



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 Q4 2019.

Los Angeles, CA, September 9, 2019 – The Southern California Broadcasters Association (SCBA) has published its extensive **SCBA Quarterly Market Guidance Report for the fourth quarter of 2019** for its Southern California member Radio stations, clients, advertising agencies, media buying services, political consultants, 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 with specific market conditions, Southern California Radio qualitative listener trends, key advertising category trends, regional economic trends, competitive analysis, relevant industry trends, research highlights, and SCBA recommendations for Q4 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 four major retail holidays, consumer spending at record highs, the potential of political revenue, and solid growth from many of our largest ad categories, Q4 revenue will be significant for Southern California Radio”, said SCBA President Thom Callahan. “Our members are prepared and positioned for a great finish to 2019”, said Callahan.

The SCBA Quarterly Market Guidance Report is a forward-looking analysis into the upcoming and critical fourth quarter 2019 advertising activity for Southern California Radio. The report provides advanced planning, research, 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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