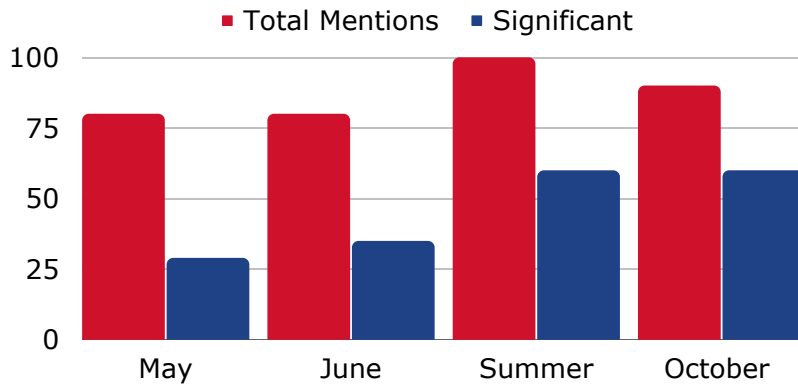




# MEDIA DASHBOARD TOTALS

September 13 to October 13, 2023

## Media Coverage



## Estimated Ad Value:

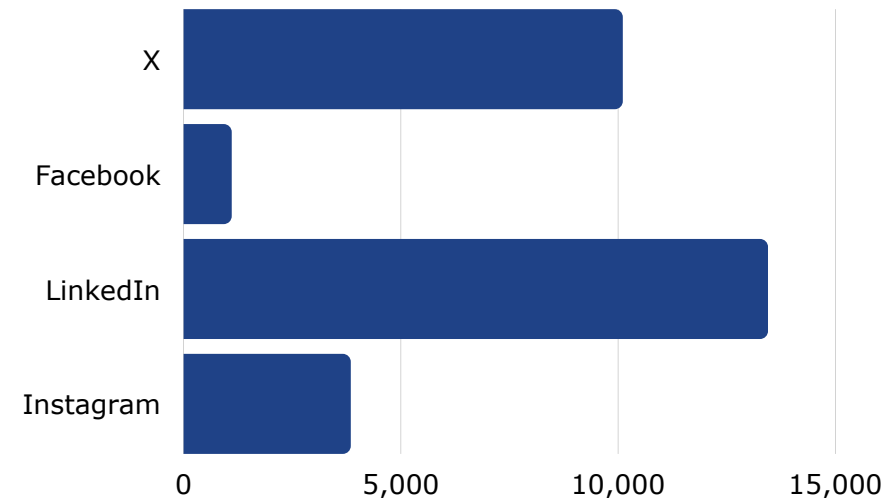
**\$350,862**

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

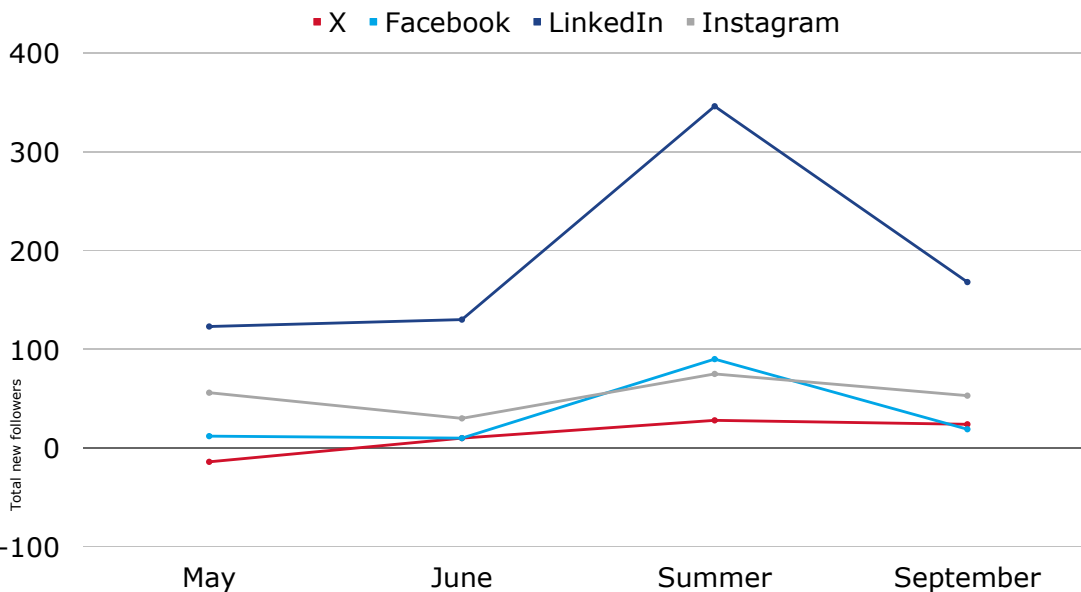
Significant are those mentions which include a quote, are the result of proactive outreach, or address a core Chamber initiative.

## Social Media - Reach

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



## Social Media - New Followers

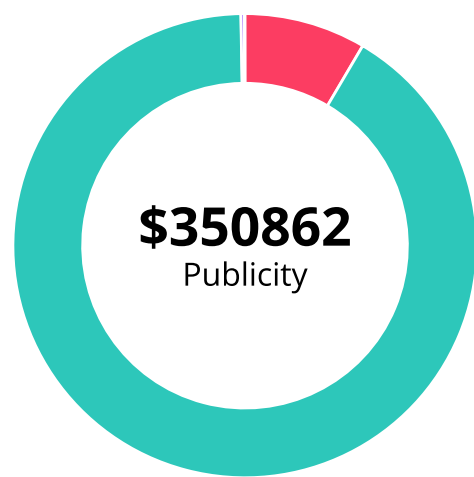


**#SDinCDMX**

[Click to see all hashtag mentions](#)

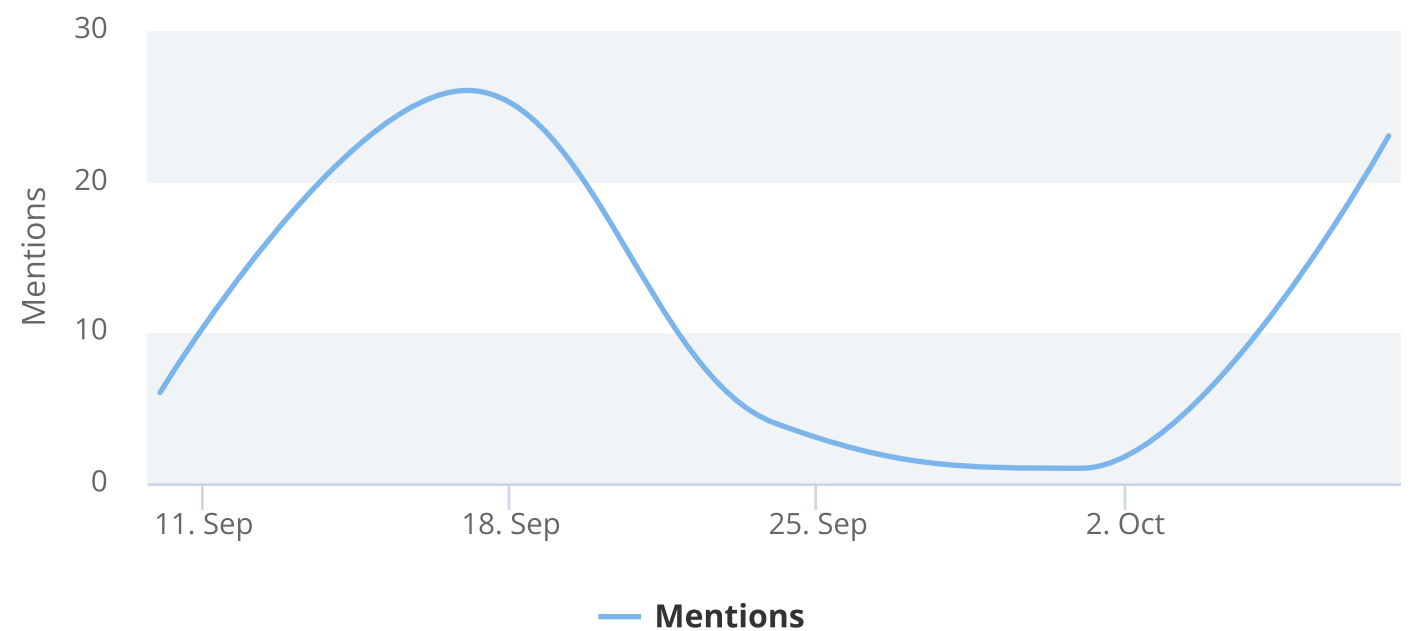
## Mention Analytics

Publicity by Media Type



● TV ● Online News ● Radio ● Instagram ● Facebook

Mentions by Time



<b>Total National TV Audience</b> 53,713	<b>Total National TV Publicity</b> USD \$29,756	<b>Total Local TV Audience</b> 53,713	<b>Total Local TV Publicity</b> USD \$29,756
<b>Total Radio Audience</b> 518,633		<b>Total Publicity Value</b> USD \$857	
<b>Total Online News Audience</b> 14,154,103		<b>Total Online News Publicity</b> USD \$320,137	
<b>Total Social Followers</b> 35,835		<b>Total Social Publicity</b> USD \$112	

Total Number of Clips 60



### **10News This Morning at 5am**

**Time** Oct 9, 2023 8:40 AM EDT  
**Local Broadcast Time** 5:40 AM PDT  
**Category** News  
**Call Sign** KGTV (ABC)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 5,468  
**Est. National Publicity Value** USD \$5,021  
**Est. Local Audience** 5,468  
**Est. Local Publicity Value** USD \$5,021

project. we spoke with the president of the **san diego regional chamber** of commerce ahead of meetings tomorrow. he elaborated on the importance of the 2 nations working together. >> basically the california border it is really for every job have the jobs created in san diego it's integrated supply chain they're up 368,000 jobs on the mexican side. >> a group will return from mexico on wednesday. the city of chula vista is seeing more and more people experiencing homelessness. they believe it's related ordinances and rules passed in neighboring cities like san diego's camping ban. chula vista just finished a september point in time. homeless count found a majority of the people that they talked with were not originally from chula vista. the city says since february partner, groups and organizations have provided housing to about 162 people or



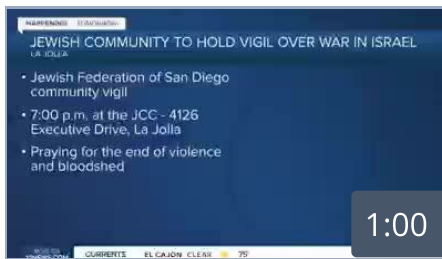
### **FOX 5 News at 1:00pm**

**Time** Oct 9, 2023 4:12 PM EDT  
**Local Broadcast Time** 1:12 PM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 3,175  
**Est. National Publicity Value** USD \$1,292  
**Est. Local Audience** 3,175  
**Est. Local Publicity Value** USD \$1,292

posted a survey online and those interested can take a look at the 3 proposed projects. developers say remodeling the 57 year-old pier will

protected as sea levels continue to rise. if you'd like to take the survey, just go to our website. fox 5 sandiego dot com. we have a link for you under the seen on fox 5 tab. around 90 businesses and community leaders from san diego and baja, california are in mexico city in an effort to champion u.s. mexico relations. so the **san diego regional chamber** of commerce, binational delegation include san diego, mayor todd gloria and county supervisor chair woman nora vargas. the group has a list of priorities aimed at strengthening economic ties between the 2 nations. so the trip is expected to continue through wednesday. >> some drivers near barrio logan are dealing with some delays today us and that crews are working on the bayshore bikeway project is a temporary four-way stops along harbor drive last about 2 o'clock. so



### **10News MIDDAY**

3

**Time** Oct 9, 2023 2:41 PM EDT  
**Local Broadcast Time** 11:41 AM PDT  
**Category** News  
**Call Sign** KGTV (ABC)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 9,806  
**Est. National Publicity Value** USD \$4,282  
**Est. Local Audience** 9,806  
**Est. Local Publicity Value** USD \$4,282

know every voice matters and they will be praying to end the violence. the vigil tomorrow night starts at 7 on the field of the jcc in la jolla. meanwhile, the san diego county office of education is offering resources to teachers and parents so they can discuss the war with their children. in a statement, the coe wrote, california is home to students and staff with cultural ties to israel and palestine as educators. we must make sure we provide a safe space for all members of our community to learn about current events and process their emotions. san diego mayor todd gloria board of supervisors chair nora vargas are leading a delegation to mexico city this week. they'll meet with their counterparts south of the border and talk about issues that affect both of our region's. that includes the sewage flowing into san diego from the tijuana river, as well as wait times in the border in the otay mesa border crossing project. we spoke with the president of the **san diego regional chamber** of commerce ahead of meetings tomorrow. he elaborated on the importance of our 2 nations



### **FOX 5 Morning News at 9:00am**

4

**Time** Oct 9, 2023 12:07 PM EDT  
**Local Broadcast Time** 9:07 AM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 4,361  
**Est. National Publicity Value** USD \$1,966  
**Est. Local Audience** 4,361  
**Est. Local Publicity Value** USD \$1,966

>> around 90 business and community leaders from san diego of baja, california are in mexico city, an effort to champion u.s. mexico relations. the **san diego regional chamber** of commerce by national delegation includes san diego, mayor todd gloria and county supervisor chair woman nora vargas. the group has a list of priorities aimed at strengthening economic ties between the 2 nations but trip expected to continue through wednesday. >> hundreds of migrants are being released into san diego daily. eric richards has a look at a church helping those without a place to go. hi, good morning. you know, local groups providing assistance are relying on donations more than ever right now. >> we're told that need urgent. so groups are hoping for volunteers over those donations to help keeping operations running. no one place providing some help is gets money church. that's in isidro. it's been taking on many of the needs, including clothing, food, shelter, a phone to make a call right at the airport along with much more now, while the church has been serving migrants for the



### **FOX 5 Morning News at 7:00am**

5

**Time** Oct 9, 2023 10:06 AM EDT  
**Local Broadcast Time** 7:06 AM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 4,881  
**Est. National Publicity Value** USD \$2,224  
**Est. Local Audience** 4,881  
**Est. Local Publicity Value** USD \$2,224

injuries. about an hour later. that suspect barricaded himself inside of a home on madrid way that was believed to be armed. that suspect surrendered around 9.30. sheriff's deputies say the incident may have started a domestic dispute. owner monitors just installed in the south bay have already confirmed elevated levels of gas is in that area. according to the union tribune, the new monitoring station shows levels of hydrogen sulfide. >> exceed state standards. that is one of the main components of sewer gas. cal osha says the levels detected are above typical background concentrations, but they are below the levels that cause nausea, headaches or loss of sleep. the hope is that the centers will help officials determine if the sewage problem is getting any better or worse. >> around 90 business and community leaders from san diego baja, california, are in mexico city in an effort to champion u.s. mexico relations. the **san diego regional chamber** of commerce's by national delegation



### **FOX 5 Morning News at 4:30am**

6

**Time** Oct 9, 2023 7:39 AM EDT  
**Local Broadcast Time** 4:39 AM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 1,420  
**Est. National Publicity Value** USD \$1,569  
**Est. Local Audience** 1,420  
**Est. Local Publicity Value** USD \$1,569

that home told crews his 80 year-old wife was still inside. they were unable or they were able, i should say, to get her out and start cpr. she was then taken to a hospital but did not survive. the cause of the fire is under investigation. however, officials say it does not appear to be suspicious. >> around 90 businesses and community leaders from san diego in baja, california, are in mexico city in an effort to champion u.s. mexico relations, the **san diego regional chamber** of commerce is a binational. delegation includes san diego, mayor todd gloria and county supervisors chairwoman

nora vargas. the group has a list of priorities aimed at strengthening economic ties between both nations. the trip is expected to continue through wednesday. in the south bay, the gas levels that could be affecting people's health planning to buy electric vehicle sometime soon. we're going to tell you how much money you could



### **10News at 11pm**

 7

**Time** Oct 9, 2023 4:27 AM EDT  
**Local Broadcast Time** 1:27 AM PDT  
**Category** News  
**Call Sign** KGTV (ABC)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 1,732  
**Est. National Publicity Value** USD \$1,411  
**Est. Local Audience** 1,732  
**Est. Local Publicity Value** USD \$1,411

offers help to the homeless while also allowing them to do what they want in a lawful manner right now, local leaders are in mexico for their annual by national delegation. and mayor todd gloria and others traveled over the border to mexico city today. there they will discuss issues critical to the region include including sewage flowing into our area from the tijuana river and the otay mesa border crossing project. spoke with the president of the **san diego regional chamber** of commerce ahead of meetings tomorrow and he elaborated on the importance of the 2 nations working together. >> basically the california border it is really for every job have the jobs created in san diego it's integrated supply chain they're up 368,000 jobs on the mexican side. >> the group will return from mexico on wednesday. >> all right. now to gas prices, a sigh of relief for our wallets as the average price for a gallon of regular



### **10News at 11pm Sunday**

 8

**Time** Oct 9, 2023 2:09 AM EDT  
**Local Broadcast Time** 11:09 PM PDT  
**Category** News  
**Call Sign** KGTV (ABC)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 6,868  
**Est. National Publicity Value** USD \$4,674  
**Est. Local Audience** 6,868  
**Est. Local Publicity Value** USD \$4,674

are being proactive as possible. making sure that we're providing. >> good services. >> and holding people accountable and making sure that we give them the opportunity to get home. >> the mayor says he believes the city needs to strike a balance between making sure it offers help to the homeless while also allowing them to do what they want in a lawful manner right now, local leaders are in mexico for their annual by national delegation. and mayor todd gloria and others traveled over the border to mexico city today. there they will discuss issues critical to the region include including sewage flowing into our area from the tijuana river and the otay mesa border crossing project. spoke with the president of the **san diego regional chamber** of commerce ahead of meetings tomorrow and he elaborated on the importance of the 2 nations working together. >> basically the california border it is really for every job have the jobs created in san diego it's



### **90-Member Chamber Delegation Heading to Mexico City on Bi-National Business Mission**

 9

**Date Collected** Oct 8, 2023 11:36 AM EDT  
**Category** Digital News  
**Source** [Times of San Diego](#)

**Est. Audience** 47,822  
**Est. Publicity Value** USD \$1,158  
**Market** Del Mar, CA  
**Language** English

... from San Diego and Baja California — including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas — will travel to Mexico City Sunday to "champion U.S.-Mexico relations and advocate for issues critical to the success of the binational business community."

The **San Diego Regional Chamber** of Commerce's 17th annual Binational Delegation to Mexico City has a list of priorities to strengthen economic ties between the two nations, including border infrastructure and environmental projects.

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"Our mission is, and always has, been clear: collaboration between nations is not a choice, it's an imperative," said Jerry Sanders, president and CEO of the **San Diego Regional Chamber** of Commerce. "At the heart of Mexico's vibrant capital, we aim to build bridges of opportunity and collaboration that will benefit both the San Diego and Cali-Baja regions.

"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



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

 10

**Time** Oct 9, 2023 1:33 AM EDT  
**Local Broadcast Time** 10:33 PM PDT  
**Category** News  
**Call Sign** KSWB (Fox)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 4,477  
**Est. National Publicity Value** USD \$3,568  
**Est. Local Audience** 4,477  
**Est. Local Publicity Value** USD \$3,568

beautiful. >> still that report for us tonight. meantime, governor gavin newsom has just a few days left to sign or veto hundreds of bills that remain on his desk. yeah. this weekend he vetoed a handful of bills including one aimed at limiting the price of insulin. the bill would have banned insurance companies from imposing any out-of-pocket expenses on insulin. drugs about \$35. earlier this year, newsom announced california would soon start making its own brand of insulin. >> and sold for around \$30. the state has a 50 million dollar contract for the nonprofit pharmaceutical company to manufacture the insulin around 90 business and community leaders from san diego in baja, california, are in mexico city in an effort to champion u.s. mexico relations. the **san diego regional chamber** of commerce's binational delegation includes san diego, mayor todd gloria and county supervisor chair woman nora vargas. the group has a list of priorities aimed at strengthening economic ties



### [SD Regional Chamber of Commerce heads to Mexico City for annual delegation](#)

11

**Date Collected** Oct 8, 2023 4:24 PM EDT  
**Category** Digital News  
**Source** [10News.com](#)

**Est. Audience** 59,778  
**Est. Publicity Value** USD \$1,955  
**Market** San Diego, CA  
**Language** English

... from San Diego and Baja California -- including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas -- will travel to Mexico City Sunday to "champion U.S.-Mexico relations and advocate for issues critical to the success of the binational business community."

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"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



### [San Diego Regional Chamber of Commerce heads to Mexico City for annual delegation](#)

12

**Date Collected** Oct 8, 2023 2:28 PM EDT  
**Category** Digital News  
**Source** [10News.com](#)

**Est. Audience** 59,778  
**Est. Publicity Value** USD \$1,955  
**Market** San Diego, CA  
**Language** English

... from San Diego and Baja California -- including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas -- will travel to Mexico City Sunday to "champion U.S.-Mexico relations and advocate for issues critical to the success of the binational business community."

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"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



### [Local News SD Regional Chamber of Commerce heads to Mexico City for annual delegation](#)

13

**Date Collected** Oct 8, 2023 2:28 PM EDT  
**Category** Digital News  
**Source** [10News.com](#)

**Est. Audience** 59,778  
**Est. Publicity Value** USD \$1,955  
**Market** San Diego, CA  
**Language** English

... from San Diego and Baja California -- including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas -- will travel to Mexico City Sunday to "champion U.S.-Mexico relations and advocate for issues critical to the success of the binational business community."

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"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



## [Measure C backers, opponents ask California Supreme Court to weigh in on San Diego's hotel tax initiative](#)

14

**Date Collected** Sep 20, 2023 8:22 PM EDT  
**Category** Digital News  
**Source** [San Diego Union Tribune](#)  
**Author** Jennifer Van Grove

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

... the measure was a "bona fide citizens' initiative" or a city-sponsored initiative with a higher threshold for victory, as alleged by legal challenger California Taxpayers Action Network.

The taxpayers nonprofit, represented by attorney Cory Briggs, maintains that the chief operating officer of the **San Diego Regional Chamber** of Commerce, Jaymie Bradford, was also a principal organizer for the Measure C campaign committee while she was a member of the board of the San Diego Convention Center Corporation, a wholly owned subsidiary of the city. As such, Measure C was negotiated, sponsored, supported and promoted by the ...



## [Local News SD Regional Chamber of Commerce heads to Mexico City for annual delegation City News Service](#)

15

**Date Collected** Oct 8, 2023 2:11 PM EDT  
**Category** Digital News  
**Source** [10News.com](#)

**Est. Audience** 59,778  
**Est. Publicity Value** USD \$1,955  
**Market** San Diego, CA  
**Language** English

... from San Diego and Baja California -- including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas -- will travel to Mexico City Sunday to "champion U.S.-Mexico relations and advocate for issues critical to the success of the binational business community."

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"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



## [90-Member Chamber Delegation Heading to Mexico City on Bi-National Business Mission](#)

16

**Date Collected** Oct 8, 2023 11:32 AM EDT  
**Category** Digital News  
**Source** [Times of San Diego](#)  
**Author** City News Service

**Market** United States  
**Language** English

**San Diego Regional Chamber** of Commerce office in downtown San Diego. File photo

Nearly 90 business and community leaders from San Diego and Baja California — including Mayor Todd Gloria and San Diego County Board of Supervisors Chairwoman Nora Vargas — will travel to Mexico City Sunday to "champion U.S.-Mexico relations and ... advocate for issues critical to the success of the binational business community."

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"Together, we unlock the potential that lies in our partnerships, fostering economic growth and quality of life for our ...



## [LEAD Honors Five Visionary San Diego Leaders at 21st Annual Awards Ceremony](#)

17

**Date Collected** Sep 19, 2023 5:52 PM EDT  
**Category** Digital News  
**Source** [OrdoNews.com](#)

**Est. Audience** 1,630  
**Est. Publicity Value** USD \$41  
**Market** Albania  
**Language** English

... and Dr. Nicholas Holmes of Rady Children's Hospital; LEAD Chair Kerri Verbeke Kapich; Alan Ziter of NTC Foundation; Jill Ellis of San Diego Wave FC; Chris Neils, USS Midway Museum board chair; and Dr. Teresa Smith of Dreams for Change.

LEAD San Diego, the leadership development arm of the **San Diego Regional Chamber** of Commerce, has recognized five visionary leaders for their commitment to moving the regional forward.

The 21st annual Visionary Awards brought together nearly 600 business, community, and elected leaders at the Manchester Grand Hyatt last week.

"LEAD has a long history of inspiring and ...



### 🌐 KEITH B. JONES APPOINTED AS NATIONAL PARKING ASSOCIATION (NPA) BOARD MEMBER -

✈️ 18

#### ParkNews

**Date Collected** Oct 2, 2023 3:41 PM EDT  
**Category** Digital News  
**Source** [ParkNews](#)  
**Author** John Van Horn

**Market** United States  
**Language** English

... , commercial, hospitality and healthcare industries. His vision brings a cutting edge to ACE's traditional values, and he has successfully established the company as an innovator in parking technology and operations. Jones has served on many boards including the Young Presidents Organization, the **San Diego Regional Chamber** of Commerce Board of Directors, and the San Diego Regional Economic Development Corporation. He has also led philanthropic efforts in partnership with groups such as the Alzheimer's Association, the Lymphoma & Leukemia Society, Susan G. Komen, the Junior League, the Children's Miracle Network, and ...



### 🌐 Trump shut the border and got a migrant deal with Mexico. Biden also shut the border and got ...

✈️ 19

#### more illegals

**Date Collected** Sep 28, 2023 5:51 PM EDT  
**Category** Blog  
**Source** [American Thinker Blog](#)

**Est. Audience** 304,323  
**Est. Publicity Value** USD \$2,815  
**Market** United States  
**Language** English

... he intended to give Mexico a year to stop the flow of migrants to the U.S. Local business leaders fear the effect could be long-term. "It's actually worse to have this threat renewed for a year versus resolving it now," said Paola Avila, vice president of international business affairs for the **San Diego Regional Chamber** of Commerce. "I consider it very detrimental." Avila said businesses usually plan out investments years ahead of time, and that she foresees his comments having a chilling effect. More than 100,000 people cross the San Diego-Tijuana border every day to go to school or work, to see a doctor or to go ...



### 🌐 Republicans line up to take another run at Rep. Levin

✈️ 20

**Date Collected** Sep 27, 2023 8:04 AM EDT  
**Category** Digital News  
**Source** [San Diego Union Tribune](#)  
**Author** Michael SmolensColumnist

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

... .  
Margarita Wilkinson , the latest Republican entrant, is senior vice president and general manager of Entravision Communications, parent company of Univision San Diego and broadcast affiliates in Tijuana.  
She lists involvement in numerous civic endeavors, including serving on the boards of the **San Diego Regional Chamber** of Commerce, Old Globe Theatre, and Lincoln Club of San Diego, and previous service on the boards of Big Brothers Big Sisters, Red Cross, San Diego Symphony, and ONE San Diego.  
Wilkinson was born to a single, teenage mother in Mexico City and as a child moved to El Paso, Texas, where she attended ...



### 📺 KPBS Evening Edition

✈️ 21

**Time** Sep 19, 2023 9:48 PM EDT  
**Local Broadcast Time** 6:48 PM PDT  
**Category** Talk  
**Call Sign** KPBS (PBS)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 3,433  
**Est. National Publicity Value** USD \$907  
**Est. Local Audience** 3,433  
**Est. Local Publicity Value** USD \$907

hours. 4-6 hours in the passenger vehicles. >> with the **san diego regional chamber** of commerce, border wait times are at an all-time high. the majority of people impacted by closures are workers that live in tijuana and commute to san diego. they cannot reach hospitals, hotels, nursing homes, schools, they work throughout the county. >> this until north county. this is not a southbay issue. >> 2021 wart says that way times are causing them \$3.4 billion in economic output every year. without additional improvements economic losses could grow to 5 billion. >> we can talk numbers, it is a huge setback. it is not only a challenge, it is a threat to our economy.



### 📺 KPBS Evening Edition

✈️ 22

**Time** Sep 19, 2023 8:18 PM EDT  
**Local Broadcast Time** 5:18 PM PDT  
**Category** Talk  
**Call Sign** KPBS (PBS)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. National Audience** 3,081  
**Est. National Publicity Value** USD \$1,152  
**Est. Local Audience** 3,081  
**Est. Local Publicity Value** USD \$1,152

hours. 4-6 hours in the passenger vehicles. >> with the **san diego regional chamber** of commerce, border wait times are at an all-time high. the majority of people impacted by closures are workers that live in tijuana and commute to san diego. they cannot reach hospitals, hotels, nursing homes, schools, they work throughout the county. >> this until north county. this is not a southbay issue. >> 2021 wart says that way times are causing them \$3.4 billion in economic output every year. without additional improvements economic losses could grow to 5 billion. >> we can talk numbers, it is a huge setback. it is not only a challenge, it is a threat to our economy.



**KPBS Radio**

23

**Time** Sep 19, 2023 6:47 PM EDT  
**Local Broadcast Time** 3:47 PM PDT  
**Category** Entertainment  
**Call Sign** KPBSFM (NPR)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. Audience** 202,552  
**Est. Publicity Value** USD \$332

He plays with the **san diego regional chamber** of commerce she says border we times are at an all time high the majority of people impacted by the closures are workers who live in tijuana and commute to san diego they working our regis hospitals hotels restaurants nursing homes schools somebody by says that they were throughout the county from two of his stand coronado to serrano valley the holy and omar and this expansion all the way to north county so this is not a file paid %hesitation as you know it twenty twenty one report states that long border wait times are causing a san diego and tijuana regent loose about three point four billion dollars in economic output every year without additional improvements to the regis port of entry economic losses could grow to up to more than five billion we can time numbers that is as you said I honestly not only challenge bad press our economy disruptions to cross border commute have significant in



**LEAD Honors Five Visionary San Diego Leaders at 21st Annual Awards Ceremony**

24

**Date Collected** Sep 19, 2023 5:14 PM EDT  
**Category** Digital News  
**Source** [Times of San Diego](#)  
**Author** Chris Jennewein

**Est. Audience** 47,822  
**Est. Publicity Value** USD \$1,090  
**Market** Del Mar, CA  
**Language** English

LEAD San Diego, the leadership development arm of the **San Diego Regional Chamber** of Commerce, has recognized five visionary leaders for their commitment to moving the regional forward.

The 21st annual Visionary Awards brought together nearly 600 business, community, and elected leaders at the Manchester Grand Hyatt last week.

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**LEAD Honors Five Visionary San Diego Leaders at 21st Annual Awards Ceremony**

25

**Date Collected** Sep 19, 2023 4:59 PM EDT  
**Category** Digital News  
**Source** [Times of San Diego](#)  
**Author** Chris Jennewein, More Chris Jennewein

**Market** United States  
**Language** English

... and Dr. Nicholas Holmesof Rady Children's Hospital; LEAD Chair Kerri Verbeke Kapich; Alan Ziter of NTC Foundation; Jill Ellis of San Diego Wave FC; Chris Neils, USS Midway Museum board chair; and Dr. Teresa Smith of Dreams for Change.

LEAD San Diego, the leadership development arm of the **San Diego Regional Chamber** of Commerce, has recognized five visionary leaders for their commitment to moving the regional forward.

The 21st annual Visionary Awards brought together nearly 600 business, community, and elected leaders at the Manchester Grand Hyatt last week.

"LEAD has a long history of inspiring and ...



**Impact of PedWest border closure on economy**

26

**Date Collected** Sep 19, 2023 1:55 PM EDT  
**Category** Digital News  
**Source** [KPBS](#)  
**Author** Emilyn Mohebbi, Debbie Cruz, Brooke Ruth

**Est. Audience** 22,281  
**Est. Publicity Value** USD \$102  
**Market** San Diego, CA  
**Language** English

... reopened the crossing BUT only for northbound traffic between 6 a.m. and 2 p.m. As a result, pedestrian traffic through PedWest plummeted from 18,000 a day before the pandemic to 4,000 during the partial closure. "We still see pedestrians waiting four to six hours. Kenia Zamarripa is with the **San Diego Regional Chamber** of Commerce. She says border wait times are at an all time high. The majority of people impacted by the closure are




workers who live in Tijuana and commute to San Diego. They work in our region's hospitals, hotels, restaurants, nursing homes and schools. Zamarripa says they work throughout the ...



### **KPBS Radio**

**Time** Sep 19, 2023 10:49 AM EDT  
**Local Broadcast Time** 7:49 AM PDT  
**Category** Entertainment  
**Call Sign** KPBSFM (NPR)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. Audience** 170,152  
**Est. Publicity Value** USD \$365

 27

From eighteen thousand a day before the pandemic to four thousand during the partial closer we still feed pedestrian waiting four to six hours and we still have four to six hours rowan passenger vehicles sometimes dana somebody buys with the **san diego regional chamber** of commerce she says border we times are at an all time high the majority of people impacted by the closures are workers who live in tijuana and commute to san diego they would you know regis hospitals hotels restaurants nursing homes schools somebody by says that they weren't throughout the county from tool vista and coronado to serrano valley the holy and delmar and this expanse all the way to county said this is not a south bay a as you know it twenty twenty one report states that long border we times are causing the san diego and tijuana regent loose about three point four billion dollars in economic output every year without additional improvements to the regis port of entry



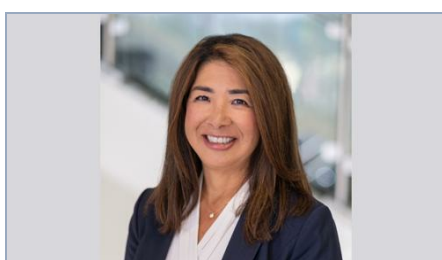
### **KPBS Radio**

**Time** Sep 19, 2023 8:49 AM EDT  
**Local Broadcast Time** 5:49 AM PDT  
**Category** Entertainment  
**Call Sign** KPBSFM (NPR)  
**Market** DMA: 30 San Diego, CA  
**Language** English

**Est. Audience** 145,929  
**Est. Publicity Value** USD \$160

 28

Traffic through penn was plummeted from eighteen thousand a day before the pandemic to four thousand during the partial closer we still see the desk waiting four to six hours and we still have four to six hours while in passing a vehicle sometimes dana somebody buys with the **san diego regional chamber** of commerce she says border we times are at an all time high the majority of people impacted by the closures are workers who live in tijuana and commute to san diego they would you know regis hospitals hotels restaurants nursing homes schools somebody by says that they were throughout the county from jurist and coronado to serrano valley the holy and delmar and this expansion all the way to county so this is not a foul play %hesitation as you know it twenty twenty one report states that long border we times are causing a senior U. N. Tijuana regent loose about three point four billion dollars in economic output every year without additional



### **Mechanics Bank appoints Robbin Preciado as VP & Director of retail banking**

**Date Collected** Sep 19, 2023 1:50 AM EDT  
**Category** Digital News  
**Source** [World Business Outlook](#)

**Est. Audience** 8,152  
**Est. Publicity Value** USD \$281  
**Market** United States  
**Language** English

 29

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

Source



### **Mechanics Bank Names Robbin Preciado Executive Vice President and Director of Retail Banking**

**Date Collected** Sep 18, 2023 1:46 PM EDT  
**Category** Digital News  
**Source** [MarketScreener.com](#)

**Est. Audience** 364,101  
**Est. Publicity Value** USD \$16,644  
**Market** United States  
**Language** English

 30

... -leadership roles for MUFG and Wells Fargo around the state. Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles. Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

31

**Date Collected** Sep 18, 2023 12:52 PM EDT

**Category** Digital News

**Source** [Bluefield Daily Telegraph](#)

**Est. Audience** 10,869

**Est. Publicity Value** USD \$195

**Market** Bluefield, WV

**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

About Mechanics Bank

Mechanics Bank is an independent, full-service bank headquartered in Walnut Creek, ...



### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

32

**Date Collected** Sep 18, 2023 12:38 PM EDT

**Category** Digital News

**Source** [Business Radio KDOWN](#)

**Est. Audience** 54

**Market** Fremont, CA

**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

33

**Date Collected** Sep 18, 2023 12:29 PM EDT

**Category** Digital News

**Source** [Valdosta Daily Times](#)

**Est. Audience** 6,521

**Est. Publicity Value** USD \$117

**Market** Valdosta, GA

**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

34

**Date Collected** Sep 18, 2023 12:28 PM EDT

**Category** Digital News

**Source** [Bakersfield.com](#)

**Est. Audience** 29,345

**Est. Publicity Value** USD \$526

**Market** Bakersfield, CA

**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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## **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

35

**Date Collected** Sep 18, 2023 12:22 PM EDT  
**Category** Digital News  
**Source** [Impact 601](#)

**Est. Audience** 543  
**Est. Publicity Value** USD \$9  
**Market** Hattiesburg, MS  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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## **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

36

**Date Collected** Sep 18, 2023 12:19 PM EDT  
**Category** Digital News  
**Source** [Benzinga.com](#)

**Est. Audience** 554,302  
**Est. Publicity Value** USD \$13,974  
**Market** United States  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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## **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

37

**Date Collected** Sep 18, 2023 12:13 PM EDT  
**Category** Digital News  
**Source** [Acrofan](#)

**Est. Audience** 21,737  
**Est. Publicity Value** USD \$444  
**Market** South Korea  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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## **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

38

**Date Collected** Sep 18, 2023 12:11 PM EDT  
**Category** Digital News  
**Source** [Yahoo! Finance](#)

**Est. Audience** 11,456,870  
**Est. Publicity Value** USD \$249,062  
**Market** United States  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

39

**Date Collected** Sep 18, 2023 12:06 PM EDT  
**Category** Digital News  
**Source** [Morningstar.com](https://www.morningstar.com)

**Est. Audience** 429,313  
**Est. Publicity Value** USD \$10,673  
**Market** United States  
**Language** English

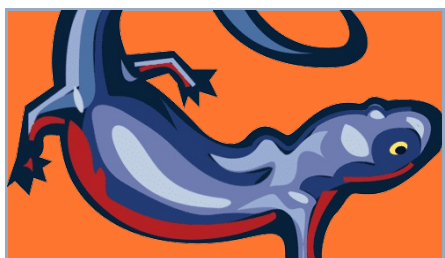
... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

40

**Date Collected** Sep 18, 2023 12:06 PM EDT  
**Category** Digital News  
**Source** [Le Zard.com](https://www.lezard.com)

**Est. Audience** 9,782  
**Est. Publicity Value** USD \$232  
**Market** Canada  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

41

**Date Collected** Sep 18, 2023 12:04 PM EDT  
**Category** Digital News  
**Source** [Street Insider](https://www.streetinsider.com)

**Est. Audience** 59,778  
**Est. Publicity Value** USD \$1,494  
**Market** United States  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead**

42

**Date Collected** Sep 18, 2023 12:03 PM EDT  
**Category** Digital News  
**Source** [Sogotrade - Barchart.com](https://www.sogotrade.com)

**Market** United States  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Robbin Preciado Joins Mechanics Bank to Lead Retail-Banking Business**

43

**Date Collected** Sep 18, 2023 12:02 PM EDT  
**Category** Digital News  
**Source** [Business Wire](#)

**Est. Audience** 494,525  
**Est. Publicity Value** USD \$13,128  
**Market** United States  
**Language** English

... roles for MUFG and Wells Fargo around the state.

Preciado holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles.

Active in the community, she has served on the boards of the Orange County Business Council (past Chairwoman), Orange County United Way, **San Diego Regional Chamber**, Little Tokyo Service Center, YMCA Los Angeles, KOCE Public Television, Orange County Asian Pacific Islander Coalition Alliance (past Chairwoman), and Orange County Asian Business Association.

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### **Daily Business Report: Sept. 18, 2023**

44

**Date Collected** Sep 18, 2023 9:02 AM EDT  
**Category** Digital News  
**Source** [San Diego Metropolitan Magazine](#)

**Est. Audience** 543  
**Est. Publicity Value** USD \$1  
**Market** Encinitas, CA  
**Language** English

... for sale, reliable, clean energy, the center will be among the first tenants in SDSU's Innovation District to break ground next year.

San Diego Chamber presents the 2023 Visionary Awards

Rady Children's Hospital, San Diego Wave FC, JONES Consulting, USS Midway Museum were honored at the **San Diego Regional Chamber** of Commerce Visionary Awards.

Read more

Life Science Cares announces impact

Level Partnership with Kuro Oncology

Life Science Cares (LSC) announced a new \$250,000 partnership with Kura Oncology to provide additional grant funding for educational initiatives in both San Diego and Greater ...



### **Why CBP closed Ped-West border crossing**

45

**Date Collected** Sep 15, 2023 1:55 PM EDT  
**Category** Digital News  
**Source** [KPBS](#)  
**Author** Emilyn Mohebbi, Debbie Cruz, Brooke Ruth

**Est. Audience** 22,281  
**Est. Publicity Value** USD \$74  
**Market** San Diego, CA  
**Language** English

... in San Ysidro. GLORIA "I gotta go over to the east side and pick him up and he doesn't have a phone. " Apart from disrupting morning commutes, business experts say the closure could also impact the regional economy. Kenia "We're hugely disappointed to hear this news." Kenia Zamarripa is with the **San Diego Regional Chamber** of Commerce. She says the closure could impact jobs, tax revenues, and economic development. Kenia "We can talk numbers, but it's a huge setback and it's honestly not only a challenge but a threat to our economy." Customs and Border Protection officials say the PedWest closure is connected to an ...



### **We Must Demand Action on the Border**

46

**Date Collected** Sep 15, 2023 9:08 AM EDT  
**Category** Blog  
**Source** [FlashReport](#)  
**Author** Margarita Wilkinson

**Market** United States  
**Language** English

... is a Republican candidate for the 49th Congressional District . She is the Senior Vice President and General Manager overseeing Univision San Diego and affiliates in Tijuana.

Margarita has been a civic and philanthropic leader throughout her career, currently serving on the boards of the **San Diego Regional Chamber** of Commerce, The Old Globe Theater, and the Lincoln Club of San Diego, and previously serving on the boards of Big Brothers Big Sisters, Red Cross, San Diego Symphony, and ONE San Diego.