



*News from the #1 Radio Revenue Market in the United States*

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*For Immediate Release*

## **Southern California Broadcasters Association Releases its Extensive Quarterly Market Guidance Report for Q3 2016.**

Los Angeles, CA, June 15, 2016 – The Southern California Broadcasters Association (SCBA) has published its extensive SCBA **Quarterly Market Guidance Report for Q3 2016** for clients, advertising agencies, media buying services, its Radio member stations, and the press, via its website at [www.scba.com](http://www.scba.com).

**The SCBA Quarterly Market Guidance Report** is a comprehensive look into Southern California Radio listenership trends, key advertising category trends, regional economic trends, competitive analysis, relevant industry trends, research highlights, and SCBA recommendations for Q3 Radio advertising strategies. The report is published each quarter and is designed to be used as a planning resource for Radio advertisers who are interested in the important market and consumer trends for the largest Radio revenue market in the United States.

**“The SCBA Quarterly Market Guidance Report for Q3 is our most extensive report to date on the dynamic Southern California region,”** said SCBA President Thom Callahan. **“The report is researched and written as a thoughtful guide for advertisers wanting factual information that is useful to their brands and business.”**

**“This report describes a surging regional economy, solid job growth, consumer demand for AM/FM Radio increasing with higher cume listening trends, and our enhanced competitive strength against pure plays, Google, and Facebook,”** said Callahan. **“SCBA’s tracking of categories, political advertising analysis, and strong summer months to come all point to compelling Q3 revenue growth for Southern California Radio.”**

**The SCBA Quarterly Market Guidance Report** provides specific market and business trends as well as regional information from a variety of sources including The Los Angeles Economic Development Corporation, The California Department of Employment, The Regional Business Journals, Miller Kaplan Arase X-Ray data reports and market summary reports, Nielsen Audio, The Wall Street Journal, The Los Angeles Times, The New York Times, Scarborough data, Automotive News and up-to-the-minute local and regional market intelligence from its 165 member radio station network.

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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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