

### JULY 2021

| SUNDAY                       | MONDAY | TUESDAY                      | WEDNESDAY | THURSDAY              | FRIDAY | SATURDAY |
|------------------------------|--------|------------------------------|-----------|-----------------------|--------|----------|
| 27                           | 28     | 29                           | 30        | 1<br><i>Jul Wk 2</i>  | 2      | 3        |
| 4<br><i>Independence Day</i> | 5      | 6                            | 7         | 8<br><i>Jul Wk 3</i>  | 9      | 10       |
| 11                           | 12     | 13<br><i>MONTHLY RATINGS</i> | 14        | 15<br><i>Jul Wk 4</i> | 16     | 17       |
| 18                           | 19     | 20                           | 21        | 22<br><i>Aug Wk 1</i> | 23     | 24       |
| 25                           | 26     | 27                           | 28        | 29<br><i>Aug Wk 2</i> | 30     | 31       |

### AUGUST 2021

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY              | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|-----------------------|--------|----------|
| 1      | 2      | 3       | 4         | 5<br><i>Aug Wk 3</i>  | 6      | 7        |
| 8      | 9      | 10      | 11        | 12<br><i>Aug Wk 4</i> | 13     | 14       |
| 15     | 16     | 17      | 18        | 19<br><i>Sep Wk 1</i> | 20     | 21       |
| 22     | 23     | 24      | 25        | 26<br><i>Sep Wk 2</i> | 27     | 28       |
| 29     | 30     | 31      | 1         | 2                     | 3      | 4        |

### SEPTEMBER 2021

| SUNDAY | MONDAY                | TUESDAY                   | WEDNESDAY                   | THURSDAY              | FRIDAY | SATURDAY |
|--------|-----------------------|---------------------------|-----------------------------|-----------------------|--------|----------|
| 29     | 30                    | 31                        | 1                           | 2<br><i>Sep Wk 3</i>  | 3      | 4        |
| 5      | 6<br><i>Labor Day</i> | 7<br><i>Rosh Hashanah</i> | 8<br><i>MONTHLY RATINGS</i> | 9<br><i>Sep Wk 4</i>  | 10     | 11       |
| 12     | 13                    | 14                        | 15<br><i>Yom Kippur</i>     | 16<br><i>Oct Wk 1</i> | 17     | 18       |
| 19     | 20                    | 21                        | 22                          | 23<br><i>Oct Wk 2</i> | 24     | 25       |
| 26     | 27                    | 28                        | 29                          | 30<br><i>Oct Wk 3</i> | 1      | 2        |

### OCTOBER 2021

| SUNDAY   | MONDAY                      | TUESDAY | WEDNESDAY | THURSDAY              | FRIDAY | SATURDAY |
|----------|-----------------------------|---------|-----------|-----------------------|--------|----------|
| 26       | 27                          | 28      | 29        | 30                    | 1      | 2        |
| 3        | 4<br><i>MONTHLY RATINGS</i> | 5       | 6         | 7<br><i>Oct Wk 4</i>  | 8      | 9        |
| 10       | 11                          | 12      | 13        | 14<br><i>Nov Wk 1</i> | 15     | 16       |
| 17       | 18                          | 19      | 20        | 21<br><i>Nov Wk 2</i> | 22     | 23       |
| 24<br>31 | 25                          | 26      | 27        | 28<br><i>Nov Wk 3</i> | 29     | 30       |

### NOVEMBER 2021

| SUNDAY | MONDAY                      | TUESDAY                  | WEDNESDAY | THURSDAY   | FRIDAY | SATURDAY |
|--------|-----------------------------|--------------------------|-----------|--|--------|----------|
| 31     | 1<br><i>MONTHLY RATINGS</i> | 2<br><i>Election Day</i> | 3         | 4<br><i>Nov Wk 4</i>                             | 5      | 6        |
| 7      | 8                           | 9                        | 10        | 11<br><i>Dec Wk 1</i>                            | 12     | 13       |
| 14     | 15                          | 16                       | 17        | 18<br><i>Dec Wk 2</i>                            | 19     | 20       |
| 21     | 22                          | 23                       | 24        | 25<br><i>Dec Wk 3</i><br><i>Thanksgiving Day</i> | 26     | 27       |
| 28     | 29                          | 30                       | 1         | 2  | 3      | 4        |

### DECEMBER 2021

| SUNDAY | MONDAY | TUESDAY                      | WEDNESDAY                   | THURSDAY              | FRIDAY | SATURDAY                   |
|--------|--------|------------------------------|-----------------------------|-----------------------|--------|----------------------------|
| 28     | 29     | 30                           | 1<br><i>MONTHLY RATINGS</i> | 2<br><i>Dec Wk 4</i>  | 3      | 4                          |
| 5      | 6      | 7                            | 8                           | 9<br><i>Hol Wk 1</i>  | 10     | 11                         |
| 12     | 13     | 14                           | 15                          | 16<br><i>Hol Wk 2</i> | 17     | 18                         |
| 19     | 20     | 21                           | 22                          | 23<br><i>Hol Wk 3</i> | 24     | 25<br><i>Christmas Day</i> |
| 26     | 27     | 28<br><i>MONTHLY RATINGS</i> | 29                          | 30<br><i>Hol Wk 4</i> | 31     | 1                          |

**HELPING CLIENTS WIN THE RECOVERY OF RATINGS AND REVENUE WITH A FOCUS ON THE EMPLOYED HEAVY LISTENERS WHO MATTER MOST.**

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### JANUARY 2022

### FEBRUARY 2022

### MARCH 2022

| SUNDAY   | MONDAY                       | TUESDAY                              | WEDNESDAY | THURSDAY                      | FRIDAY | SATURDAY                           |
|----------|------------------------------|--------------------------------------|-----------|-------------------------------|--------|------------------------------------|
| 26       | 27                           | 28                                   | 29        | 30                            | 31     | 1<br><small>New Year's Day</small> |
| 2        | 3                            | 4                                    | 5         | 6<br><small>Jan Wk 1</small>  | 7      | 8                                  |
| 9        | 10                           | 11                                   | 12        | 13<br><small>Jan Wk 2</small> | 14     | 15                                 |
| 16       | 17<br><small>MLK Day</small> | 18                                   | 19        | 20<br><small>Jan Wk 3</small> | 21     | 22                                 |
| 23<br>30 | 24<br>31                     | 25<br><small>MONTHLY RATINGS</small> | 26        | 27<br><small>Jan Wk 4</small> | 28     | 29                                 |

| SUNDAY | MONDAY                              | TUESDAY                              | WEDNESDAY | THURSDAY                      | FRIDAY | SATURDAY |
|--------|-------------------------------------|--------------------------------------|-----------|-------------------------------|--------|----------|
| 30     | 31                                  | 1                                    | 2         | 3<br><small>Feb Wk 1</small>  | 4      | 5        |
| 6      | 7                                   | 8                                    | 9         | 10<br><small>Feb Wk 2</small> | 11     | 12       |
| 13     | 14                                  | 15                                   | 16        | 17<br><small>Feb Wk 3</small> | 18     | 19       |
| 20     | 21<br><small>Presidents Day</small> | 22<br><small>MONTHLY RATINGS</small> | 23        | 24<br><small>Feb Wk 4</small> | 25     | 26       |
| 27     | 28                                  | 1                                    | 2         | 3                             | 4      | 5        |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY                      | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|-------------------------------|--------|----------|
| 27     | 28     | 1       | 2         | 3<br><small>Mar Wk 1</small>  | 4      | 5        |
| 6      | 7      | 8       | 9         | 10<br><small>Mar Wk 2</small> | 11     | 12       |
| 13     | 14     | 15      | 16        | 17<br><small>Mar Wk 3</small> | 18     | 19       |
| 20     | 21     | 22      | 23        | 24<br><small>Mar Wk 4</small> | 25     | 26       |
| 27     | 28     | 29      | 30        | 31<br><small>Apr Wk 1</small> | 1      | 2        |

### APRIL 2022

### MAY 2022

### JUNE 2022

| SUNDAY | MONDAY                               | TUESDAY | WEDNESDAY | THURSDAY                      | FRIDAY                           | SATURDAY |
|--------|--------------------------------------|---------|-----------|-------------------------------|----------------------------------|----------|
| 27     | 28                                   | 29      | 30        | 31                            | 1                                | 2        |
| 3      | 4                                    | 5       | 6         | 7<br><small>Apr Wk 2</small>  | 8                                | 9        |
| 10     | 11                                   | 12      | 13        | 14<br><small>Apr Wk 3</small> | 15<br><small>Good Friday</small> | 16       |
| 17     | 18<br><small>MONTHLY RATINGS</small> | 19      | 20        | 21<br><small>Apr Wk 4</small> | 22                               | 23       |
| 24     | 25                                   | 26      | 27        | 28<br><small>May Wk 1</small> | 29                               | 30       |

| SUNDAY | MONDAY                               | TUESDAY | WEDNESDAY | THURSDAY                      | FRIDAY | SATURDAY |
|--------|--------------------------------------|---------|-----------|-------------------------------|--------|----------|
| 1      | 2                                    | 3       | 4         | 5<br><small>May Wk 2</small>  | 6      | 7        |
| 8      | 9                                    | 10      | 11        | 12<br><small>May Wk 3</small> | 13     | 14       |
| 15     | 16                                   | 17      | 18        | 19<br><small>May Wk 4</small> | 20     | 21       |
| 22     | 23<br><small>MONTHLY RATINGS</small> | 24      | 25        | 26<br><small>Jun Wk 1</small> | 27     | 28       |
| 29     | 30<br><small>Memorial Day</small>    | 31      | 1         | 2                             | 3      | 4        |

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY                      | FRIDAY | SATURDAY |
|--------|--------|---------|-----------|-------------------------------|--------|----------|
| 29     | 30     | 31      | 1         | 2<br><small>Jun Wk 2</small>  | 3      | 4        |
| 5      | 6      | 7       | 8         | 9<br><small>Jun Wk 3</small>  | 10     | 11       |
| 12     | 13     | 14      | 15        | 16<br><small>Jun Wk 4</small> | 17     | 18       |
| 19     | 20     | 21      | 22        | 23<br><small>Jul Wk 1</small> | 24     | 25       |
| 26     | 27     | 28      | 29        | 30<br><small>Jul Wk 2</small> | 1      | 2        |

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