



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

For Immediate Release:

Southern California Broadcasters Association President to Speak at J.D. Power/NADA Automotive Conference

Los Angeles, CA, November 15, 2017 – Southern California Broadcasters Association (SCBA) President, Thom Callahan, will be a featured speaker at the J.D. Power/NADA automotive industry event entitled; “Automotive Conference-LA” on November 28th in Los Angeles. <http://www.autoconferencela.com/node/21451>

The SCBA has been presenting their joint Nielsen/SCBA research study; “The Local Path to Automotive Purchase”, a compelling automotive report, to dealers, dealer associations, and their agencies throughout Southern California. The automotive study, which can be read at www.scba.com, reveals actual vehicle buyer preferences, and what media influences their buying decisions as well as their buying patterns.

The speaking engagement on November 28th at the Intercontinental hotel in downtown Los Angeles will represent the SCBA’s largest group presentation directly to the automotive industry. The J.D.Power/NADA Automotive Conference will attract about 400 auto industry guests including manufacturers, dealer groups, dealers, J.D. Power and National Automotive Dealer Association (NADA) management and agencies.

“The power and value of AM/FM Radio in Southern California to influence and motivate new and used vehicle buyers is made crystal clear in our Nielsen/SCBA automotive research study; “The Local Path to Automotive Purchase”, said Thom Callahan, President of the SCBA. “Our speaking engagement on 11/28 will use the compelling facts of this study to make our case for Radio’s use on a larger scale, directly to the automotive industry”, said Callahan.

The SCBA’s focus on the automotive category is to significantly enhance both the value and media use of Radio based on this study’s documented findings which provide Reach, Effectiveness, Efficiency, and most of all, Results for our member’s clients and their agencies. The goal of this appearance is to directly impact future media plans and to gain a larger role for Radio to increase vehicle sales.

“We are excited to be speaking directly to automotive senior management using the compelling facts of our Nielsen/SCBA study to not only build value, but to make Radio an even larger partner to the automotive industry”, said Callahan.

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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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Southern California Broadcasters Association
www.scba.com