



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 New SCBA White Paper Report entitled “Automotive Overview for 2019”

Los Angeles, CA, January 30, 2019 – The Southern California Broadcasters Association (SCBA) has released today its latest **SCBA White Paper Report** entitled “Automotive Overview for 2019” via its web site at www.scba.com.

The SCBA White Paper Report is an in-depth analysis of a particular industry or topic that is directly relevant for its Broadcast Radio members and the industry. “Automotive Overview for 2019” factually describes the disruptive forces facing the automotive industry in the United States today and in the future. Additionally, the report challenges the auto industry’s focus on non-Radio digital platforms by making a compelling case for Broadcast Radio and the influence Radio advertising has on today’s auto buyers.

“**Automotive Overview for 2019**” further reveals that year over year vehicle sales have remained essentially flat to down over the past four years which highlights the SCBA’s case that media reallocation and a true ROI analysis of current ad spending by the automakers is urgently recommended.

“Based on factual research, it is our view that Broadcast Radio is the under rated and undervalued workhorse for the auto industry,” said SCBA President Thom Callahan. “Not only will 23% of auto buyers visit a dealership after hearing a Radio ad, but 1 in 10 will actually buy a vehicle after hearing a dealer Radio ad.” That is direct attribution!” Furthermore, Callahan states, “The auto industry must reevaluate its dependence on digital since increased digital ad spending has not delivered increased retail sales. Spending 63% of automotive ad budgets with digital is not sustainable.”

The SCBA White Paper Reports were created to provide more in-depth information for member stations. Previous SCBA White Paper Reports include topics such as E-Commerce Basics to Know, Consumer Response to Broadcast Radio vs. Pandora, and Consumer Response to Broadcast Radio vs. digital and social media. All the SCBA White Paper Reports can be found at www.scba.com

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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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