



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

*For Immediate Release*

---

## **Southern California Broadcasters Association Releases its Extensive Quarterly Market Guidance Report for Q1 2017.**

Los Angeles, CA, December 12, 2016 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the first quarter of 2017** for its Southern California member Radio stations, clients, advertising agencies, media buying services, PR firms, and the press, via its website at [www.scba.com](http://www.scba.com).

**The SCBA Quarterly Market Guidance Report** is a comprehensive study into market conditions, Southern California Radio listenership trends, key advertising category trends, regional economic trends, competitive analysis, relevant industry trends, research highlights, and SCBA recommendations for Q1 Radio advertising strategies. The report is published prior to each quarter and is designed to be used as a planning resource for Radio advertisers who are interested in the country's largest region as well as the largest Radio revenue market in the United States.

**“The SCBA Quarterly Market Guidance Report for Q1 2017 is our most extensive report to date on the dynamic Southern California region,”** said SCBA President Thom Callahan. **“The report is researched and written as an informative guide for advertisers wanting factual information that will be useful in building their brands and their business.”**

**“This SCBA Q1 report highlights impressive consumer demand for AM/FM Radio content with weekly Cume and Average Time Exposed growing for Southern California Radio,”** said Callahan. **“With our leading ad categories projected to increase, a surging regional economy, solid job growth, and our enhanced competitive position with other media, Southern California Radio is well positioned for a solid Q1”**.

**The SCBA Quarterly Market Guidance Report** provides specific regional market and business trends for Southern California as well as specific industry information from a wide variety of recognized sources, all of which are documented in the report.

###

---

### **About Southern California Broadcasters Association**

The Southern California Broadcasters Association is a trade organization, celebrating its 79<sup>th</sup> 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.

---

**For more information contact Thom Callahan, President, SCBA**  
323-695-1000  
[tcallahan@scba.com](mailto:tcallahan@scba.com)



Southern California Broadcasters Association  
[www.scba.com](http://www.scba.com)