



News from the #1 Radio Revenue Market in the Country

For Immediate Release

Mayor Eric Garcetti to be Keynote Speaker at SCBA Outstanding Achievement in Radio Advertising Awards Luncheon set for October 21st in Los Angeles

Los Angeles, CA, September 21, 2015 – The Southern California Broadcasters Association (SCBA) and SCBA’s Sales Management Leadership Council will honor Wells Fargo Bank, Molina Health Care, San Diego County Credit Union, Beverly Hills Physicians, and Rich Uncles Investments at their annual SCBA Outstanding Achievement in Radio Advertising Awards on October 21st at a luncheon to be held in the Grand ballroom at the Universal Sheraton Hotel in Universal City, CA. Based on committee voting, the awards represent the very best in both creative and effective radio commercials using both Southern California’s Radio and digital platforms.

To show the city’s support of the importance of the SCBA Outstanding Achievement in Radio Awards luncheon, **the Mayor of Los Angeles, The Honorable Eric Garcetti**, will also be attending the SCBA Radio awards luncheon as the keynote speaker and honored guest.

“Demand for tickets was so strong we had to move the event to the larger Grand ballroom to accommodate our surging table sales,” said Thom Callahan, President of the SCBA. “The enthusiasm and commitment to Southern California Radio will be showcased by Mayor Garcetti, senior client management, their agencies, our member stations, and special guests, all coming together to honor this year’s Radio Award winners.”

“We are thrilled by the client and agency excitement and response to attending this prestigious Radio Awards luncheon. The senior management from each client honored will be in attendance to accept their award. These special clients really understand the ubiquitous reach and power of Southern California Radio and we are excited to give them our industry’s recognition that they so richly deserve,” said Callahan.

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About Southern California Broadcasters Association

The Southern California Broadcasters Association is a trade organization, founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power and value of radio as an important part of any media mix aimed at Southern Californians. In addition to marketing presentations, the SCBA provides market research, sales training, and community outreach.

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