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For Immediate Release

Southern California Broadcasters Association Celebrates 79 Years of Continuous Service

Los Angeles, CA, December 12, 2016 – The Southern California Broadcasters Association (SCBA) announced today that Tuesday, December 13, 2016 will mark 79 years of continuous service to its AM/FM Radio members in Southern California.

To its knowledge, The Southern California Broadcasters Association is the longest running and largest association of its kind for AM/FM Radio advocacy in the United States. The non-profit association began its first day of operations on December 13, 1937 in Los Angeles, California.

“The rich and storied history of the SCBA is something all of our members and staff, past and present, can be very proud of”, said Thom Callahan, President of the SCBA. “We are honored to lead the SCBA today, and to all those who came before us, for their tireless service and professionalism that helped build the SCBA over nearly 8 decades. The best is yet to come for our members and the SCBA.”

The Southern California Broadcasters Association is “the voice and advocate” for its 165 member stations and operates as a 501C non-profit corporation in California. The SCBA provides a wide variety of services to both its members and advertisers including in depth Radio market research, client and member consultations, sales training, lobbying efforts for Radio industry issues, scholarship funds for area students wishing to pursue broadcasting careers, speaking engagements, and press and public relations. Additionally, the SCBA hosts the SCBA Outstanding Achievement in Radio Advertising Awards Luncheon, which honors regional CEO’s and their agencies.

The SCBA also publishes its SCBA Quarterly Market Guidance Report on regional market conditions, SCBA White Papers on a variety of topics, SCBA Flash Research which are quick facts about Radio, and a complete analysis of all competitive media. Visit us at www.scba.com to learn more about the SCBA and its mission.

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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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