



*Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms in Southern California*

***For Immediate Release:***

**Southern California Broadcasters Association Releases its Quarterly Market Guidance Report for Q1 2019.**

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Los Angeles, CA, December 13, 2018 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the first quarter of 2019** 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 the only comprehensive study in the nation with specific 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 and media 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 utilizing Radio in the nation's largest region to grow market share and revenue.

***“With our extensive research studies documenting the power and value of Southern California Radio, four consecutive years of ratings growth, upward revenue trends among many of our client categories, and our clear focus on new business development” said SCBA President Thom Callahan. “We are excited and confident about a solid start to Q1 2019.”***

**The SCBA Quarterly Market Guidance Report** is a forward-looking analysis into the upcoming and critical first quarter for Southern California Radio and provides advanced planning and information into recommended strategies for agencies, clients, and its members.

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**About Southern California Broadcasters Association**

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting 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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