



The Voice and Advocate for AM/FM Radio and its Digital Platforms in Southern California

For Immediate Release:

The Southern California Broadcasters Association Publishes its SCBA Digital Information Series

Los Angeles, CA, April 17, 2018 – The Southern California Broadcasters Association (SCBA) has published the **SCBA Digital Information Series**, which is a series of brief essays on all aspects of digital advertising. Each information series focuses on one topic and how it relates to Radio and Southern California clients. “Where the digital dollars are going” examines where digital dollars are being spent through 2020 and examines that growth and its impact on Radio budgets.

This is the fourth in a series of essays designed to assist SCBA members in understanding digital and positioning Radio as an important and essential partner to clients. The previous **SCBA Digital Information Series** essays focused on a digital media agency’s solicitation note and its approach to new clients, the top trends in digital advertising for 2018, and an overview of dealer.com, a clearing house for processing an auto dealers digital coop funds. The SCBA Digital Information Series can be found at www.scba.com

“The need for our member sales teams to have a solid working knowledge of non-radio digital platforms is critical to Radio’s future,” said SCBA President Thom Callahan. “Southern California Radio must be an informative and trusted source to our clients and the SCBA Digital Information Series is designed to expand our client meetings at a higher level of engagement”, said Callahan.

Written in plain English, The SCBA Digital Information Series was created to help sales teams at all levels and all markets understand the digital space as well as positioning their Radio stations and their own digital platforms as enhancements to client’s digital strategies. Each series is on one subject only and provides a level of information to engage and provoke creative thinking for any client meeting.

“Digital ads, in all of its formats, now represent 50% of all advertising dollars in the U.S. However, digital is not without its serious issues for clients. We must embrace that fact and realize Radio’s powerful platforms can be a very compelling investment, as we compare and contrast Radio and digital,” said Thom Callahan.

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About Southern California Broadcasters Association

The Southern California Broadcasters Association is a trade organization, celebrating its 80th year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the reach, value, and effectiveness of radio as an important part of any media strategy targeted to Southern Californians. In addition to marketing presentations, the SCBA provides market and data research, member station sales training, community outreach, scholarship funds, speaking engagements, political lobbying, client and agency consultation, and interaction with state representatives and industry press.

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