



*News from the Largest Radio Advocacy Association in the Country*

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*For Immediate Release*

## **San Diego Radio Broadcasters Association Votes to Merge into the Southern California Broadcasters Association.**

Los Angeles and San Diego, CA, August 30, 2016 – The Southern California Broadcasters Association (SCBA) has announced that the San Diego Radio Broadcasters Association has merged all of its membership into the SCBA effective September 1, 2016. This merger will make the SCBA the largest Radio advocacy organization of its kind in the United States.

“We are honored to have all of the San Diego Radio Broadcasters as full members of the SCBA,” said Thom Callahan, President of the SCBA. “San Diego is a very dynamic market and having all of their 31 stations now represented by one association creates a more powerful and effective voice for all of our Southern California Radio members.”

“The San Diego Radio community wanted to continue our growth in revenue and relevancy and the board agreed that merging with the SCBA would be our best path forward to expand our influence and that of Southern California Radio,” said Melissa Forrest, Chairperson of the board for the SDRBA and Region President for San Diego/ Riverside, CA, iHeart Media.

“We welcome San Diego as great new members of the SCBA and look forward to using our combined strength to advance AM/FM Radio in Southern California,” said Dan Kearney, Chairperson of the board for SCBA and Senior Vice President/Market Manager of CBS Radio in Los Angeles, CA.

The SCBA’s new combined membership of 168 Radio stations now covers 56,000 square miles of Southern California, reaching 15.5 million Radio listeners every week with a 93% total weekly reach. The SCBA is the longest continuously operating Radio advocacy association in the United States and will celebrate 80 years of service to Southern California and our industry in 2017. Additionally, Los Angeles retains its title as the largest Radio revenue market in the country.

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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 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 industry press.

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Southern California Broadcasters Association

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