



*Celebrating 80 years as the Voice and Advocate for AM/FM Radio and its Digital Platforms in Southern California*

***For Immediate Release:***

## **Southern California Broadcasters Association and Nielsen Audio Partner on New Automotive Research Study.**

Los Angeles, CA, October 22, 2018 – The Southern California Broadcasters Association has released its most comprehensive and exclusive automotive research study to date entitled, **“The Real Value of Southern California Radio to the Automotive Industry”**

The SCBA’s new research study is in partnership with Nielsen Audio and is the second project together for both organizations in the past fifteen months. **“The Real Value of Southern California Radio to the Automotive Industry”** reveals compelling new data on the power of Broadcast Radio to motivate and influence Southern California Radio listeners regarding vehicle purchases. Conducting surveys with 900 Radio listeners and playing multiple dealer ads for each, the study conclusively demonstrates the impact that Radio provides for auto dealers and OEMs in Southern California.

“This research study will change minds, hearts, and budgets for Broadcast Radio”, said Thom Callahan, SCBA President. “Radio is not getting the share of automotive budgets it so richly deserves, and this new automotive study not only raises the inherent value of Radio, it decisively proves that Radio drives dealer website and search engine investigation by potential auto buyers”, said Callahan. “Our great partnership with Nielsen Audio has produced another compelling set of reasons for Broadcast Radio’s true strength”.

"In Nielsen's second year of partnership in this important study, data shows that broadcast radio drives interest and research, improves consumer perception and increases brand awareness, delivering consumers to auto dealers and driving purchases," said Brad Kelly, Managing Director, Nielsen Audio. "The car culture of Southern California is the perfect proving ground for radio's far-reaching influence on one of the biggest purchases a consumer will make over the course of their lifetime."

**The Real Value of Southern California Radio to the Automotive Industry** is the only comprehensive and exclusive automotive study in the nation produced for its members and clients by the Southern California Broadcasters Association. The full study can be found at [www.scba.com](http://www.scba.com).

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#### **About Southern California Broadcasters Association**

The Southern California Broadcasters Association is a trade organization, celebrating its 80<sup>h</sup> 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 and value 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.

**For more information contact Thom Callahan, President, SCBA**  
**323-695-1000**  
**[tcallahan@scba.com](mailto:tcallahan@scba.com)**



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[www.scba.com](http://www.scba.com)