



*News from the #1 Radio Revenue Market in the Country*

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*For Immediate Release*

## **Southern California Broadcasters Association Announces both Classroom and Online Spring 2015 Radio Sales Training Schedule**

Los Angeles, CA, February 18, 2015 – The Southern California Broadcasters Association (SCBA) announced today their exclusive Spring 2015 Southern California Broadcasters University (SCBU) Radio and Digital Sales Training Classes for both classroom and LIVE online enrollment. Both platforms of instruction are scheduled to begin the week of March 23, 2015.

**“With increasing demand from our outlying markets, the SCBA is excited to be offering our exclusive Radio sales training classes online as well as our LA- based classroom sessions this Spring,”** said Thom Callahan, SCBA President.

**“The idea is to eliminate both driving and geography as barriers to an SCBA Radio sales education,”** said Callahan.

Due to the dense Southern California traffic and the sheer size the SCBA’s ten county membership which covers 52,000 square miles of coverage, the pro-active Broadcast Radio trade organization has created a LIVE online version of its industry recognized sales training programs. The ten week interactive Radio and Digital Sales Training System will be taught by some of the leading sales managers in Southern California Radio with decades of Radio sales experience and knowledge of today’s Radio and digital environment. The online and classroom semester will also feature senior training specialists from Nielsen Audio and the SCBA. All class material and training content is reviewed and approved by the SCBA to ensure an effective training experience for all its students.

**“The SCBU Radio Sales Training System can now go into any size market to fully train and prepare new and newer sellers for a lasting and rewarding Radio sales career. Our new online system will be LIVE with enhanced interactive training and student participation,”** said Callahan.

**The SCBU Radio Sales Training System** is focused on New Business Development, Creative Selling Skills, Selling Sports and Event Sponsorships, Understanding Audience Measurement, Strategic Selling, Cold Calling in all its forms, Building Solid Business Relationships, and more. Each class follows a logical progression of learning to enhance retention and understanding by SCBU students. Class size is limited to ensure that all SCBU students receive a quality sales training experience. Enrolled students include new and newer sellers, sales

assistants looking for a Radio/Digital sales career, and sellers from other industries wanting Radio sales training to increase their value to potential Radio employers.

Open enrollment has begun. For more information on SCBU Sales Training Classes, please contact Ellen Dostal, Director of Events and Member Services at SCBA. 323-930-9958. [edostal@scba.com](mailto:edostal@scba.com)

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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 power and value of radio as an important part of any media mix aimed at Southern Californians. In addition to marketing presentations, the SCBA provides market research, sales training, and community outreach.

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For more information, Contact: Thom Callahan, President, 323-930-5597 [tcallahan@scba.com](mailto:tcallahan@scba.com)