio-audiences-significant-growth-in-drive-times-weekends-and-younger-demographics-format-shares-are-stable/>

#### **Changing The Way You Think About Selling Radio**

Radio Ink (Loyd Ford), March 3, 2025

<https://radioink.com/2025/03/03/loyd-ford-changing-the-way-you-think-about-selling-radio/>

#### **How Can A Sales Lead List Empower Your Prospecting?**

SalesFuel (Jessica Helinski), March 1, 2025

[https://salesfuel.com/how-can-a-sales-lead-list-empower-your-prospecting/?utm\\_source=SFW](https://salesfuel.com/how-can-a-sales-lead-list-empower-your-prospecting/?utm_source=SFW)

#### **What Are the Best Tips to Improve Sales Performance?**

SalesFuel (Tim Londergan), March 1, 2025

[https://salesfuel.com/what-are-the-best-tips-to-improve-sales-performance/?utm\\_source=SFW](https://salesfuel.com/what-are-the-best-tips-to-improve-sales-performance/?utm_source=SFW)

#### **How Can Price Anchoring Lead to Successful Negotiation Strategies?**

SalesFuel (Jessica Halinski), March 1, 2025

[https://salesfuel.com/how-can-price-anchoring-lead-to-successful-negotiation-strategies/?utm\\_source=SFW](https://salesfuel.com/how-can-price-anchoring-lead-to-successful-negotiation-strategies/?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)

### **\*Why is selling digital so hard?**

#### **Learn what 92% of salespeople don't know**

E&P Ad Sales Life (Shannon Kinney), March 5, 2025

[https://www.editorandpublisher.com/stories/why-is-selling-digital-so-hard,254588?newsletter=254616&vgo\\_ee=Zh5sCbmp5kUp9iN3dXVHp3046mj7nMJkLcARGPcj10L%2BuCYQiA%3D%3AVYr68PSaxsomXCkk%2ByUzPbHFOc63OsOZ](https://www.editorandpublisher.com/stories/why-is-selling-digital-so-hard,254588?newsletter=254616&vgo_ee=Zh5sCbmp5kUp9iN3dXVHp3046mj7nMJkLcARGPcj10L%2BuCYQiA%3D%3AVYr68PSaxsomXCkk%2ByUzPbHFOc63OsOZ)

### **Most Podcast Listening is At Home**

Edison Research Weekly Insights, March 5, 2025

[https://www.edisonresearch.com/most-podcast-listening-is-at-home/?\\_s=55vclyeumh48p91frd0e](https://www.edisonresearch.com/most-podcast-listening-is-at-home/?_s=55vclyeumh48p91frd0e)

### **\*Why Radio Should Be on the Shopping List**

RAB Radio Matters Blog (Annette Malave, SVP/Insights, RAB), March 4, 2025

[https://www.radiomatters.org/index.php/2025/03/04/why-radio-should-be-on-the-shopping-list/?utm\\_source=Radio%20Matters%20Blog&utm\\_campaign=fb89edce20-EMAIL\\_CAMPAIGN\\_2018\\_01\\_05\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_66c3360299-fb89edce20-582899012](https://www.radiomatters.org/index.php/2025/03/04/why-radio-should-be-on-the-shopping-list/?utm_source=Radio%20Matters%20Blog&utm_campaign=fb89edce20-EMAIL_CAMPAIGN_2018_01_05_COPY_01&utm_medium=email&utm_term=0_66c3360299-fb89edce20-582899012)

### **4 Website Performance Benchmarks from Q4 2024**

Marketing Charts, March 3, 2025

[https://www.marketingcharts.com/digital-234967?mc\\_cid=12ca62d08f&mc\\_eid=c106971821](https://www.marketingcharts.com/digital-234967?mc_cid=12ca62d08f&mc_eid=c106971821)

### **\*Marketers: Want to Win At Customer Loyalty? Stop Being Control Freaks**

MediaPost (Craig Elimeliah), March 3, 2025

[https://www.mediapost.com/publications/article/403859/marketers-want-to-win-at-customer-loyalty-stop-b.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=headline&utm\\_campaign=137627&hashid=nPO6kNh8ToCb2\\_NBH4Mycg](https://www.mediapost.com/publications/article/403859/marketers-want-to-win-at-customer-loyalty-stop-b.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=137627&hashid=nPO6kNh8ToCb2_NBH4Mycg)

### **\*Ad Buyers Welcome Nielsen's New Three Minute Rule.**

Inside Radio, March 3, 2025

[https://www.insideradio.com/free/ad-buyers-welcome-nielsen-s-new-three-minute-rule/article\\_e34abc76-f7fb-11ef-b3b1-9b4af4a49894.html](https://www.insideradio.com/free/ad-buyers-welcome-nielsen-s-new-three-minute-rule/article_e34abc76-f7fb-11ef-b3b1-9b4af4a49894.html)

### **\*Reaching The Tribe**

Radio Ink (Jeffrey Hedquist), March 3, 2025

<https://radioink.com/2025/03/03/jeffrey-hedquist-reaching-the-tribe/>

**\*Sell Smarter® Podcast****Building Solid Customer Relationships; Supercharge Your Outreach; High Growth Content Marketing; New Hire Communication Tips and more**

SalesFuel, March 1, 2025

(Note this is approximately a 9 minute podcast)

<https://dcs->

[spotify.megaphone.fm/CSN4736933925.mp3?key=0b24a692055c626c10f974d351419b2f&request\\_event\\_id=fbecb2b8-f1d0-4954-b9f0-9130b1b612fc&timetoken=1740864356\\_C267C9A28770B9475918B298D6DE9E55](https://dcs-spotify.megaphone.fm/CSN4736933925.mp3?key=0b24a692055c626c10f974d351419b2f&request_event_id=fbecb2b8-f1d0-4954-b9f0-9130b1b612fc&timetoken=1740864356_C267C9A28770B9475918B298D6DE9E55)

**Wireless and Financial Brands Shine in Radio's Top Advertisers**

Radio Ink/Media Monitors (Cameron Coats), March 3, 2025

<https://radioink.com/2025/03/03/wireless-and-financial-brands-shine-in-radios-top-advertisers/>

**Burger Server Good Times Puts Audio Advertising To The Test.**

Inside Radio, March 3, 2025 (A case study)

[https://www.insideradio.com/free/burger-server-good-times-puts-audio-advertising-to-the-test/article\\_86d1f6d0-f7fb-11ef-a1c1-](https://www.insideradio.com/free/burger-server-good-times-puts-audio-advertising-to-the-test/article_86d1f6d0-f7fb-11ef-a1c1-4fc6ad0a06b9.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_483)

[4fc6ad0a06b9.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_483](https://www.insideradio.com/free/burger-server-good-times-puts-audio-advertising-to-the-test/article_86d1f6d0-f7fb-11ef-a1c1-4fc6ad0a06b9.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_483)

**\*Advertisers React to Nielsen's Radio Measurement Changes**

Radio Ink (Cameron Coats), February 28, 2025

[https://radioink.com/2025/02/28/advertisers-react-to-nielsens-radio-measurement-](https://radioink.com/2025/02/28/advertisers-react-to-nielsens-radio-measurement-changes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_482)

[changes/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_482](https://radioink.com/2025/02/28/advertisers-react-to-nielsens-radio-measurement-changes/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_482)

**Radio vs. TV: Why MLB Fans Engage More With Audio Advertising**

Radio Ink (Cameron Coats), February 28, 2025

[https://radioink.com/2025/02/28/radio-vs-tv-why-mlb-fans-engage-more-with-audio-](https://radioink.com/2025/02/28/radio-vs-tv-why-mlb-fans-engage-more-with-audio-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_482)

[advertising/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_482](https://radioink.com/2025/02/28/radio-vs-tv-why-mlb-fans-engage-more-with-audio-advertising/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_482)

**\*Why CPG food and drink brands must embrace total commerce**

The Drum (Amie Owen), February 27, 2025

<https://www.thedrum.com/opinion/2025/02/27/why-cpg-food-and-drink-brands-must-embrace-total-commerce>

**\*Sales Leader Compass: How to Find Your AI Win in 2025**

LinkedIn Sales Blog (Dan Daly, Senior Content Marketing Manager), February 26, 2025

<https://www.linkedin.com/business/sales/blog/sales-leader-compass/sales-leader-compass-how-to-find-your-ai-win-in-2025>

**\*The Role of Emotional Intelligence in B2B Sales and Client Relationships**

Customer Think (Juned Ghanchi), February 25, 2025

[https://customerthink.com/the-role-of-emotional-intelligence-in-b2b-sales-and-client-relationships/?ct\\_subscriber=yes#google\\_vignette](https://customerthink.com/the-role-of-emotional-intelligence-in-b2b-sales-and-client-relationships/?ct_subscriber=yes#google_vignette)

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

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### TOP FIVE SELECTED ARTICLES/RESOURCES

#### **Local Radio Freedom Act Reintroduced In US Senate**

Radio Ink (Cameron Coats), March 4, 2025

[https://radioink.com/2025/03/04/local-radio-freedom-act-reintroduced-in-us-senate/?vgo\\_ee=mISa46UdgA5Nhe9oIm3Q7t4fS%2F4osGLcKikBd6hV9K2dHV8gfq4%3D%3ADgZz8hFcvT2Bv1VC8KnfukrkF4rISQBY](https://radioink.com/2025/03/04/local-radio-freedom-act-reintroduced-in-us-senate/?vgo_ee=mISa46UdgA5Nhe9oIm3Q7t4fS%2F4osGLcKikBd6hV9K2dHV8gfq4%3D%3ADgZz8hFcvT2Bv1VC8KnfukrkF4rISQBY)

#### **Ad Market Starts New Year With Unexpectedly Robust Gains.**

Inside Audio Marketing (Guideline), March 3, 2025

<https://www.insideaudiomarketing.com/post/ad-market-starts-new-year-with-unexpectedly-robust-gains>

#### **Internal communicators are the next wave of change leaders**

**It isn't easy work, but it's necessary.**

Ragan (Alyssa Towns), March 3, 2025

<https://www.ragan.com/internal-communicators-are-the-next-wave-of-change-leaders/>

#### **Chairman Carr: FCC Needs To Help Strengthen Local Broadcasters.**

Inside Radio, February 28, 2025

[https://www.insideradio.com/free/chairman-carr-fcc-needs-to-help-strengthen-local-broadcasters/article\\_bcf73b9c-f5a5-11ef-95f1-4fc816a94a11.html?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20482](https://www.insideradio.com/free/chairman-carr-fcc-needs-to-help-strengthen-local-broadcasters/article_bcf73b9c-f5a5-11ef-95f1-4fc816a94a11.html?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20482)

#### **March 2025 Regulatory Updates for Broadcasters – Daylight Savings Time, Comment Deadlines, FCC Ownership Rules in Court, Political Windows, and more**

Broadcast Law Blog ( David Oxenford & Keenan Adamchak), February 28, 2025

[https://www.broadcastlawblog.com/2025/02/articles/march-2025-regulatory-updates-for-broadcasters-daylight-savings-time-comment-deadlines-fcc-ownership-rules-in-court-political-windows-and-more/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local%20Media%20Technology%20Daily%20483](https://www.broadcastlawblog.com/2025/02/articles/march-2025-regulatory-updates-for-broadcasters-daylight-savings-time-comment-deadlines-fcc-ownership-rules-in-court-political-windows-and-more/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local%20Media%20Technology%20Daily%20483)

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

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(REMINDER THAT \* DENOTES A HIGHLY RECOMMENDED ARTICLE)

### **Deregulation Is On the Horizon For Radio, Says Simington**

RBR-TVBR, March 5, 2025

[https://rbr.com/deregulation-is-on-the-horizon-for-radio-says-simington/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+484](https://rbr.com/deregulation-is-on-the-horizon-for-radio-says-simington/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+484)

### **Cruz: ‘We Will Put the AM Radio Act on President Trump’s Desk’**

Radio Ink (Cameron Coats), March 5, 2025

[https://radioink.com/2025/03/05/cruz-we-will-put-the-am-radio-act-on-president-trumps-desk/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+484](https://radioink.com/2025/03/05/cruz-we-will-put-the-am-radio-act-on-president-trumps-desk/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+484)

### **LeGeyt: Local Broadcasters ‘Are Our Competitive Advantage’**

Radio Ink (Cameron Coats), March 5, 2025

[https://radioink.com/2025/03/05/legeyt-local-broadcasters-are-our-competitive-advantage/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local+Media+%26+Technology+Daily+484](https://radioink.com/2025/03/05/legeyt-local-broadcasters-are-our-competitive-advantage/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local+Media+%26+Technology+Daily+484)

### **\*Economy Is Sending Mixed Signals. What Does That Mean For Advertising?**

Inside Audio Marketing ( Morning Consult), March 4, 2025

<https://www.insideaudiomarketing.com/post/economy-is-sending-mixed-signals-what-does-that-mean-for-advertising>

### **Drivers Want Access To Emergency Info On Dashboard Displays, Survey Finds.**

Inside Audio Marketing (Jacobs Media), March 4, 2025

<https://www.insideaudiomarketing.com/post/drivers-want-access-to-emergency-info-on-dashboard-displays-survey-finds>

### **\*NRF: Public policy uncertainties ‘blur’ 2025 economic outlook**

Chain Store Age (Marianne Wilson), March 3, 2025

<https://chainstoreage.com/nrf-public-policy-uncertainties-blur-2025-economic-outlook>

### **The Digital Dash In 2025: Now You See It**

Jacobs Media (Fred Jacobs), March 3, 2025

<https://jacobsmedia.com/the-digital-dash-in-2025-now-you-see-it/>

### **IAB Resurfaces Push For Responsive Ads**

MediaPost (Laurie Sullivan), March 3, 2025

[https://www.mediapost.com/publications/article/403819/iab-resurfaces-push-for-responsive-ads.html?utm\\_source=newsletter&utm\\_medium=email&utm\\_content=readmore&utm\\_campaign=137620&has\\_hid=0GmwUb-VQzGI9svJRwTNrA](https://www.mediapost.com/publications/article/403819/iab-resurfaces-push-for-responsive-ads.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=137620&has_hid=0GmwUb-VQzGI9svJRwTNrA)

### **\*76% of News Consumers Still Use AM/FM, But A Shift Is Here**

Radio Ink (Cameron Coats), March 3, 2025

[https://radioink.com/2025/03/03/76-of-news-consumers-still-use-am-fm-but-a-shift-is-here/?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_483](https://radioink.com/2025/03/03/76-of-news-consumers-still-use-am-fm-but-a-shift-is-here/?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_483)

### **NAB Launches Campaign Urging FCC to Modernize Ownership Regulations**

TVTech (George Winslow), February 27, 2025

[https://www.tvtechnology.com/news/nab-launches-campaign-urging-fcc-to-modernize-ownership-regulations?utm\\_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm\\_medium=web&utm\\_source=Local\\_Media\\_%26\\_Technology\\_Daily\\_482](https://www.tvtechnology.com/news/nab-launches-campaign-urging-fcc-to-modernize-ownership-regulations?utm_campaign=Local%2BMedia%2B%26%2BTechnology%2BDaily&utm_medium=web&utm_source=Local_Media_%26_Technology_Daily_482)

### **ASCAP Records \$1.8 Billion in 2024 Revenue**

**The performance rights organization said it has now more than 1 million members**

Radio World (Nick Langan), February 27, 2025

[https://www.radioworld.com/news-and-business/programming-and-sales/ascap-records-1-8-billion-in-2024-revenue?utm\\_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm\\_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm\\_medium=email&utm\\_content=965A1735-FF76-4D53-BE7A-382EEB735B33&utm\\_source=SmartBrief](https://www.radioworld.com/news-and-business/programming-and-sales/ascap-records-1-8-billion-in-2024-revenue?utm_term=56635B9B-0180-46FB-92EA-D1C65BC244BB&lrh=fd32199c79987608e7e71132671d3c4313439bbb4a9dc2b782853d5118eaf93f&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_medium=email&utm_content=965A1735-FF76-4D53-BE7A-382EEB735B33&utm_source=SmartBrief)

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

The January Full Month PPM trends for Los Angeles, San Diego and Riverside/San Bernardino are posted below. All three markets saw significant growth in AQH (PUMM) by 16%, 24% and 18% respectively. All three markets also had their best Cume numbers since Q3, 2024. The year is off to a good start.

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

##### **2025**

##### **AQH:**

Jan Monthly - 559,100

**2024****AQH:**

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

Apr Monthly - 519,800  
May Monthly - 541,200  
Jun Monthly - 524,300

Jul Monthly - 471,300  
Aug Monthly - 484,400  
Sept Monthly - 501,900

Oct Monthly - 511,300  
Nov Monthly - 500,600  
Dec Monthly - 478,700  
Hol Monthly - 467,100

**2025****Cume:**

Jan Monthly - 9,496,100

**2024****Cume:**

Jan Monthly - 9,533,600  
Feb Monthly - 9,528,300  
Mar Monthly - 9,648,200

Apr Monthly - 9,522,400  
May Monthly - 9,657,800  
Jun Monthly - 9,659,300

Jul Monthly - 9,408,200  
Aug Monthly - 9,435,300  
Sept Monthly - 9,640,800

Oct Monthly - 9,429,800

Nov Monthly - 9,443,400  
Dec Monthly - 9,369,400  
Hol Monthly - 9,362,200

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

**2025**

**AQH:**

Jan Monthly - 106,400

**2024**

**AQH:**

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

Apr Monthly - 91,000  
May Monthly - 96,500  
Jun Monthly - 90,500

Jul Monthly - 87,200  
Aug Monthly - 83,500  
Sept Monthly - 87,600

Oct Monthly - 89,800  
Nov Monthly - 90,700  
Dec Monthly - 87,400  
Hol Monthly - 81,100

**2025**

**Cume:**

Jan Monthly - 1,813,900

**2024**

**Cume:**

Jan Monthly - 1,725,900  
Feb Monthly - 1,758,900



Mar Monthly - 1,753,000

Apr Monthly - 1,815,900  
May Monthly - 1,837,300  
Jun Monthly - 1,811,000

Jul Monthly - 1,727,400  
Aug Monthly - 1,706,300  
Sept Monthly - 1,763,700

Oct Monthly - 1,745,100  
Nov Monthly - 1,794,300  
Dec Monthly - 1,788,700  
Hol Monthly - 1,787,500

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

**2025**

**AQH:**

Jan Monthly - 127,800

**2024**

**AQH:**

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

Apr Monthly - 110,200  
May Monthly - 111,500  
Jun Monthly - 104,200

Jul Monthly - 107,300  
Aug Monthly - 108,500  
Sept Monthly - 110,200

Oct Monthly - 114,000  
Nov Monthly - 105,500  
Dec Monthly - 101,100  
Hol Monthly - 104,900

**2025****Cume:**

Jan Monthly - 2,240,500

**2024****Cume:**

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

Apr Monthly - 2,275,600  
May Monthly - 2,282,500  
Jun Monthly - 2,208,300

Jul Monthly - 2,266,000  
Aug Monthly - 2,259,100  
Sept Monthly - 2,259,800

Oct Monthly - 2,273,100  
Nov Monthly - 2,186,500  
Dec Monthly - 2,168,900  
Hol Monthly - 2,199,900

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Miles W. Sexton  
President  
Southern California Broadcasters Association  
805.701.0031