

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

## **FOR IMMEDIATE RELEASE:**


### **The Southern California Broadcasters Association Board of Directors Elect New Officers and Appoint a President for the 2021 – 2023 Term**

**Los Angeles, CA, January 26, 2021** – The Southern California Broadcasters Association (SCBA) announced today the election of new officers for the 2021 – 2023 term. The new executive committee members for the new term beginning February 1, 2021 through January 31, 2023 are:

- Kevin LeGrett, Los Angeles Region/Southwest Division President, iHeart Media - **CHAIRMAN**
- Terry Fahy, Western Region Vice President, Salem Media Group – **VICE-CHAIRMAN**
- Sabina Widmann, President/Regional Radio General Manager, Univision Communications San Diego – **SECRETARY**
- Melissa Forrest, President, iHeart Media San Diego – **TREASURER**
- Jeff Federman, Regional President, Entercom Communications – **AT-LARGE OFFICER**
- Chris Fleming, Executive Vice President, El Dorado Broadcasters – **AT-LARGE OFFICER**
- Otto Padron, President & COO, Meruelo Media – **AT-LARGE OFFICER**

“The SCBA is very fortunate to attract the caliber and character of these very talented professionals, all of whom have a passion and focus for our association and our industry,” said SCBA President Miles Sexton. “These broadcasters bring a tremendous amount of experience and accomplishments to their positions on the board. They also represent a cross section of the diverse types and sizes of broadcasting companies and markets that compose the SCBA,” said Sexton.

Separately, the executive officers have appointed Miles Sexton to a concurrent 2-year term as President of the SCBA after having served as the Interim President for the past year. Mr. Sexton has extensive experience in all facets of broadcasting and has held senior corporate management, general management, and sales management positions in major, medium, and small markets. Kevin LeGrett, Chairman of the SCBA, commented: “The Southern California Broadcasters Association is thrilled to have Miles Sexton as our President. Miles knows the inner workings of the organization as a past member and chairman of the board. His ability to problem-solve, increase collaboration among members, and his deep skill set of developing strategic long and short-term plans have been invaluable to us as we navigate these choppy times. The SCBA is in great shape and poised for future growth under the leadership of Miles!”



All SCBA member Radio stations are board members with full voting rights on SCBA business. Additionally, the SCBA board of directors elects an executive committee, which is considered officers of the board, and helps provide strategic and management expertise to the 170-member trade association.

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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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