



News from the #1 Radio Revenue Market in the United States

For Immediate Release

Southern California Broadcasters Association Releases its Quarterly Market Guidance Report for Q4 2015

Los Angeles, CA, September 9, 2015 – The Southern California Broadcasters Association (SCBA) has published its **SCBA Quarterly Market Guidance Report for Q4 2015** for clients, advertising agencies, media buying services and its Radio member stations, via its website at www.scba.com.

The SCBA Quarterly Market Guidance Report is a comprehensive look into Southern California Radio listenership trends, key advertising category trends, regional economic trends, competitive analysis, relevant industry trends, research highlights, and SCBA recommendations for Q4 Radio advertising strategies. The report is published each quarter and is designed to be used as a planning resource for Radio advertisers who are interested in the important market and consumer trends for the largest Radio revenue market in the United States.

“The SCBA Quarterly Market Guidance Report for Q4 has become a highly anticipated regional research tool for advertisers and our members, here in Southern California” said SCBA President Thom Callahan. “The report is extensively researched and written as a thoughtful guide for advertisers wanting factual information that is useful to their business.”

“This SCBA Guidance report showcases the dynamic Southern California Radio market in terms of listenership growth, critical categories to watch, and the competitive advantage that only Broadcast Radio can offer,” said Callahan.

The SCBA Quarterly Market Guidance Report provides specific market and business trends as well as regional information from a variety of sources including The Los Angeles Economic Development Corporation, The California Department of Employment, The Regional Business Journals, Miller Kaplan Arase X-Ray data reports and market summary reports, Nielsen Audio, The Wall Street Journal, The Los Angeles Times, The New York Times, Scarborough data, and up-to-the-minute local and regional market intelligence from its 175 member radio station network.

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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.

Considered the “Voice and Advocate” for Southern California Radio, the SCBA provides market research, sales training, and community outreach.

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