



Celebrating 80 years as 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 Q1 2018.

Los Angeles, CA, December 19, 2017 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the first quarter of 2018** 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.

The SCBA Quarterly Market Guidance Report is the only comprehensive study in the nation 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 Q1 Radio and media 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.

“We are projecting growth in Q1 for a number of client categories; caution for others, as well as projected stability in our Southern California markets,” said SCBA President Thom Callahan. “increased ratings, anticipated political advertising, and a strong regional economy all point to an encouraging start to 2018.”

The SCBA Quarterly Market Guidance Report is a forward-looking analysis into the upcoming and critical first 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 79th 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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