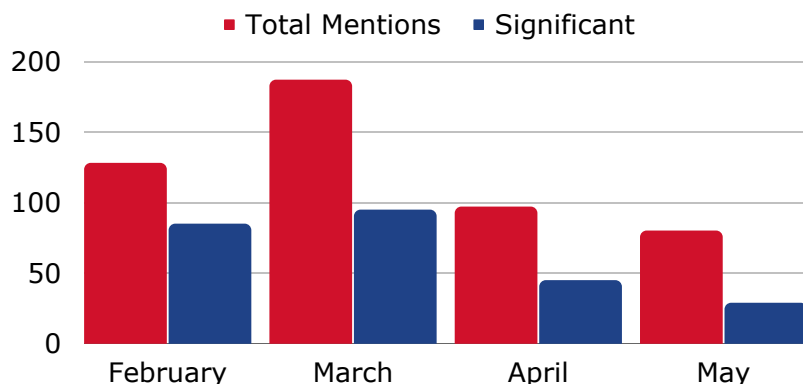




# MEDIA DASHBOARD TOTALS

May 12 - June 19, 2023

## Media Coverage



## Estimated Ad Value:

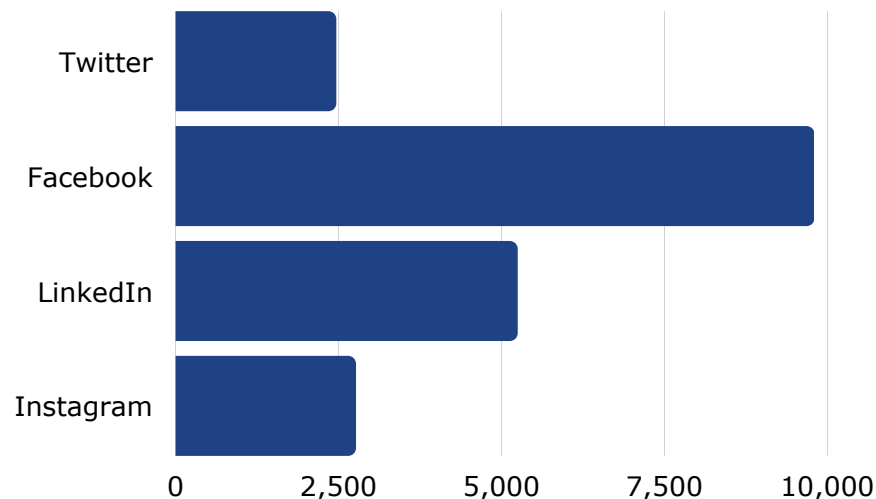
**\$33,322**

Total Mentions include all mentions of the Chamber from print, radio, TV, and online sources.

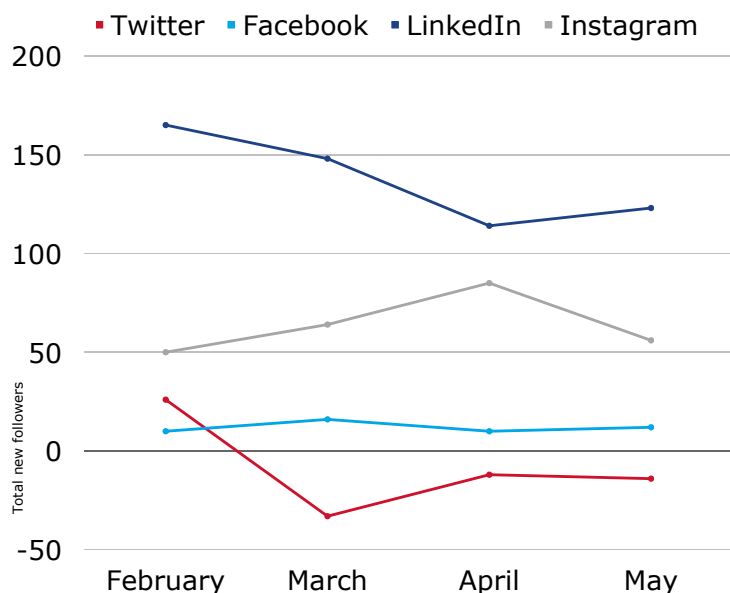
Significant are those mentions which include a quote, are the result of proactive outreach, or address a core Chamber initiative.

## Social Media - Reach

Total number of people who saw @sdchamber content on all Social Media Platforms.



## Social Media - New Followers



**Percent Increase  
(Last 30 Days)**

**Twitter - 0.05%**

**Facebook - 0.2%**

**LinkedIn + 1%**

**Instagram + 1%**

**#DCINSD**

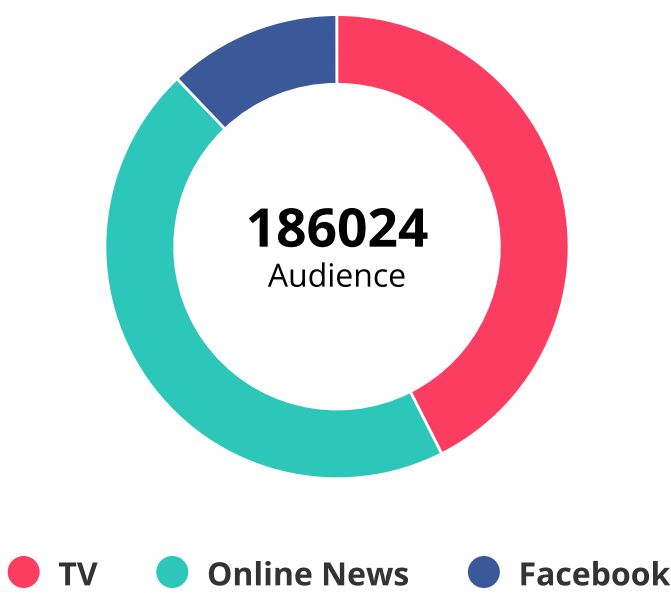
[Click to see all hashtag mentions](#)

Sections

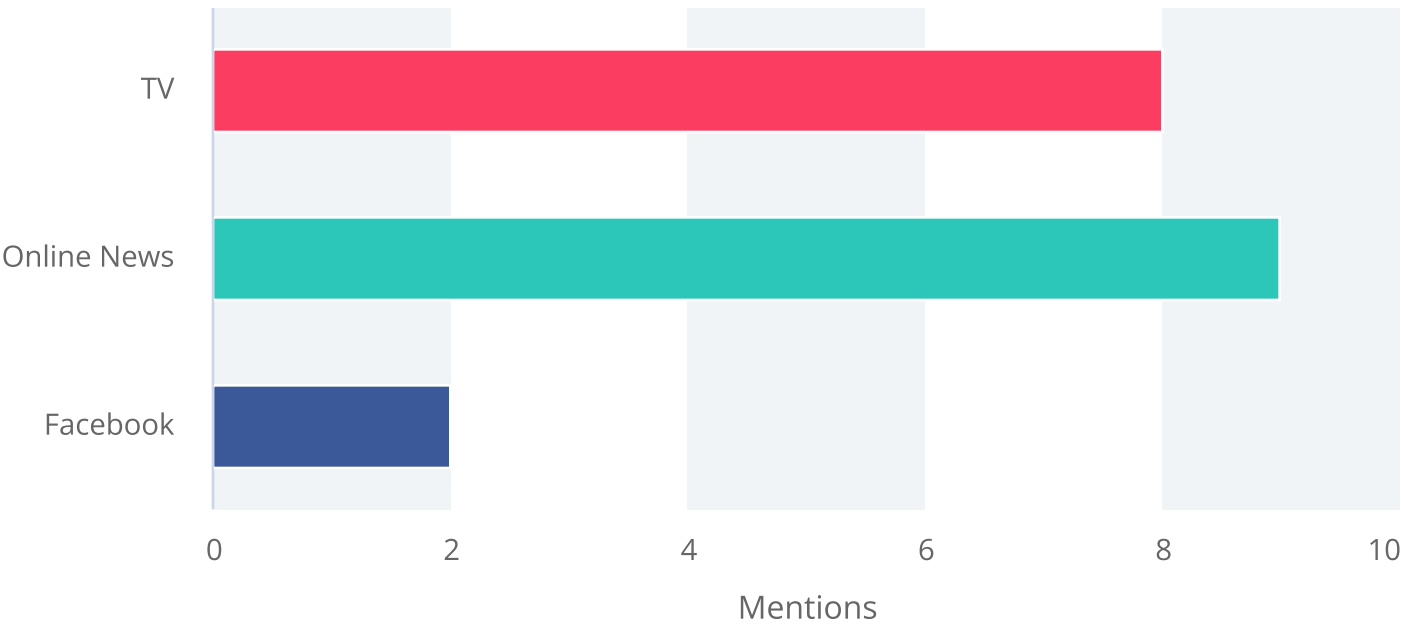
| [tv/radio/online \(13\)](#)

Mention Analytics

Audience by Media Type



Mentions by Media Type



	Total National TV Audience 79,152	Total National TV Publicity USD \$33,322	Total Local TV Audience 79,152	Total Local TV Publicity USD \$33,322
	Total Online News Audience 84,347	Total Online News Publicity USD \$1,290		
	Total Social Followers 22,525			

Total Number of Clips 19



**NBC 7 News at 6**

**Time** Jun 2, 2023 9:09 PM EDT  
**Local Broadcast Time** 6:09 PM PDT  
**Category** News  
**Call Sign** KNSD (NBC)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 16,478  
**Est. National Publicity Value** USD \$4,655  
**Est. Local Audience** 16,478  
**Est. Local Publicity Value** USD \$4,655

the cuts that were going to be made to the food program. and they are going to disproportionately hurt women and women of color in particular. i would never vote for something like that. >> Reporter: each year during the luncheon attendees are allowed to submit questions for the q & a portion which gives a little insight into how they feel about the solutions discussed. kelvin henry, nbc 7. >>> the **san diego regional chamber** of commerce says congressm congressman darryl isa was invited but could not be there due to a scheduling conflict. >>> a nice day out there. it turned out to be a sunny day. hopefully you're soaking it all up and enjoying it on this beautiful friday. downtown right now 66 with very calm winds overall across the county right around 10, 15 miles per hour. that's about it. temperatures, because of high pressure building in and the clearing that we had today with



**FOX 5 News at 11:00pm**

**Time** Jun 3, 2023 2:16 AM EDT  
**Local Broadcast Time** 11:16 PM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 2,699  
**Est. National Publicity Value** USD \$1,568  
**Est. Local Audience** 2,699  
**Est. Local Publicity Value** USD \$1,568

this is a bad deal for the american people. >> now the bill also expand work requirements for some food stamp recipients, retain unspent covid relief money andreessen some irs funding. kathleen. >> all right, thank diego leaders coming together as well today to talk about some of the federal issues they say matter most to the california baja region. that includes childcare, immigration reform and affordable housing to name a few. it was held by the **san diego regional chamber** of commerce, as well as the san diego congressional delegation. leaders had a chance to say where they stand on a number of these issues, including the new debt ceiling agreement. other issues talked about included the economy, recession and bipartisanship. local representatives, mike llevan, sara jacobson, scott peters and long vargas were all in attendance. borrowers will have to resume paying their student loans within the next few months. the pandemic era pause on student loans will end by late august. meantime, congress also



## Longtime San Diego arts champion Alan Ziter to retire this week after 37 years promoting city culture

**Date Collected** Jun 11, 2023 9:19 AM EDT  
**Category** Digital News  
**Source** [San Diego Union Tribune](#)  
**Author** Pam Kragen

**Est. Audience** 58  
**Est. Publicity Value** USD \$1  
**Market** San Diego, CA  
**Language** English

... and the arts funding was restored. From that success came the San Diego Regional Arts & Culture Coalition, which Ziter co-founded with the goal of raising money for the city's arts commission. Ziter also served for seven years on the board of the San Diego Tourism Authority and three years on the **San Diego Regional Chamber** of Commerce board, where he chaired the Arts & Business Committee.

In the late 1980s, the AIDS epidemic was devastating the San Diego theater and dance communities. In response, Ziter launched Creative Response for the Arts, a nonprofit that hosted fund-raising theater and concert performances for ...



## Preocupa falta de infraestructura para cargar tráileres eléctricos del lado mexicano

**Date Collected** May 21, 2023 9:29 PM EDT  
**Category** Digital News  
**Source** [El Sol del Tijuana](#)  
**Author** Eduardo Jaramillo Castro

**Est. Audience** 24,454  
**Est. Publicity Value** USD \$475  
**Market** Mexico  
**Language** Spanish

La entrada en vigor del uso obligatorio de camiones eléctricos en el estado de California a partir del 2024, es una situación preocupante por la falta de infraestructura para su operación del lado mexicano, dijo **Kenia Zamarripa** Villa, directora de Asuntos de Comercio Internacional para la Cámara Regional de Comercio de San Diego.

Señaló que desde el 2022 autoridades californianas trabajaron en la creación de una ley para acelerar la transición de los vehículos eléctricos de carga, con el objetivo de disminuir las ... paulatinamente empezando con el 10% en el 2024.

"Estas regulaciones que ya fueron aprobadas el mes pasado, impactarán a cualquier camión que opere en California, independientemente si es un camión de México que está llevando mercancía y vaya a algún puerto o a lo largo de California", apuntó **Kenia Zamarripa**.

Esta situación preocupa al sector industrial de ambos lados de la frontera porque Baja California no tiene la infraestructura para construir estaciones de recarga para los camiones eléctricos, lo que perjudicaría el traslado de mercancía.

La directora comentó que recientemente cámaras ...



## Preocupa falta de infraestructura para cargar trailers eléctricos del lado mexicano

**Date Collected** May 21, 2023 9:20 PM EDT  
**Category** Digital News  
**Source** [El Sol del Tijuana](#)  
**Author** Eduardo Jaramillo Castro

**Est. Audience** 24,454  
**Est. Publicity Value** USD \$475  
**Market** Mexico  
**Language** Spanish

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FOX 5 News at 7:30pm

Time Jun 2, 2023 10:36 PM EDT  
Local Broadcast Time 7:36 PM PDT  
Category News  
Call Sign KSWB (Fox)  
Market DMA: 30 San Diego, CA  
Language English

Est. National Audience 4,838  
Est. National Publicity Value USD \$1,708  
Est. Local Audience 4,838  
Est. Local Publicity Value USD \$1,708

>> and affordable housing just to name a few. the discussion was held by the **san diego regional chamber** of commerce, as well as the san diego congressional delegation. and today leaders have a chance. >> to say where they stand on a number of federal issues, including the new debt ceiling deal. here's what local representative sara jacobson had to say. >> people were really taken united states to begin >> also talked about the impact. those issues. haven't our region's business climate other issues talked about today included the economy in recession. the new debt ceiling agreement and bipartisanship, local representatives, mike levin, scott peters, sara jacobson, you saw there and juan vargas were all in attendance. there was also nearly 400 business and other community leaders. long

tv/radio/online

Mentions 13



Fernando Espinosa has been Inducted into the Prestigious Marquis Who's Who Biographical Registry

Date Collected Jun 14, 2023 3:02 AM EDT  
Category Digital News  
Source [24-7PressRelease.com](#)

Est. Audience 34,780  
Est. Publicity Value USD \$336  
Market Canada  
Language English

... of the Board of Directors of the National Association of Personal Services, where he received the District Director of the Year award in 2013.

Fernando's company maintains a strong presence in the business community and holds memberships in various organizations. They are a Gold member of the **San Diego Regional Chamber** of Commerce, a President's level member of the Tijuana Economic Development Council, a member of the Human Capital Committee of Tijuana's INDEX (Mexico's National Maquiladora and Manufacturing Association), a President's level member of the San Diego South County Economic Development Council, a ...



Joey L. Jerome, MSW, HMC

Date Collected Jun 6, 2023 8:38 PM EDT  
Category Blog  
Source [Marquis Who's Who Humanitarian Award](#)  
Author Who's Who Site Administrator

Market United States  
Language English

Title: Director of Military Relations Operations  
Company: Armed Services YMCA  
Location: Santee, California, United States

Affiliations/Associations/Societies:  
GI Film Festival Healthy Adventures Foundation National Association of Social Workers North San Diego Business Chamber **San Diego Regional Chamber** of Commerce San Diego Regional East County Chamber of Commerce United Service Organizations Inc. United States Navy University of Phoenix University of Southern California USS Midway Museum  
Achievements:  
Honoree, Distinguished Worldwide Humanitarian Award (2023) Featured Member, ...



Scott Peters

Time Jun 6, 2023 4:09 PM EDT  
Type Post  
Language English

Followers 15.2K

It was great to join my [#SanDiego](#) colleagues last week for another productive **San Diego Regional Chamber** of Commerce Congressional Luncheon. We discussed the debt ceiling bill, clean energy transmission, housing, immigration reform, and more. Our continued collaboration makes our region stronger.



WWW.CBS8.COM

**San Diego congressional leaders attend San Diego luncheon following debt ceiling vote**

Mike Levin, Scott Peters, Sara Jacobs and Juan Vargas took part in the annual San Diego Regional Chamber of Commerce event.



 **Representative Mike Levin** 

**Time** Jun 6, 2023 11:16 AM EDT

**Type** Post

**Language** English

 **Followers** 7.3K

 10

Our local businesses are critical to our economy.

That's why I joined **San Diego Regional Chamber** of Commerce for the annual Congressional Luncheon to hear directly from business owners in the community about their top priorities and discuss how federal funding will impact our region.



 **CBS 8 News Live at 11pm**

**Time** Jun 3, 2023 2:08 AM EDT

**Local Broadcast Time** 11:08 PM PDT

**Category** News

**Call Sign** KFMB (CBS)

**Market** DMA: 30 San Diego, CA

**Language** English

**Est. National Audience** 12,489

**Est. National Publicity Value** USD \$7,044

**Est. Local Audience** 12,489

**Est. Local Publicity Value** USD \$7,044

 11

ahead of monday's deadline when the treasury secretary said the u.s. would start running short of cash to pay its bills. and we got to from four of san diego's five congressional leaders on that debt ceiling deal today. the democrats were taking part in a panel the us grand hotel downtown. i don't like the way that that happened. i'm glad we averted it but we have to figure out a way to work together as a congress outside of this crisis situation. but the fact of the matter is we should have never been in the position that we were where there was even a question that the united states was going to pay our debt. we had to prevent catastrophic default. and i'm very happy and relieved that we did. we never should have negotiated this. the debt ceiling is something we shouldn't negotiate. it's bills that have already been spent. republican darrell issa did not. today's event was put on by the **san diego regional chamber** of commerce. vargas was the only no vote on the deal from california. the last minute deal could still cost



 **FOX 5 News at 10:00pm**

**Time** Jun 3, 2023 1:12 AM EDT

**Local Broadcast Time** 10:12 PM PDT

**Category** News

**Call Sign** KSWB (Fox)

**Market** DMA: 30 San Diego, CA

**Language** English

**Est. National Audience** 11,521

**Est. National Publicity Value** USD \$7,854

**Est. Local Audience** 11,521

**Est. Local Publicity Value** USD \$7,854

 12

awful lot of good for america. republicans like south carolina senator lindsey graham voted against the bill because it limits defense spending. that was wrong. >> to give a defense number inconsistent with the threats we face. ohio senator jd vance also opposed it arguing that will actually increased federal spending when read the fine print, you realize that this is a bad deal for the american people. >> the bill also expand work requirements for some food stamp recipients, retain unspent, covid relief, money and rescind some irs funding. definitely. well, if people aren't completely happy on both sides, you know, in fact, it was a compromise. exactly. all right. thank you so much. >> well, san diego leaders coming together today as well to talk about some of the federal say matter most to the california baja region. that includes childcare, immigration reform and affordable housing to name a few. it was held by the **san diego regional chamber** of commerce as well as the san diego correct congressional



delegation leaders had a chance to say where they stand on a number of these federal



FOX 5 News at 5:00pm

13

**Time** Jun 2, 2023 8:33 PM EDT  
**Local Broadcast Time** 5:33 PM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 10,703  
**Est. National Publicity Value** USD \$3,103  
**Est. Local Audience** 10,703  
**Est. Local Publicity Value** USD \$3,103

discussion was held by the **san diego regional chamber** of commerce, as well as the san diego congressional delegation. today, the leaders had their chance to say where they stand on a number of federal issues, including the new debt ceiling agreement. here's what local representative sara jacobson had to say. >> people were really taken hostage united states to begin >> other issues discussed today, the economy, recession and bipartisanship, local representatives mike leavens scott peters and juan vargas were all in attendance today. nearly 400 businesses and other community leaders were also there. >> president biden is now warning of major changes to america's military as



The Four

14

**Time** Jun 2, 2023 7:33 PM EDT  
**Local Broadcast Time** 4:33 PM PDT  
**Category** News  
**Call Sign** KFMB (CBS)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 14,208  
**Est. National Publicity Value** USD \$5,141  
**Est. Local Audience** 14,208  
**Est. Local Publicity Value** USD \$5,141

deal welcome back to the fore i'm heather myers. i'm carlos chicano today for san diego's five congressional leaders took part in a lunchtime panel at the us grant hotel downtown. this comes just a day after the debt ceiling deal approved. shannon handy has more on that and what else was discussed. this is an annual event put on by the **san diego regional chamber** of commerce. now aside from the debt ceiling vote, the representatives talked about other things impacting san diego including affordable housing and immigration reform and we wouldn't have been able to pay our bondholders. democrats mike levin, scott peters, sarah jacobson and wong vargas took center stage at the us great hotel today. republican darrell isiah was not in attendance. the four congressional leaders spoke to a crowd of 400 local business and community members, many of whom provided and topics they want to discuss.



FOX 5 News at 4:00pm

15

**Time** Jun 2, 2023 7:14 PM EDT  
**Local Broadcast Time** 4:14 PM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 6,216  
**Est. National Publicity Value** USD \$2,249  
**Est. Local Audience** 6,216  
**Est. Local Publicity Value** USD \$2,249

palace much as they can before the time runs out. that is i fear will happen with with no dollar amount said and the limit suspended congress will consider setting a new debt limit in 2025. after the next presidential election in washington. molly henneberg, fox news. >> time now for your am market update. o if you wondered how wall street might react to such news of the limit deal coming to fruition, there's your answer on your screen right now. the dow up more than 700 points here to end the big reaction from investors, nasdaq up nearly one 40 and p 500 was up. 61. all right. taking a leaders came together today to talk about some of the federal issues that they say matter most to the california bihar region. those issues include child care, immigration reform and affordable housing just to name a few. the discussion was held by the **san diego regional chamber** of commerce, as well



Daily Business Report: Thursday, June 1, 2023

16

**Date Collected** Jun 1, 2023 9:02 AM EDT  
**Category** Digital News  
**Source** [San Diego Metropolitan Magazine](#)

**Est. Audience** 543  
**Est. Publicity Value** USD \$2  
**Market** Encinitas, CA  
**Language** English

... is to inspire women everywhere to free their inner goddess; to love their bodies, embrace their sensuality, their natural beauty, and their divine feminine power within, according to the company's website.  
2023 Congressional Luncheon to be staged Friday at U.S. Grant Hotel  
SAN DIEGO — **San Diego Regional Chamber** of Commerce will bring members of the San Diego Congressional Delegation together for a panel discussion at the annual Congressional Luncheon on Friday, June 2. This unscripted conversation will cover some of the most critical issues facing Congress and the policy and legislation that directly ...



Lacking Infrastructure Hampers Border Trade in Baja California

17

## Market Mexico

**Category** Digital News

**Language** English

**Source** Mexico Business News

... the infrastructure to charge them.

The government of California is planning to transition from fossil fuel-powered units to electric trucks by 2035. According to California's plan, 10% of the fleet must be electrified by 2024. However, Kenia Zamarripa, Director of International Business Affairs, **San Diego Regional Chamber of Commerce**, believes that the real challenge remains on the Mexican side of the border, as Baja California does not have the infrastructure to charge these trucks. "These regulations were approved the past month. They will impact every truck that crosses California, no matter if it is a Mexican ...



## [Former Theranos Founder, Convicted Felon & San Diego Resident Elizabeth Holmes Must Report To Prison | Exploring Her Close Ties To A San Diego Hotel Behemoth](#)



18

**Date Collected** May 25, 2023 6:21 PM EDT

**Market** United States

## Category Blog

Language English

**Source** [SanDiegoVille](#)

**Author** Unknown

... addition to being a hotel magnate, Bill L. Evans owns one of the most exclusive private antique and classic car collections in the country. He has also sat on important regional boards, including being a former District Chairman for the San Diego Tourism Marketing board; a past board member of the **San Diego Regional Chamber** of Commerce; headed the Convention Center Corporation Board of Directors for a period; was a board member and past president of the San Diego Hotel-Motel Association; was past President of the Mission Bay Lessees Association; and served on the boards of both the San Diego Convention and Visitors ...



## The colors of the rainbow or a Thin Blue Line: La Mesa again debates what symbols to fly outside city hall



19

**Date Collected** May 24, 2023 9:22 PM EDT

**Est. Audience 58**

**Category** Digital News

**Est. Publicity Value** USD \$1

**Source** [San Diego Union Tribune](#)

## Market San Diego, CA

Language English

... use of the Santee YMCA drew hundreds of furious protestors.

One speaker said seeing a Pride flag several years ago in Hillcrest gave her the courage to come out to her parents.

"I'm not being dramatic when I say that seeing that flag that day saved my life," said Lauren Cazares, an adviser to the **San Diego Regional Chamber** of Commerce and a candidate for La Mesa's council.

The city first raised the Pride flag in 2020.

The next year, Laura Lothian won a seat on the council in a special election, and another victory at the ballot in November ensured a Republican voice would stay on the largely progressive council. ...

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