



The Voice and Advocate of Southern California Radio for 81 Years

For Immediate Release: SCBA Scholarship Fund Applications Now Open

LOS ANGELES, CA, August 26, 2019 – The Southern California Broadcasters Association (SCBA) announced today that the **SCBA Scholarship Fund** is now accepting applications from qualified students attending an accredited college or University in Southern California. The criteria for award consideration by the selection committee includes GPA, community service activity, and documented study, interest, and work focused on Broadcast Radio.

The SCBA Scholarship Fund is managed by the California Community Foundation and an independent selection committee. The SCBA Scholarship fund was created with private donations in 2004 to encourage and support Southern California students interested in a Radio career. Three scholarship awards are available each year by the SCBA in honor of three legendary, former Southern California Radio executives; Stan Spero, George Nicholaw, and Ben Hoberman. Each award is for \$5,000, which is given directly to each winner's school.

“Our SCBA members are committed to developing and training the next generation of Radio greats in management, sales, programming, talent, social media, web development, engineering, event marketing, and promotion,” said Thom Callahan, SCBA President. “With the SCBA Scholarship Fund, our goal is to attract the best and brightest to Radio.”

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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