



*Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms in Southern California*

***For Immediate Release:***

**Southern California Broadcasters Association Fills All Seats for its New Business Development Sales Training Classes**

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Los Angeles, CA, May 20, 2019 – The Southern California Broadcasters Association began open enrollment for the SCBA News Business Development Training for its Summer 2019 classes. Within three weeks of the announcement to its members, all SCBA sales training classes are now sold out.

**The SCBA New Business Development Classes** will be offered to its members via on line WebEx access, which has seen an increase to its enrollment since no travel is required. The SCBA is the only organization of its kind to offer exclusive Radio sales training classes for new and newer sales executives. The classes are focused on all aspects of new business development including securing appointments, proposal development, creating an active prospect list, strategic selling principles, management partnership, industry research, time protection, income calculator, and the six key elements of new business development. All classes are interactive with considerable written and verbal assignments before and after each class. Each two-hour class meets on line once a week from June 13 through August 8, 2019.

***“Solid and sustainable new business development skills are vital for a lasting and enriching Radio sales career”, said Thom Callahan, SCBA President. “Our classes are designed to provide that sustainability as well as educate, motivate, and encourage creative solutions for the continuous journey of new business development”, said Callahan.***

With all classes now filled for the Summer 2019 training series, the SCBA will announce its Fall/Winter 2019 Sales Training open enrollment dates on August 26, 2019.

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**About Southern California Broadcasters Association**

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting 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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