



*The Voice and Advocate for AM/FM Radio and its Digital Platforms in Southern California*

***For Immediate Release:***

## **Southern California Broadcasters Association Releases its Extensive Quarterly Market Guidance Report for Q3 2017.**

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Los Angeles, CA, June 26, 2017 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the third quarter of 2017** for its Southern California member Radio stations, clients, advertising agencies, media buying services, PR firms, and the press, via its website at [www.scba.com](http://www.scba.com).

**The SCBA Quarterly Market Guidance Report** is the only comprehensive study into specific market conditions, 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 prior to each quarter and is designed to be used as a planning resource for Radio advertisers who are interested in the country's largest region as well as the largest Radio revenue market in the United States.

***“The SCBA Quarterly Market Guidance Report for Q3 2017 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 an informative guide for advertisers wanting factual information that will be useful in building their brands and their business with Southern California Radio.”***

**The SCBA Quarterly Market Guidance Report** is a forward looking analysis into the upcoming third quarter for Southern California and provides advanced planning and information into recommended strategies for agencies, clients, and its members.

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

The Southern California Broadcasters Association is a trade organization, celebrating its 79<sup>th</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.

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