



# BIZ DEV BUZZ

INTEL FOR LOCAL BROADCAST TV SELLERS

## CATEGORY SPOTLIGHT:

SAC Meeting & Countdown to Victory Cocktail Reception

TVB hosted our SAC meeting and Countdown to Victory cocktail reception on June 10, and it was an outstanding day of events. The SAC meeting featured dynamic panel discussions covering technology, automotive trends, measurement updates, industry forecasts, exclusive political one-on-one conversations, and more.

Following the meeting, TVB partnered with AAPC to host our annual Countdown to Victory cocktail reception on the beautiful rooftop at 101 Constitution, welcoming more than 250 broadcasters, agency reps, and high-level political decision-makers. Guests enjoyed the opportunity to connect and network while taking in the stunning views of the U.S. Capitol. We extend our sincere thanks to our sponsors, Nielsen, Madhive, Locality, and Sharebuilders, whose support helped make the meeting & reception such a resounding success.

We appreciate everyone who participated and look forward to welcoming you back in 2027!

- Trisha Ripperger, EVP, Chief Client & Marketing Officer

## AUTOMOTIVE UPDATE

From Trisha Ripperger, EVP, Chief Client & Marketing Officer

### May New Car Sales Review

	2026	2025	% Change
<b>Total Sales</b>	1.466m	1.461m	+0.4%
<b>Retail Sales</b>	1.203m	1.186m	+1.4%
<b>SAAR</b>	16.1m	15.6m	+3.2%
<b>Retail SAAR</b>	13.4m	12.7m	+5.5%

Source: Cox Automotive

The automotive market in May remained resilient. Dealers face uncertainty with inventory caused by supply-chain disruptions, the war, gas prices & interest rates. Despite this, sales volume was up from last year with dealers maintaining MSRP while offering increased incentives to boost sales volume. Service remains a major profit driver with aging vehicles driving service volume. Key opportunities for marketing include promoting value, payment flexibility and incentives.

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

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



Sales Advisory Committee Meeting - Washington, D.C.

## AUTOMOTIVE Q&A



**Trisha Ripperger**

*EVP, Chief Client & Marketing Officer, TVB*



**Ashley Lepczyk**

*COO, Foundation Data & Dealer Principal, White Plains Honda*

**TVB**

**Trisha Ripperger**, *EVP, Chief Client & Marketing Officer*, TVB and **Ashley Lepczyk**, *COO, Foundation Data & Dealer Principal - White Plains Honda*, spoke at TVB's SAC Meeting in Washington, D.C. on June 10. Watch the VOD of their essential conversation filled with data-driven insights on the current automotive advertising landscape.

### They discussed topics including:

- The state of the current automotive market
- The power of local brand building through advertising
- Importance of media allocation and the limits of digital marketing

Watch the Exclusive VOD Webinar!



### Timing Creates Opportunity:

*The best prospects often have a reason to change.*

Look for triggers:

- New location opening
- Hiring aggressively
- New ownership
- Expansion
- Big promotion
- Competitor advertising
- Seasonal opportunity

Don't ask, "Who should I call?"

Ask, "Who has a reason to act now?"

Visit TVBU

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## TV Success Story: **WINNING LEGAL BUSINESS**

*Ligori & Ligori Attorneys at Law*



**Brian Wexler**  
*EVP, Business Development*  
TVB



**Keith Ligori**  
*Managing Partner*  
Ligori & Ligori Attorneys at Law

Tuesday, June 23 | 1:00p (ET)



Join **Brian Wexler**, *EVP, Business Development*, TVB, for a live conversation and Q&A with **Keith Ligori**, of *Ligori & Ligori Attorneys at Law*, a personal injury law firm in Tampa, Florida.

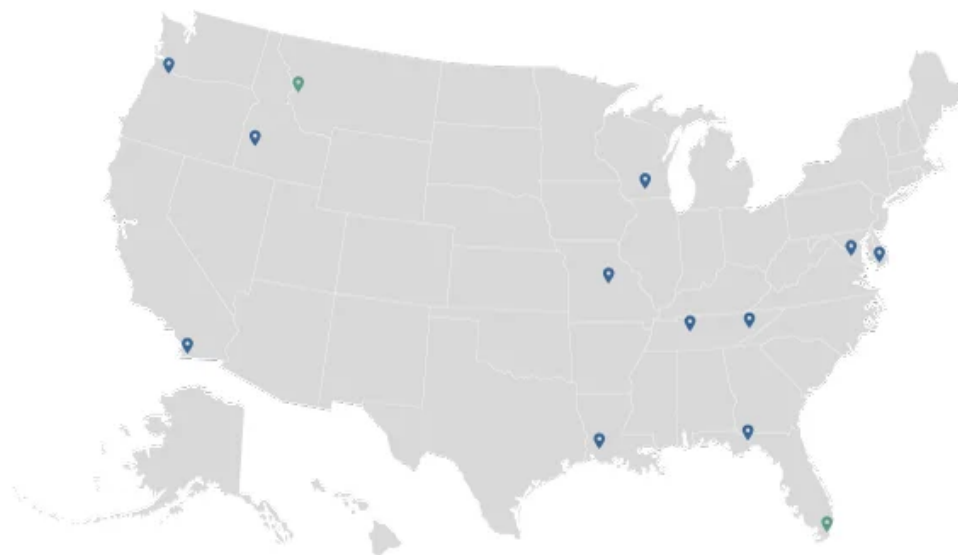
Learn how their long-term investment in local broadcast television helped grow their law firm's business! Hear directly from one of Tampa's top attorneys on how to approach a lawyer in your market and how to earn their business.

You won't want to miss this powerful broadcast TV success story which dives into the #1 advertising category in the country!

Register Now!

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### TVB ON THE ROAD





### Where We've Been:

**- Station Sales Training -**

Lake Charles, LA | Sailsbury, MD  
Nashville, TN | Boise, ID

**- Road Shows -**

San Diego, CA | Portland, OR  
Nashville, TN

**- One-on-Ones -**

Knoxville, TN

**- Industry -**

TVB SAC Meeting | Countdown to Victory Cocktail Reception | Missouri Broadcasters Association  
| Wisconsin Broadcasters Association | Florida Association of Broadcasters



### Where We're Going:

**- Road Shows -**

Missoula, MT | Miami, FL

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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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