



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

For Immediate Release:

Southern California Broadcasters Association Celebrates 80 Years of Continuous Service

Los Angeles, CA, December 11, 2017 – The Southern California Broadcasters Association (SCBA) will mark its 80th year of continuous service as the “Voice and Advocate” for Southern California Radio on December 13th, 2017, making the non-profit association the oldest and largest of its kind in the United States. The trade association was formed in Los Angeles on December 13th, 1937.

“The success and growth of the SCBA must be shared with the decades of professional and passionate previous SCBA presidents and the legendary Radio station membership that believed in the power of Radio advocacy”, said SCBA President Thom Callahan. “We owe so much to these visionary broadcasters that formed, sustained, and grew the SCBA over so many years”, said Callahan.

Today, the SCBA membership covers 52,000 square miles of Southern California and enjoys a weekly reach of 15.1 million listeners as well as an all-time high membership of 170 Radio stations. The SCBA offers in depth market research, job postings, and industry news and trends through their robust web site; www.scba.com as well as pro-active advocacy of Southern California Radio to clients, agencies, the press, and various client industry speaking engagements. The SCBA offers a meaningful path to attract new talent to Radio with its SCBA tuition scholarship, as well as ongoing training, coaching, and development of new sales professionals from member stations. The SCBA also studies and reports on key ad category industry trends and publishes its SCBA White Papers, Quarterly Market Guidance Reports, Flash Research, Category Alerts, SoCal Traffic data to its members via its web site.

“We are honored to lead and serve such a remarkable association with the professional and dedicated members of our executive committee and our board,” said Callahan. “The passion, belief, and love for Southern California Radio is as strong now as it was 80 years ago. The best is yet to come for the SCBA and its great member stations.”

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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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www.scba.com