



Celebrating 80 years as the Voice and Advocate for AM/FM Radio and its Digital Platforms in Southern California

For Immediate Release:

Southern California Broadcasters Association Releases its Extensive Quarterly Market Guidance Report for Q2 2018.

Los Angeles, CA, March 15, 2018 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the second quarter of 2018** for its Southern California member Radio stations, clients, advertising agencies, media buying services, industry associations, PR firms, and the press, via its website at www.scba.com.

The SCBA Quarterly Market Guidance Report is the only comprehensive study in the nation into 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 upcoming Q2 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 the country's largest economic region as well as the largest Radio revenue market in the United States.

“With an impressive four-year growth pattern in Southern California Radio listenership, remarkable new business development efforts by our members, and a regional economy that is leading the nation, We are confident about the second quarter of 2018”, said SCBA President Thom Callahan.

The SCBA Quarterly Market Guidance Report is a forward-looking, factual analysis into the upcoming and seasonally critical second quarter for Southern California Radio and its clients. Additionally, the Report provides advanced planning and information into recommended strategies for agencies, clients, and its members. Moreover, The SCBA report details the four year Radio listening growth trends, highlights the economic growth of nine important trading counties, analyzes and tracks 31 of the largest Radio ad categories, reports on competitive media including non-radio digital platforms, Pure play platforms, and social media trends and issues, as well as key market and regional media developments.

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About Southern California Broadcasters Association

The Southern California Broadcasters Association is a trade organization, celebrating its 80th 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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