

# Redondo Beach Travel and Tourism

## Board of Directors Meeting

Monday, August 19th at 9:30am  
Shade Hotel Harbor Drive Redondo Beach, CA 90277

### **Present:**

1. Rebecca Elder, Board Chair
2. Sandra Vivas, Vice Chair
3. Kasi Iacono, Treasurer
4. Rey Rodriguez
5. Laurie Koike, City of Redondo Beach

### **Guests:**

1. Cameron Estep, PMS Communication Arts
2. Other 2 PSM folks (social media)
3. Jan Drumright, Portofino Hotel & Marina

#### **I. Call to Order**

Board Chair Rebecca Elder called the meeting of the Board of Directors to order at 9:32 am.

#### **II. Approval of Minutes**

The minutes from the Board of Directors Meeting held on July 15<sup>th</sup> were reviewed and considered. Board Chair Rebecca Elder called for a motion to approve & file, Sandra motioned, and Rey seconded. A vote was held, and the motion carried as follows: aye – everyone

#### **III. Approval of Financials**

Kasi Iacono, Treasurer routed and reviewed the updated financial report. Kasi stated last distribution of \$14,825.23 was for March - May. Payments have been made to PSM for all marketing. The balance is currently \$218,908, referred to 8.19 financial statement. Laurie noted that there was a discrepancy between her balance calculations and what was paid to RBT. She believes the payment only represents March & April, and another \$62K will be distributed for May. She brought it to the attention of Finance at the City, and believes it will be paid before our next meeting. The partial check was due to timing and potential payment delays from hotels. Board Chair Rebecca Elder called for a motion to approve & file. Rey Rodriguez made a motion to approve and file, Sandra Vivas seconded. A vote was held, and the motion carried as follows: aye – everyone nay – 0.

#### **IV. Public Comment**

Board Chair Rebecca Elder opened for public comments at 9:40. No comments from the public.

**V. Action Items**

1. Co-Sponsorship opportunity for city walking map presented by Jeff Ginsburg.

Jeff Ginsberg emailed a request for a continuance to the Sept meeting as he is still working with the Pier Association. RBT is waiting for pricing and final map inclusions as Jeff works on partnerships.

2. World Open Water Swimming Partnership Proposal

Cameron Estep from PSM indicated that the WOWSA proposal sent prior to last meeting stood, and the Board could decide how they wanted to proceed. First option would be to accept the original proposal, or the Board could opt to dedicate a \$5K-\$10K media buy to gain exposure at a national level, similar to what was done with the Teen Choice Awards. Rebecca Elder asked Cameron to refresh the board on what the WOWSA proposal was, Cameron stated that WOWSA requested sponsorship of 10% of their total weekend spend (projected at \$400K) which amounted to \$39K. Their weekend spend estimate was calculated based on the San Diego event spend of similar size. Sandra Vivas asked if the October WOWSA event was confirmed, and Cameron Estep replied that it was. Rebecca Elder asked what media was included in the \$39K sponsorship request, and Cameron Estep said no additional media was submitted with the proposal. The Board previously discussed sponsoring registration, but without an internal booking engine that would not be possible and could be explored next year. Cameron Estep mentioned it was early in the event to supply funds to guarantee a return on investment to occupancy; there would be an economic impact to Redondo but it may not translate to room nights. Cameron Estep mentioned that the \$5-\$10K media buy might be a safer investment. Rey Rodriguez mentioned that the properties could individually set up a group code to cover registration as a way to sponsor membership. Rey Rodriguez inquired about using the WOWSA database for additional marketing; we mentioned this to Quinn at WOWSA and they were waiting for our decision on the proposal before they responded. Sandra Vivas said that it was important for tourism to part of the event, but expressed surprise that there was not much follow through from WOWSA. Cameron Estep clarified that WOWSA was providing an opportunity for the Board to have discussion, and they would be happy to discuss further. Sandra Vivas asked if WOWSA had followed up with PSM, Cameron Estep said he got info on WOWSA, the Chairman and background but not a specific benefit to the hotels. Jan Drumright mentioned the only confirmed sponsor on the site is Golden Bloom. Laurie Koike asked what type of return the hotels needed from WOWSA. Sandra Vivas suggested \$10-\$15K spend but noted that \$39K was too large of an investment for an early event depending on what marketing WOWSA would supply. Rebecca Elder agreed, as did Rey Rodriguez, who mentioned that the return on spend could be greater with Beach

Life Festival. Cameron Estep said he could go back and get clarification on how our sponsorship would be displayed, and request to add RB into the title. It sounded like they wanted to incur benefit to database and social media. We didn't get much info on the benefit to the hotel. Laurie Koike asked what we spent on Beach Life, Rebecca Elder estimated it at about \$10K but ultimately did not get invoiced due to challenges on the Beach Life side. Rebecca Elder asked if PSM could go back to WOWSA and get a media buy versus a sponsorship; PSM could give WOWSA a budget range to get what the media buy would be. Sandra Vivas and Rey Rodriguez agreed, Rebecca Elder asked what rate the group was comfortable with, the Board agreed on \$5K-\$10K. Cameron Estep outlined the levels of inclusion on the proposal which were: Bronze \$3K inclusion in social, logo at event website, opportunity to place promo & swag. Silver was \$6K with 4 tickets, logo on step & repeat, logo in program, free to use co-branded logo in marketing placement. Gold is \$10K with 8 tickets, a full page in event, 2 day vendor space, placement in digital & print ad buys. Sandra Vivas suggested the \$6K Silver Sponsor and Rey Rodriguez, Rebecca Elder and Kasi Iacono agreed. Cameron Estep pointed out there weren't details on the media buys yet. Rebecca Elder made a motion to approve the WOWSA Silver Sponsorship at \$6K, Sandra Vivas seconded. A vote was held: Aye – all in attendance Nay – none.

### 3. PS&M Communications

PS&M referred to the media plan and indicated that the red boxes had already been approved, and the green boxes are agreed upon expenses but needs formal Board approval before spend is confirmed. In the June meeting, the Board approved the plan until Sept, and now Sept - Q4 is up for approval. Rebecca Elder asked for ROI's in each category so the team could reallocate funds if needed for Sept – Dec. Cameron Estep referenced the reporting and said Google Adwords produced 1.87 mil impressions, 11.6K clicks to websites with budget just under \$11K. The average CPC was \$0.93 which is one of the lowest CPC to get to website. Facebook had the lowest CPC, over 56K in clicks through leisure, business and Teen Choice (ran from July 10 – Aug 10<sup>th</sup>). Cameron displayed the Google Adwords report and noted that the display advertising gets the highest conversion/most traffic. CPC on Facebook is lower at \$0.23 with higher clicks but the conversion is lower because the guests are shopping and we don't have pixels on each website to track. Email campaign info was provided with a 15% open, 2.42% clickthrough with 3K clicks. Google analytics showed increases since the FB efforts halfway through July. Top link click outs were presented. Bing had 268K impressions with a higher CPC and hits an older demographic, 2 hour drive market outperformed 2h flight which we've seen across the board. Rebecca Elder commented that Teen choice had a lot of video plays, same with leisure. Cameron Estep will send to the Board a breakdown of each video and performance. Rebecca Elder asked for optimization recommendations to shift spend, or if it was too soon. Cameron Estep said the 2 hour drive is converting better so PSM dialed back the 2 hour flight spend from

strategy perspective. Rey Rodriguez suggested we'd see more from 2 hour flight market as we shift seasons since our weather would be so much better than those markets. He noted it would be interesting to see how that trend might shift. Cameron Estep reviewed the creative digital out of home results that included freeway billboard, airports and malls. The Board like the digital billboard off the 405, and Cameron Estep will provide the hours and location. Cameron Estep will provide a full list of where the ads were placed, and the team asked about the airport as well. The LA times placement is a mix of digital, video, programmatic and LA times/affiliate sites. LA Times focus is local DMA and PSM affiliates partnership has a larger reach with more targeted approach.

Rebecca Elder reminded the Board that they had access to all the PSM images and they could be used for hotel marketing. She also suggested that they could use a targeted digital approach for 4<sup>th</sup> Q initiatives such as 3<sup>rd</sup> night free. Cameron Estep mentioned the hotels could always send updated imagery and content to PSM. Rebecca Elder also mentioned that the Daily Breeze article on the RBT was picked up by secondary publications. Rebecca mentioned that the article did a good job of delineating how the TOT impacts city revenue, and David (the reporter) was good to work with.

Rebecca motioned to approve digital spend Sept – Dec. Rey Rodriguez seconded. A vote was held: aye – everyone nay - 0.

The social media plan for September was presented and the Board reviewed it. Andrew Castillo of PSM mentioned that the posts would have a theme by day of week: Tuesday are Travel Tuesdays and Friday is Foodie Friday. Andrew's email is [acastillo@psmcommarts.com](mailto:acastillo@psmcommarts.com). Laurie Koike asked how PSM was getting information from Riviera Village, Andrew said he was reviewing the websites. Andrew said to let him/Cameron know about hotel events or local events, send him content and information and he can include it in the posts.

Cameron Estep mentioned that PSM is focused on ongoing assets procurement, they were waiting weather to be clear for the second part of the shoot. This part will focus on single, family and business setting for You Tube launch in October.

Sarah Dearing of PSM discussed influencer events later in the year. The micro influencers theme will be 'a day in the life' at hotels and local eateries/the pier. The influencers will not be compensated, and their audience consists of world travelers, staycations, local base. There will be contracts in place to tag RBT and hotels and ensure appropriate content. Jan Drumright asked about an agenda, and Sarah Dearing confirmed that PSM will draft an agenda for Board approval based on which influencers are attending once we have a finalized list. Sarah Dearing discussed that large Influencers will be paid out of the existing budget line item with no additional cost to the hotels. The press list is a work in

progress, and Sarah Dearing anticipates the final list to be 3-4 publications. Influencers may reach out to hotels individually for stays. The Board will review the influencer list and provide any feedback prior to PSM soliciting them.

Cameron Estep presented the ARES proposal to offer direct bookings on the RBT website; visit FT Worth was shown as an example of the platform. Hotels can put a deal and the Book Now link goes directly to the booking engine of the hotel, and hotels can offer package pages. The proposal was \$10K per year and PSM can integrate in house and host. Sandra Vivas asked how the connectivity worked, and Rebecca Elder explained it was a GDS connection, so rates were pulling live. Rey Rodriguez asked how many rates could return, and Cameron Estep explained one rate would show on the landing page, but guests are driven to the individual hotels booking engines so the hotel strategy would be reflected. Jan Drumright noted that Hermosa Beach was featured on the mobile site as she shopped it. Kasi Iacono asked if we could promote an offer just for RBT, and Cameron Estep confirmed we could. The smallest term agreement was 3 years with \$10K billed annually or \$30K up front prepayment. The contract would be between Redondo Beach Tourism & ARES since PSM is contingent for one year. Cameron mentioned that the cost would come out of \$38K contingency, or the budget would be reconfigured. Rey Rodriguez asked if the agreement was calendar based, and if there were any additional costs. Sandra Vivas said she would be comfortable with an annual payment versus paying all 3 years upfront. Cameron Estep noted that he tried to get less than 3 years, and there was not wiggle room. Sandra Vivas said she did not see a concern, but preferred the \$10K annual payment option. Rebecca Elder made a motioned to execute a 3-year contract between RBT and ARES with the \$10K annual payment option. Sandra Vivas seconded and a vote was held. All in favor – aye nay – 0. Cameron Estep will follow up with an estimate on how long it will take to get ARES live. Rey Rodriguez asked for confirmation that the website buildout was not at an additional cost and Cameron Estep confirmed it was not. Laurie Koike suggested legal review, and Sandra Vivas will ask her legal team to review the contract. Rebecca clarified whether she (Board Chair) should be the one to sign the contract, and Laurie Koike confirmed she should. Laurie Koike suggested giving a copy to Kasi Iacono for payment terms.

Cameron Estep reviewed the TOT trends report with occupancy, ADR and Revenue information provided by the city. Rebecca Elder reminded the Board that available inventory/supply is not noted on the report, so the occupancy and revenue changes could be a result of increased supply. Rebecca Elder mentioned that the Destination STR report is being explored, it is a monthly report and there are options that will be presented to the team. Cameron Estep will present the levels to the Board at the next meeting. Pricing will also be presented, and Cameron noted that STR required a request for demo for full breakdown.

#### 4. Annual Report

Laurie Koike clarified that the report was due within 90 days of September 1, 2019. Laurie Koike passed around the 2018-2019 RBTMD Annual Report Presentation Schedule with upcoming council dates so the Board could select one to present the report. The report should include: history, timeline, participants and hotels should attend. Laurie passed out a second handout 'Exhibit A' that is part of RBT's bylaws that indicates that RBT has the ability to increase or decrease the assessment amount by 0.5%. The Board will need to address that in the presentation. Laurie Koike mentioned that videos, handouts and supplementary information about partnerships is helpful. Rebecca Elder said she could not attend 11/19, and Laurie Koike said she was out of office on 11/5. Rebecca Elder made a motion to present the annual report at the October 15 City Council Meeting, Kasi Iacono seconded. A vote was held: aye - everyone, nay -0.

#### 5. Summer Expedia Campaign

Cameron Estep mentioned that the Expedia LA Summer Landing Page campaign has concluded, and results will be sent next week. Cameron Estep will provide more info and analysis comparing this campaign against the prior Spring campaign. Initially he noticed that the Spring campaign was only a month and, of the two campaigns, there was an uptick in smaller hotels and average bookings was lower in the LA Summer campaign. Rebecca Elder clarified that the Spring Campaign was a multi month campaign. Kasi referenced the financials, and the Spring Campaign was a \$20K campaign for March-April. Rebecca Elder mentioned that the Spring Campaign was geotargeted against Orange County and other drive market cities, where the Summer LA campaign was driving traffic to RB within a Los Angeles search. The Summer campaign was also marketed by Expedia pushing traffic to LA. Rebecca Elder was interested in which had a better ROI, so the Board could use that information to make more informed decisions in the future.

#### 6. Replacement of Board Secretary position

No update available, Rebecca Elder will reach out to Stacey Rivera for more information and provide an update at next meeting.

### **VI. Information items**

Board Advisor Laurie Koike updated the RBT Board of Directors that the most recent payment made from the city did not include \$68K for May reconciliations. She noted that sometimes reclasses and late payments get jumbled into June due to the end of the fiscal year, and the outstanding balance would be paid promptly.

### **VII. Miscellaneous Items**

Next Meeting

Board Chair Rebecca Elder announced the next RBT Board of Directors meeting be scheduled for Monday, September 16<sup>th</sup> at 9:30am and Portofino offered to host.

**VIII. Adjournment**

With no further business to report, Board Chair Rebecca Elder closed the meeting.

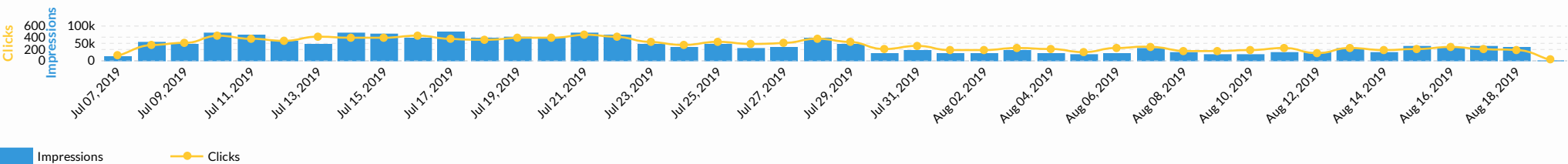
Google AdWords Snapshot



Google AdWords Breakdown

| Keyword                               | Impressions | Clicks | CTR   | Conversions | Avg. CPC | Cost       |
|---------------------------------------|-------------|--------|-------|-------------|----------|------------|
| Display Network - No specific keyword | 1,327,409   | 5,051  | 0.38% | 2.00        | \$0.51   | \$2,575.36 |
| +beach +hotels                        | 51,509      | 1,546  | 3.00% | 0.00        | \$1.36   | \$2,101.10 |
| +nearby +hotels                       | 20,088      | 572    | 2.85% | 0.00        | \$1.47   | \$842.10   |
| +hotel +resort                        | 85,689      | 464    | 0.54% | 0.00        | \$1.37   | \$634.80   |
| hotels on the beach                   | 13,541      | 442    | 3.26% | 0.00        | \$1.20   | \$532.39   |
| +beachfront +hotels                   | 9,698       | 391    | 4.03% | 0.00        | \$1.40   | \$546.27   |
| best hotel prices                     | 14,838      | 359    | 2.42% | 0.00        | \$1.11   | \$399.38   |
| cheap hotel bookings                  | 22,445      | 246    | 1.10% | 0.00        | \$1.05   | \$258.40   |
| +cheap +hotels                        | 29,268      | 241    | 0.82% | 0.00        | \$1.70   | \$409.77   |
| +hotels +near +me                     | 6,879       | 229    | 3.33% | 0.00        | \$1.49   | \$340.23   |

Google AdWords Performance Trend





f Ads Facebook Performance Snapshot

56.10K

Clicks

2.26M

Impressions

2.49%

CTR

0

Website Leads

\$12.92K

Spend

\$0.23

CPC

0

Event Responses

f Ads Top 10 Ads Sets

| Ad Set                         | Desktop Preview | Impressions | Clicks | CTR   | CPC    |
|--------------------------------|-----------------|-------------|--------|-------|--------|
| 2 hour drive                   |                 | 1,094,677   | 33,178 | 3.03% | \$0.21 |
| 2 hour flight                  |                 | 651,090     | 14,602 | 2.24% | \$0.22 |
| Teen Choice Awards             |                 | 342,440     | 4,266  | 1.25% | \$0.37 |
| Teen Choice Awards Retargeting |                 | 167,200     | 4,057  | 2.43% | \$0.29 |



## Site Impact Performance Snapshot

|                |        |        |         |        |
|----------------|--------|--------|---------|--------|
| 3              | 3.63K  | 22.71K | 2.42%   | 15.14% |
| # OF CAMPAIGNS | CLICKS | OPENS  | CLICK % | OPEN % |



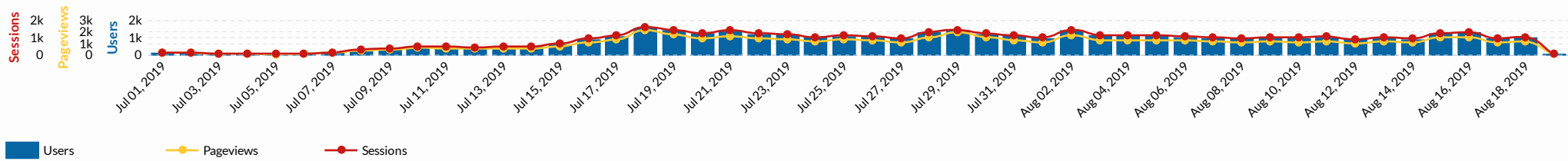
## Site Impact Link Clicks

|            |        |
|------------|--------|
| 21         | 3.63K  |
| # of Links | Clicks |

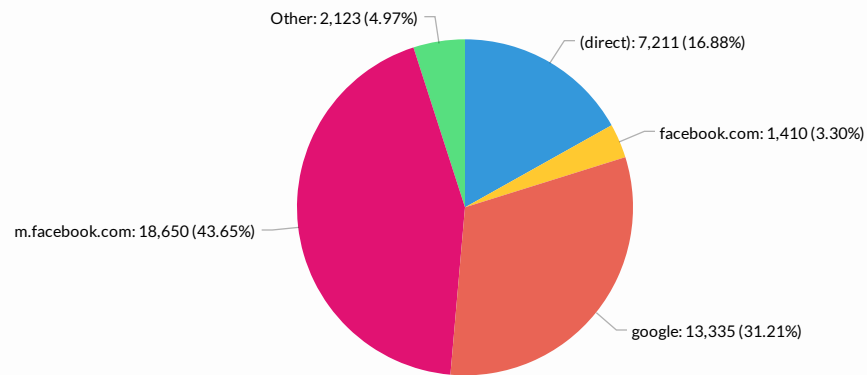
## Google Analytics Snapshot



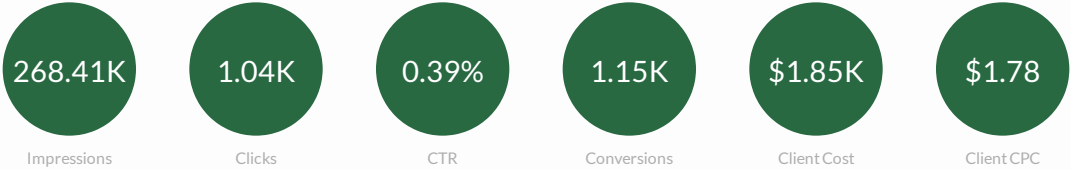
## Traffic & Visitors Over Time



## Sessions by Traffic Source



KPIs

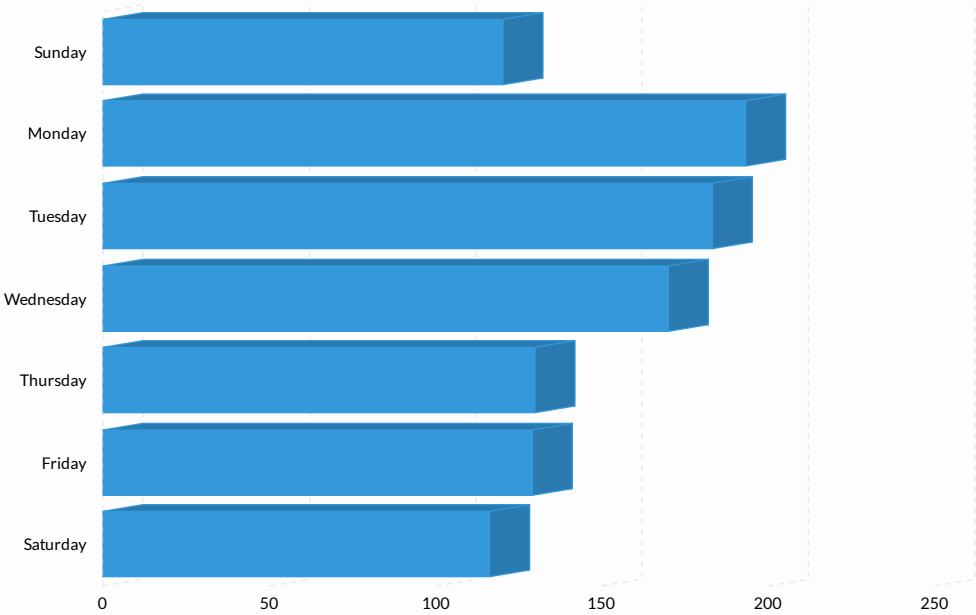


Top 10 keywords

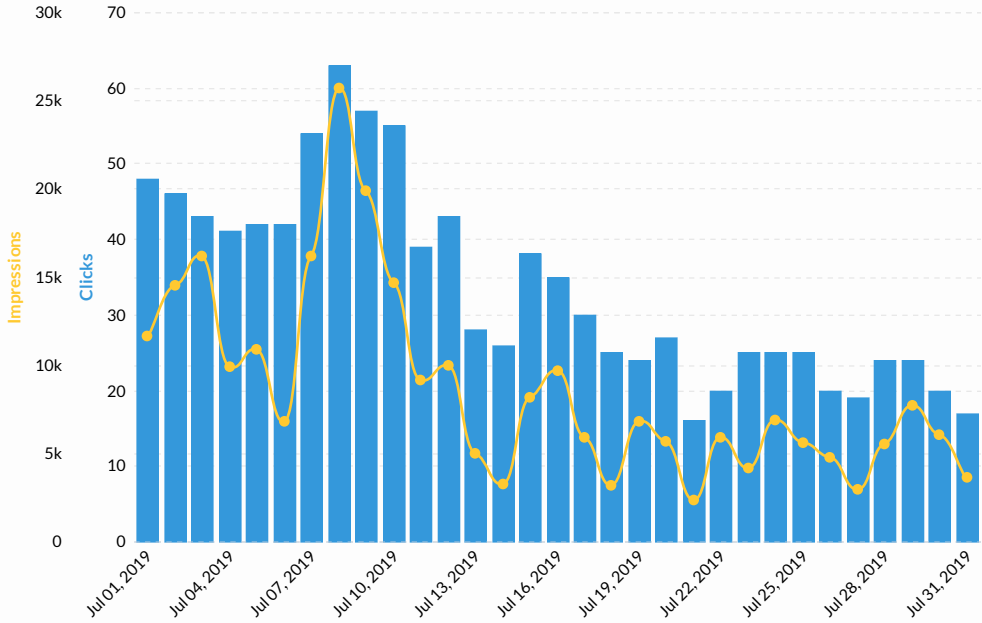
Grid contains more rows, but they have been clipped.

| Keyword             | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| hotel               | 176,820     | 605    | 0.34% |
| discount hotels     | 11,489      | 55     | 0.48% |
| hotels reservations | 9,376       | 24     | 0.26% |
| hotel hotel         | 8,703       | 24     | 0.28% |
| beachfront hotels   | 5,694       | 39     | 0.68% |
| +hotel +resort      | 4,201       | 13     | 0.31% |
| hotel rooms         | 3,236       | 9      | 0.28% |
| rate hotel          | 3,137       | 8      | 0.26% |
| best hotels         | 2,475       | 28     | 1.13% |

### Clicks by Day of Week



### Performance Trend



### Campaign Performance

| Campaign                            | Ad Group                 | Clicks | Impressions | CTR   |
|-------------------------------------|--------------------------|--------|-------------|-------|
| Redondo Beach Tourism 2 hour Drive  | Family 2 hour Drive      | 459    | 116,317     | 0.39% |
| Redondo Beach Tourism 2 hour Flight | Family 2 hour flight     | 477    | 136,994     | 0.35% |
| Redondo Beach Tourism 2 hour Drive  | Leisure 2 hour Drive     | 21     | 812         | 2.59% |
| Redondo Beach Tourism 2 hour Flight | Leisure 2 hour flight    | 6      | 884         | 0.68% |
| Redondo Beach Tourism 2 hour Drive  | Staycation 2 hour Drive  | 42     | 5,638       | 0.74% |
| Redondo Beach Tourism 2 hour Flight | Staycation 2 hour flight | 36     | 7,769       | 0.46% |

**Los Angeles Times**

**LAT\_Redondo Beach Tourism\_8.1.19-9.15.19**

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**Aug 1, 2019 - Sep 15, 2019**

# LATimes Travel Run of Channel Filmstrip/Half Page 300x600

Sections

Los Angeles Times


THE TASTE IS BACK!  
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TRAVEL

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## Escapes: This car-free Maine island is a Wyeth painting come to life





Monhegan Island, Maine (Christopher Reynolds/Los Angeles Times)

By CATHARINE HAMM | TRAVEL EDITOR AUG. 1, 2019 | 7:30 AM

Welcome to the dog days of summer, so named not because hounds are drooling and panting but because this is the time of year when the Dog Star, a.k.a. Sirius, rises or sets when the sun does, usually about the time the weather gets stinkin' hot (a

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 Los Angeles Times  

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TRAVEL




In Reno, Burning Man's vibe  
burns bright all year long



Stunningly illuminated each evening, "Space Whale" sits in the shadow of Reno City Hall. (Andy Fox / Reno Tahoe)

By JAY JONES

AUG. 1, 2019  
7:30 AM



# LATimes Travel Run of Channel Cube 300x250

Sections

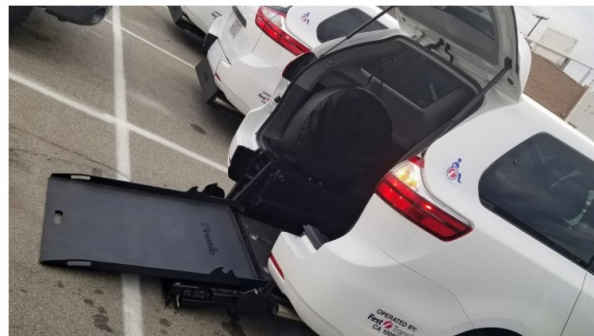
Los Angeles Times

THE TASTE IS BACK!  
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TRAVEL

## Lyft joins Uber in offering ride-hailing services to wheelchair users in L.A. County

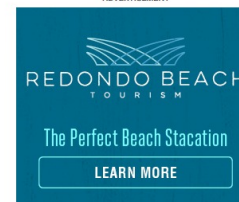


Lyft is piloting services for disabled customers with a fleet of 2019 Toyota Siennas. The wheelchair-accessible vehicles have ramps and safety tie-downs to accommodate fixed-frame wheelchairs and scooters. (First Transit)

By YOMI S. WRONG AUG. 1, 2019 | 7 AM

Lyft, the ride-hailing company that's striving to revolutionize transportation for the masses, recently launched a pilot program in Los Angeles and San Francisco to serve customers with disabilities.

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TRAVEL

So long, Mom and Dad; we're taking the grandkids gramping

Aug. 1, 2019

BUSINESS

Airlines add bigger luggage bins but don't want you to pack more

Aug. 1, 2019

TRAVEL

Free tickets to see Rams and Chargers practice at SoCal training camps

# LATimes Travel Run of Channel Leaderboard 728x90

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Los Angeles Times

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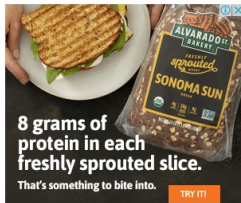
TRAVEL

Twitter

Biggest offender in failing to use headphones on a plane is a person named Mom



ADVERTISMENT



LATEST TRAVEL >

TRAVEL

So long, Mom and Dad; we're taking the grandkids gramping

Aug. 1, 2019

BUSINESS

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# LATimes Travel Run of Channel (Lighthouse) Frame 1

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Los Angeles Times

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\$38 a night for a Caribbean cruise? That's the upside to new Cuba travel rules

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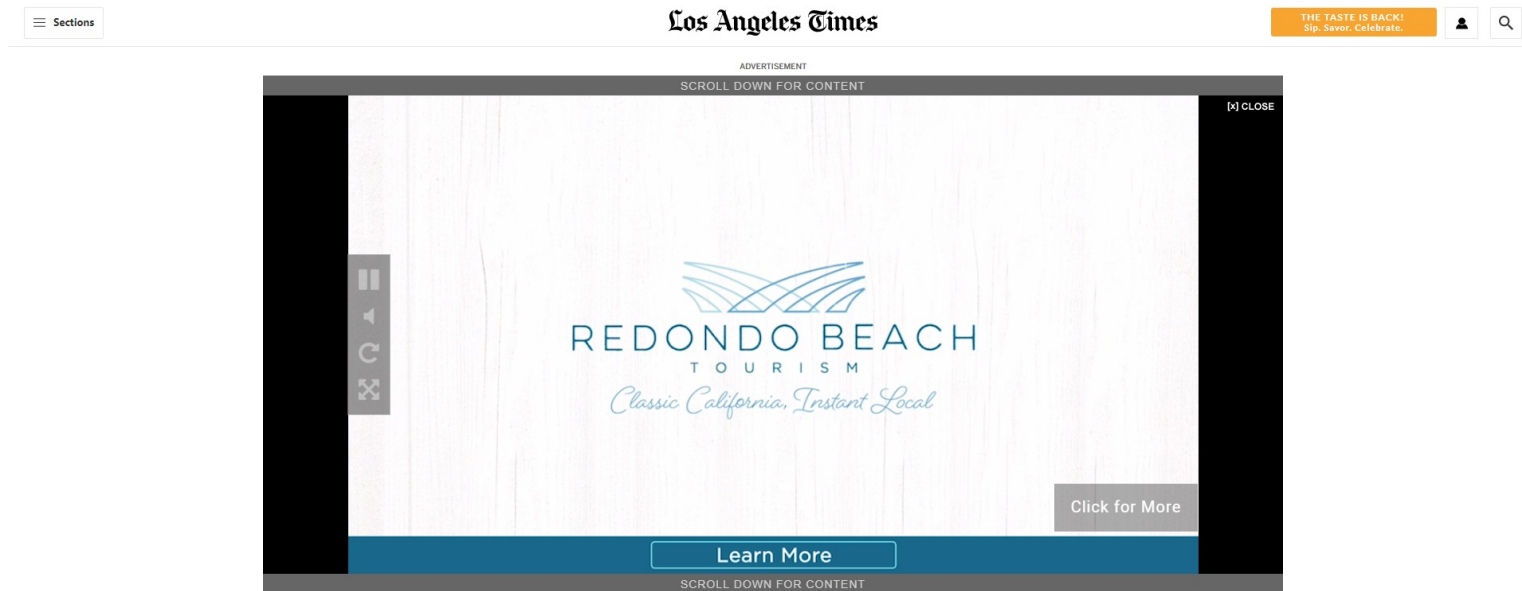
CLOSE



TRAVEL

\$38 a night for a Caribbean cruise? That's the upside to new Cuba travel rules

# LATimes Travel Run of Channel (Lighthouse) Frame 3



TRAVEL

\$38 a night for a Caribbean cruise? That's the upside to new Cuba travel rules

# LATimes ROS Run of Site Data Targeting Leaderboard 728x90 Ad 1

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Los Angeles Times

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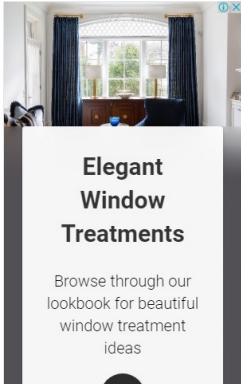
LIFESTYLE

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Before & After: A traditional family home gets a modern makeover for a style-savvy bachelor



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LIFESTYLE

Birkenstock picks Venice as the home of its second U.S. store



The exterior of Birkenstock's new Abbot Kinney Boulevard store, one of 60 company-owned stores worldwide and only the second in

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LIFESTYLE

L.A. Affairs: Our first date went from perfect to a frenzy of psycho texting

July 27, 2019

LIFESTYLE

Why your marathon training starts now

July 26, 2019

# LATimes ROS Run of Site Data Targeting Cube 300x250 1

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Los Angeles Times


THE TASTE IS BACK! Slip. Savor. Celebrate.

FOOD

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How to make the best vegan queso



Vegan queso fresco tastes great sprinkled over chilaquiles. (Ren Fuller / For The Times)

By GENEVIEVE KO | COOKING EDITOR JULY 29, 2019 | 3 AM

Much like the dairy original, this cheese has a crumbly texture ideal for sprinkling over [vegan chilaquiles](#) or any other dish that calls for queso fresco. It also tastes much like queso with its mild creamy tang, thanks to tofu.

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FOOD

17 places you probably have to try to understand birria in L.A.

July 31, 2019

FOOD

Yes, pastry chefs are real chefs and women are leading the baking revolution

July 31, 2019

FOOD

Westchester's Most Valuable Playa debuts with Sichuan hot chicken sandwiches and bao-inspired burgers

July 30, 2019



# LATimes ROS Run of Site Data Targeting Cube 300x250 2

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Los Angeles Times

THE TASTE IS BACK! Slip. Savor. Celebrate.

SCIENCE

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Astronomers found a planet where life might thrive, and it's just 31 light-years away

Illustration

An artist's illustration of GJ 357 d, a super-Earth planet potentially capable of hosting life. NASA's Transiting Exoplanet Survey Satellite discovered the planet orbiting a star just 31 light-years away. (Chris Smith / NASA)

By AMINA KHAN | STAFF WRITER JULY 31, 2019 | 6:30 PM

The discovery of a super-scorched planet orbiting around a dim, nearby star has helped reveal the presence of two more previously unseen planets — one of which could host liquid water and thus be friendly to life, astronomers say.

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SCIENCE

Why the long-awaited Ebola vaccine won't end the Congo outbreak

July 25, 2019

CALIFORNIA

San Andreas fault is a 730-mile monster. Ridgecrest earthquake was a tiny taste of the possible destruction

July 25, 2019

CALIFORNIA

Why is L.A. getting so much rain in July?

July 25, 2019

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Gender gap in STEM fields could be due to girls' reading skills, not math ability



Why do men still dominate STEM careers? It's not that boys are better than girls at math, according to a new study. It's that girls tend to be even better at reading. (Getty Images)

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ANGELS

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Angels quiet at trade deadline except to acquire catcher Max Stassi



Houston Astros catcher Max Stassi walks off the field during a game against the St. Louis Cardinals on Sunday. The Angels acquired Stassi on Wednesday. (Associated Press)

By MARIA TORRES | STAFF WRITER JULY 31, 2019 | 2:58 PM

The Angels have made incremental moves all summer, adding relief depth on the peripheries of their roster and acquiring two catchers in Anthony Bemboom and Josh

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RAMS

Rams' Brandin Cooks has connection with Chargers as teams prepare for joint practices

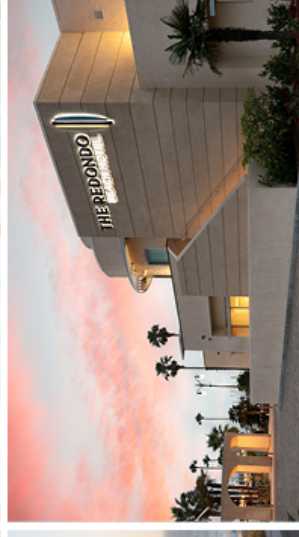
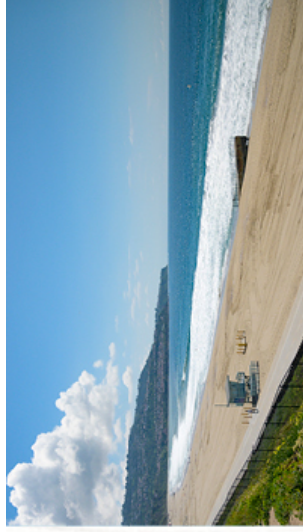


Rams receiver Brandin Cooks is looking forward to the joint practices with the Chargers. (Wally Skalij / Los Angeles Times)



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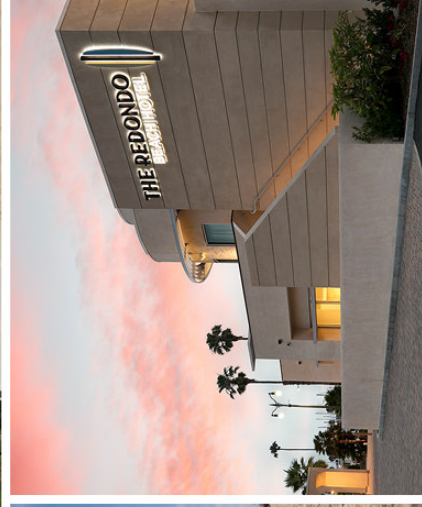


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