

ANDREA WEIGL, SANDBOX COLLABORATIVE

THE THREE B'S OF MEDIA PITCHING

Create Good Conference
Durham, NC
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THE THREE B'S OF MEDIA PITCHING

BE REAL

BE BETTER

BE PROACTIVE

BE REAL

BE REAL

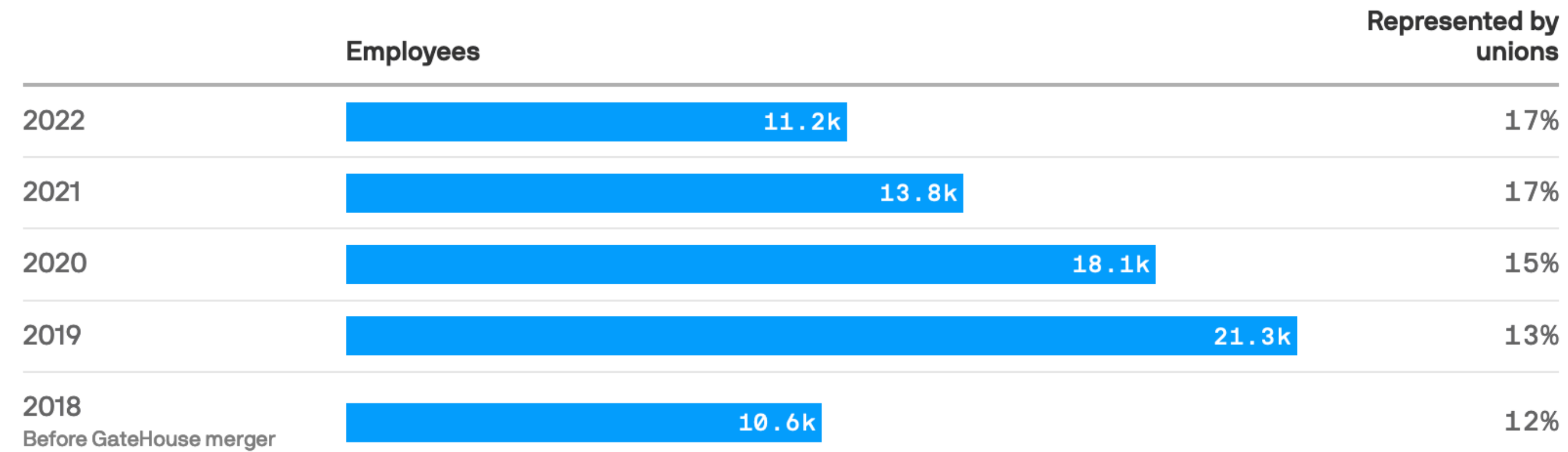
1. It's Hard Out There

Gannett shed nearly half its workforce since GateHouse merger

 Sara Fischer, Kerry Flynn



Gannett employees and union representation in the U.S.



Data: Gannett company filings; Table: Alice Feng/Axios

A major leadership shakeup at Gannett, along with drastic cost-cutting and strategy shifts, underscores just how much pressure the country's largest newspaper company is facing as it tries to appease stockholders and remain independent.

BE REAL

1. It's Hard Out There

2. They're Facing a Firehose

WAKE COUNTY

Cary's South Hills Mall as a 'vibrant urban area?' Here's what developers want to do.

BY KRISTEN JOHNSON

UPDATED APRIL 21, 2023 12:28 PM



Developers for South Hills have given a first look at what a new South Hills mall area would look like. The entire redevelopment could take years. *Loden Properties*

LOCAL NEWS

Residential, rooftops in rezoning, redevelopment plan for South Hills Mall in Cary

Some big changes are on the way for Cary's oldest mall: South Hills.

Posted 4:19 p.m. Apr 19 - Updated 7:23 a.m. Apr 20



By Destinee Patterson, WRAL reporter

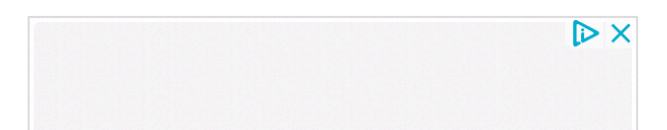
LOCAL NEWS

Developer proposes overhaul for Cary's South Hills Mall

by: Judith Retana
Posted: Apr 20, 2023 / 10:11 AM EDT
Updated: Apr 20, 2023 / 10:11 AM EDT



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POLITICS & GOVERNMENT

NC Lt. Gov. Mark Robinson officially launches his campaign for governor

BY AVI BAJPAI

UPDATED APRIL 24, 2023 2:59 PM



Hear what North Carolina Lt. Gov. Mark Robinson had to say as he formally launched his gubernatorial campaign outside the Ace Speedway in Elon, N.C. Saturday, April 22, 2023.

Apr 24, 2023 - Business

Red Hat lays off 4% of its workforce

Zachery Eanes



A visitor walks past US software company Red Hat logo at the Mobile World Congress (MWC), the telecom industry's biggest annual gathering, in Barcelona on February 27, 2023. Photo: PAU BARRENA/AFP via Getty Images

Raleigh-based software company Red Hat is laying off 4% of its global workforce, the company's CEO Matt Hicks told the company [in an email](#).



Commercial Real Estate

New office space in Downtown Cary project fills up

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The office space portion of the new building opening in the fall is 100 percent leased.
C/O JULI LEONARD

By [Kayli Thompson](#) - Staff Writer, Triangle Business Journal
Apr 24, 2023 Updated Apr 24, 2023, 3:02pm EDT

BE REAL

- 1. It's Hard Out There**
- 2. They're Facing a Firehose**
- 3. There's Still Hope**

BE BETTER

1. Think Like a Reporter

BE BETTER

1. Think Like a Reporter

2. Make It Easy

BE BETTER

- 1. Think Like a Reporter**
- 2. Make It Easy**
- 3. Know Your Story**

CASE STUDY: DAY OF THE DEAD 5K

1. Know Your Story = See All The Angles

The Monday Edition ~ September 5, 2022



RUN TO RAISE FUNDS. Register now for the [Day of the Dead 5K](#) race, which will be held in downtown Raleigh on Saturday, October 29 at 10 a.m. to benefit the Brentwood Boys & Girls Club. The race starts at Centro Mexican Restaurant and runs through the Oakwood Cemetery. The event also includes a children's art corner, prizes for top runners and best costumes, a deejay and a dance-off. Photo by Michael Palko.

VIEW IN BROWSER

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Hello Thursday.
 September 01 2022



Plan Ahead

- [Centro](#) is hosting its annual **Day of the Dead 5K** in downtown on **Sat., Oct. 29**. Two traditional Day of the Dead altars will be set up for people to place offerings in memory of loved ones. The race also includes a children's art corner, face painting, and prizes. [Sign up to race.](#)

DowntownRaleigh Alliance

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DOWNTOWN VOICES

DAY OF THE DEAD 5K - CENTRO MEXICAN RESTAURANT

Saturday, October 29

Get fit while giving back to the community during Centro's 5K charity race and Día de los Muertos celebration.

A Celebration of Life



In Do, September 2022 by Lindsey Hyde / Sep 28, 2022 / [Leave a Comment](#)



What Centro's Day of the Dead 5K really means to event director Angela Salamanca

Photos by Michael Palko

While you might have caught a glimpse of the costumed runners scampering along Wilmington Street in years past for [Centro's](#) annual [Day of the Dead 5K](#), there's more to the race than meets the eye.

Coming up on its 10-year anniversary this October, the race means something a little different to everyone involved. For some, it's a great way to get fresh air and exercise while supporting the [Brentwood Boys & Girls Club](#). For others, it's the perfect fam-friendly outing combining running, face painting, dancing—and beer for those 21+. And yet for others, like Centro owner and event director [Angela Salamanca](#), it serves a deeper purpose.

In 2003, Salamanca lost her younger sister Margarita to suicide.

"When she died, I was also really young. I think she was 25 and I was 26, and she was under my care," say Salamanca. "And at the time... there weren't the conversations in availability and normalization around mental health and help, so it was a tough, difficult, hard time for us."

5 Questions with Angela Salamanca and Robin Simonton

As the 10th Day of the Dead 5k approaches, the two discuss the origins of the event — and what will happen next.

As told to Ayn-Monique Klahre



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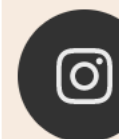


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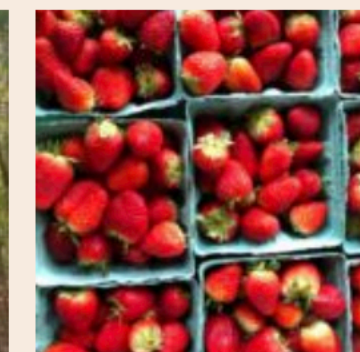
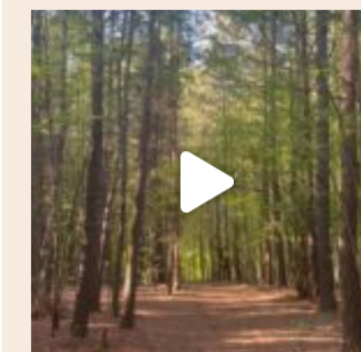
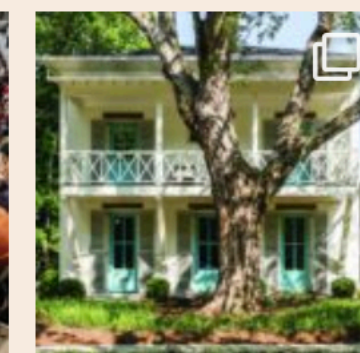
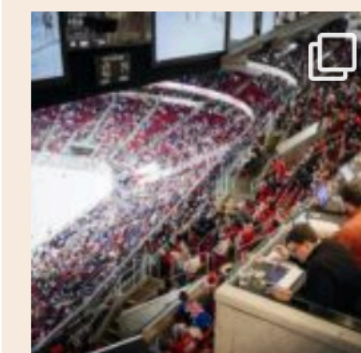
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Day of the Dead 5k altar placed at the Oakwood Cemetery entrance. (Spectrum News 1)

CASE STUDY: DAY OF THE DEAD 5K

The Results

1. 683 runners + 123 little runners

2. Broke a fundraising record: \$37,823



BE PROACTIVE

1. Follow the News

BE PROACTIVE

1. Follow the News

2. Build Relationships

BE PROACTIVE

- 1. Follow the News**
- 2. Build Relationships**
- 3. Become a Resource**

ANY QUESTIONS?

REACH OUT:

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