



# BIZ DEV BUZZ

INTEL FOR LOCAL BROADCAST TV SELLERS

## CATEGORY SPOTLIGHT:

Non-Traditional Revenue

## CAPTURING NON-TRADITIONAL REVENUE: TV Success Story



**Brian Allers**  
EVP, Business Development  
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Rondele Ranch

TVB



As stations look beyond traditional categories like automotive and legal, non-traditional revenue has become a powerful growth engine for local broadcast television. Emerging and underserved local businesses need the reach and impact of broadcast tv in order to stay competitive in the current marketplace. By targeting these businesses, sellers can help their clients grow their business and reach new levels of success.

To learn more, watch my conversation with **Vonda Backhaus**, *Sales and Marketing Director* at Rondele Ranch. You won't want to miss this powerful success story which drives into how to capture non-traditional revenue!

[Watch the Capturing Non-Traditional Revenue: TV Success Story VOD!](#)

- Brian Allers, EVP, Business Development

## POLITICAL UPDATES

While midterms have traditionally seen softer spending than presidential years, new projections such as those from **Kinetiq Political Insights**, indicate that the trend is shifting for 2026. An estimated \$10.4 billion in total political media spend is predicted for 2026 which is just 8% lower than spending in the 2024 presidential election year.

As a result, broadcasters are positioned to capture significant demand, particularly in highly contested local markets. Individual states such as Michigan, Georgia, California, North Carolina and Ohio are seeing massive increasing in spending in 2026 with Michigan alone expected to exceed \$1 billion in total spend (compared to just \$67 million in 2022).

For local broadcasters, this surge in midterm advertising investment has the potential to be a strong revenue driver in 2026.

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## AUTOMOTIVE UPDATE

From Trisha Ripperger, EVP, Chief Client & Marketing Officer

### March New Car Sales Review

	2026	2025	% Change
<b>Total Sales</b>	1.403m	1.593m	-11.9%
<b>Retail Sales</b>	1.129m	1.285m	- 12.1%
<b>SAAR</b>	16.3m	17.9m	- 8.7%
<b>Retail SAAR</b>	13.5m	14.4m	- 6.5%

U.S. auto sales improved seasonally in March, reaching a **SAAR near 16.0–16.3 million**, the strongest pace of Q1. While sales were down year over year due to the tariff-driven surge in March 2025, demand strengthened month over month as tax refunds and spring shopping boosted activity despite ongoing affordability pressures.

[Click here](#) for the **March 2026 Automotive Snapshot**

There you'll find details on the new and used vehicle market, pricing information, consumer spending, interest rates, and more!



### Learn How to Utilize Auto Acronyms

**Presented by:** Trisha Ripperger, EVP, Chief Client & Marketing Officer

Dealers live in a world of acronyms. Don't miss this chance to learn key automotive acronyms and how to utilize them with confidence. By the end of this short session, you'll know how to speak to dealers in their own language and win more automotive business!

[Watch the Exclusive VOD Webinar!](#)



### How to stand out in the Home Improvement category

Sell Demand Generation: Don't get stuck in lead-chasing mode (bottom funnel tactics) like search, paid social and lead aggregators.

TV puts a company in consumer's heads before they even search. Drive them to YOUR website first so if they go to Google they're searching for YOU! Not shopping five competitors.

Talk about cost per job, not CPM (they don't care about impressions).

TV is a multiplier - branded search goes up, click-through rates improve, cost per lead drops.

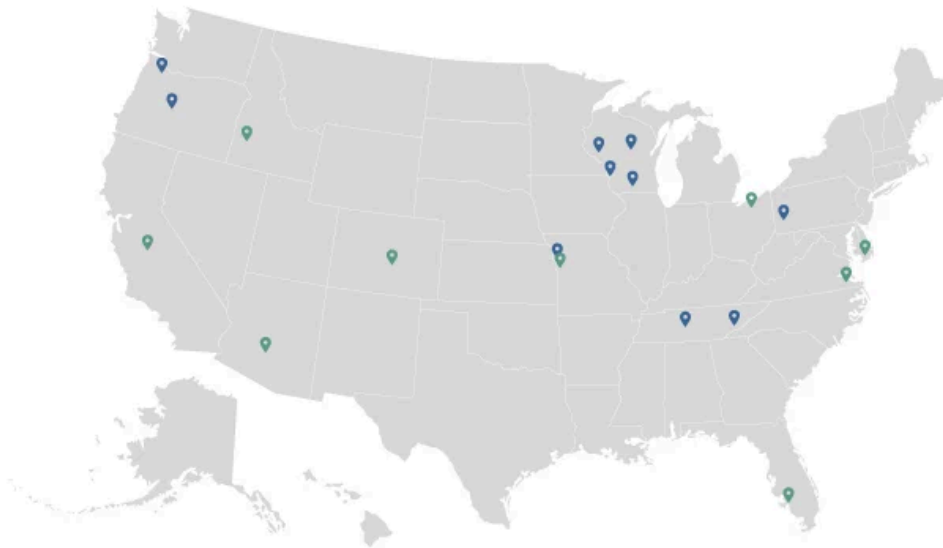
Lean into TRUST - people want to do business with brands they know, recognize, and trust.

**The bottom line:**

Instead of competing for leads, ensure people come in already sold on your company, by investing in local broadcast TV!

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**TVB ON THE ROAD**



**Where We've Been:**

**- Station Sales Training -**  
Bend, OR | Pittsburgh, PA | Nashville, TN  
Portland, OR | Knoxville, TN  
St. Joseph, MO

**- Road Shows -**  
Eau Claire, WI | Wausau, WI  
Madison, WI | La Crosse, WI

**- One-on-Ones -**  
Pittsburgh, PA | Nashville, TN

**- Industry -**  
Executive Board Meeting | NAB Show



**Where We're Going:**

**- Station Sales Training -**  
Colorado Springs, CO | Ft. Myers, FL  
Kansas City, MO | Cleveland, OH  
Fresno, CA | Boise, ID

**- Management Training -**  
Salisbury, MD

**- Road Shows -**  
Phoenix, AZ | Ft. Myers, FL | Boise, ID

**- One-on-Ones -**  
Cleveland, OH | Norfolk, VA

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## CONTACT US:

For information on scheduling a one-on-one sales call and/or TVB Road Show in your market, please **contact Brad** directly. We look forward to working with you this year!



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