



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

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*For Immediate Release*

## **SCBA President Posts “Push back on DERP”**

Los Angeles, CA, July 15, 2015 – Southern California Broadcasters Association President Thom Callahan uncovers the DERP surrounding Broadcast Radio. This latest “Thought Leader” media post, entitled “Push Back on DERP” is at [www.scba.com](http://www.scba.com). In it, he defines DERP as a “South Park” term used on the animated cable series. DERP means people who keep saying the same thing no matter how much evidence accumulates that it’s completely wrong.

**“Broadcast Radio is rock solid in so many ways in 2015, yet the DERP never seems to stop out there,” said SCBA President Thom Callahan. “We wrote “Push Back on DERP” as a vigorous defense of our industry from the misinformation clients keep hearing.”**

“Pushback on DERP” was written as a factual framework on the value of Radio in a time of enormous change and choices our listeners now must face. The good news message in this SCBA post is that consumers still prefer AM/FM Radio over any other audio source and with good reason. His post goes on to describe the impressive gains in listener time exposed to Southern California Radio as well as significant advertiser category growth.

**“Broadcast Radio remains the number one consumer choice for audio. Pure plays cannot entertain us, inform us, motivate us, or help us to connect with our communities. Radio and only Radio can do that,” said Callahan.**

His latest **Thought Leaders** is available at [www.scba.com](http://www.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 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 research, sales training, and community outreach.

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