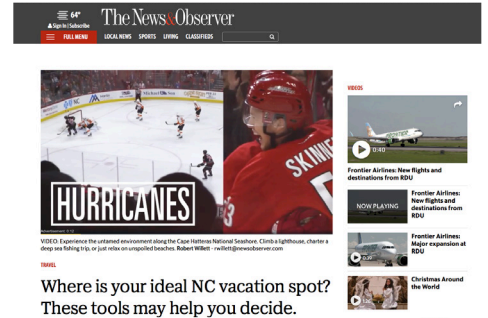
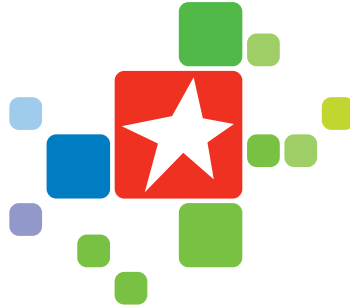


# Raleigh, N.C. Media Tool Kit



*Tips and tricks* to working  
with Wake County's media outlets  
and how to successfully engage them  
with your group.

# Welcome to the Raleigh area!



## Media Relations 101

**Congratulations!** You’ve made a great choice in choosing North Carolina’s Capital City as the host city for your upcoming meeting. This Media Tool Kit was created as a guide to assist you in promoting your meeting to local media in advance of and during your time here.

If you have a question or need additional assistance, please don’t hesitate to contact Visit Raleigh’s Public Relations Department.

(Right) *The News & Observer*, the area’s largest daily newspaper, serves an audience of 77,000+ daily.



### What we can do for you:

- Provide digital images
- Provide Raleigh, N.C. Press Kit
- Press release proofing
- Public relations brainstorming

### Contact:

**Jessica Holt**  
Director of Public Relations  
919.645.2654  
jholt@visitRaleigh.com

**Veronica Thring**  
Public Relations Manager  
919.645.2676  
vthring@visitRaleigh.com

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# Tips of the Trade: PR 101

## Become a PR Pro in no Time

Ever wonder how media chooses which story to cover or why one organization gets print placement and air time while others don't? Read below to find a few valuable tips to help you gain exposure for your meetings and events.

### What is Newsworthy?

You know your organization inside and out, but think outside-of-the-box and pitch stories that aren't just a recap of what a journalist can find on your Web site. What is new and different? Are you unveiling a new program or discovery that has relevance to the general public? Is your organization working with a local charity while in the area? Do you have a speaker or presenter at your meeting that has mass appeal? Creative ideas get noticed!

### Do your Homework

The Greater Raleigh CVB has developed a comprehensive media list that includes contact information and editorial/station profiles for Wake County print, television and online outlets. Do your research and find which media outlets and contacts best fit your needs. Journalists hate when they are blindly pitched, so don't send a sports story to a publication that only covers women's beauty issues—unless you can find an angle that ties in with that publication.

### Trends are Attractive

Think about where your organization can fit in with a popular trend. Tie your news to current events or social issues if possible. Make sure that your story has a good news hook.

### Cause Marketing

Is your meeting holding a 'Party with a Purpose' or are you volunteering with a local organization while in town? These types of events make great human interest stories. If you need a charity angle for your organization, the Greater Raleigh CVB works in partnership with The V Foundation for Cancer Research and can provide a variety of cause marketing tools to implement into your meeting.

### Press Relations

If you foresee having media at your event or are planning to accommodate press for the duration of your meeting, consider having a dedicated press room. This room should serve as a quiet place for journalists to file stories, conduct interviews and gather the most recent information such as: press releases, media kits and images.



### Interview tips

- Keep and hold eye contact with the person asking questions; **DO NOT** look into the camera.
- Dress appropriately for the message you are sending.
- A television sound-bite is typically less than 10 seconds; practice beforehand on making the most out of your time.
- Try not to use filler words such as: "like," "um," "you know."
- Brainstorm likely questions and develop key messages—they may be asked, they may not, but you'll be prepared.
- Good posture, no gum and no fidgeting.
- Be enthusiastic.
- Once the story airs, follow-up to see if you can use the link on your organization's website or if you can buy the rights to the video.

## Tips of the Trade: PR 101 [CONTINUED]

### Get Organized

Make sure you have comprehensive media kits available before your meeting. These kits should include: organization fact sheet, meeting agenda, speakers' bios, media contacts and press releases. Make sure that key members of the organization are aware and prepared for the possibility of on-air interviews. See interview tips on page 2.

### Outreach is Key

Once you have researched and developed your targeted media list, plan on sending a press release PRIOR to your event. Don't just think local; consider sending your release to industry and trade publications—note that national publications plan stories months in advance, so the sooner you can get information to them, the better. If you are inviting local media to cover your event, send a media alert the week prior and again a day or two before the event. **MAKE SURE** that all contact information for media contact is included!

### Embrace Social Media

Social media is an incredible way to build the buzz for your meeting and keep it going while you are here. Utilize Twitter and begin following local media contacts...many of them get their information and story ideas from Twitter. Develop a hash tag that can be used by attendees of your meeting that tweet and ask people to tweet during meetings.

### Be Prepared for the Negative

While you want to paint a picture of your organization or meeting in a positive light, the media may bring up a controversial issue, member or event having to do with your organization or someone involved in it. Be prepared with a statement so that all key spokespeople are on the same page. Have facts and/or figures to back up your rebuttal; don't just speak on emotion.





# Writing a Press Release

## The Power of the Pen

Writing and distributing a press release is one of the easiest and most effective ways to get your information to the media. Press releases are sent to journalists to pitch a story in hopes that they will cover the event. Be aware of who you are writing to (the journalists) and use language that is specific to them. A press release should provide all the information to the story in a timely, truthful, clear and precise manner.

- Make sure the release is on company letterhead.
- Journalists see multiple press releases a day—keep your headline short, catchy and descriptive.
- Consider creating a Twitter-friendly, 140-character headline.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Try to keep it to ONE-TWO PAGES. Clear, precise and to the point. Use only enough words to tell your story. Avoid flowery language.
- The first paragraph should be the most important information. Answer the questions who, what, when and where.
- Use active, not passive voice. Verbs in the active voice bring your press release to life.
- Include a quote from a company spokesperson.
- End the release with three pound signs centered at the bottom of the release.
- Spell check and proofread before sending out.
- When sending electronically cut and paste the body of your release into the email and also attach the document. Many journalists will not open attachments or they become caught in spam filters.



### Keep in mind

The official names of these Raleigh venues and attractions

- Greater Raleigh Convention and Visitors Bureau
- Raleigh Convention Center
- Memorial Auditorium at Duke Energy Center for the Performing Arts
- North Carolina Museum of Natural Sciences
- North Carolina Museum of Art
- North Carolina Museum of History

# Sample Press Release



**For Immediate Release**  
July 20, 2021

**Contact:**  
Jessica Holt  
919.645.2654  
[jholt@visitRaleigh.com](mailto:jholt@visitRaleigh.com)

Contact info

## 2020 Wake County Visitation Figures Released

*Wake County welcomed nearly 13 million visitors who spent \$1.7 billion and generated \$186 million in state and local tax revenues*

Twitter-friendly headline

**Raleigh, N.C. (July 20, 2021)** – A report released today by the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh) revealed that Wake County welcomed 12.9 million visitors in 2020, a 29% decrease over 2019. These nearly 13 million visitors who traveled to Wake County spent \$1.7 billion in our community, a 43% decrease over 2019. Both visitation and visitor spending were significantly impacted by the pandemic and as a result saw a decline for the first time in more than 10 years. Visit Raleigh independently contracted with industry-leading travel and tourism research firm [Tourism Economics](#) to estimate these and other key tourism figures.

### **Visitor Volume:**

Data showed the amount of visitors traveling to Wake County declined for the first time since the Great Recession of 2009. The pandemic caused business travel to disappear, and both the limitations and restrictions to mobility, as well as economic disruptions, affected leisure travel hard as well. Travel that did take place in 2020 leaned towards day trips and one positive trend was with travel limited, overnight visitors stayed longer when they did travel. Additionally, travel party sizes grew as more families traveled together to Wake County.

### **Visitor Spending:**

Most visitor spending is attributed to food and beverage sales, accounting for \$517 million. This was followed immediately by lodging spending at more than \$413 million in 2020.

### **Tax Revenue:**

As a result of the overall \$1.7 billion in visitor spending, \$186 million in state and local tax revenues were generated by visitors in Wake County in 2020 as well. Tourism-generated tax receipts are used for education, school construction, water, sewer and other necessities as well as quality-of-life amenities for residents. In fact, the research showed each household in Wake County would pay an additional \$470 in taxes without the funds provided to local and state governments through travel and tourism – showcasing just how valuable tourism remains to the local economy.

Two visitor-related taxes, the hotel occupancy and prepared food and beverage taxes both also saw drops in collections in 2020. Hotel occupancy tax collections totaled \$14.2 million (down 53.3% over 2019) and prepared food and beverage tax collections totaled more than \$25 million (down nearly 23% over 2019).

### **Employment:**

Tourism and hospitality employment in 2020 were the hardest hit sectors in both Wake County and across the nation due to the pandemic.

"While the declines in the 2020 tourism data were significant, the spending that did occur in Wake County was noteworthy," said Dennis Edwards, President and CEO of the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh). He added, "We are encouraged about recovery of the tourism sector and its future as well as the numbers continue to improve in 2021." The full report can be found at [visitRaleigh.com/EI](#).

Quote from key organizational spokesperson

### **About the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh):**

As the official destination marketing organization for Wake County, the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh), is responsible for promoting Wake County as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the organization strengthens the economic position of and provide opportunity for people throughout Wake County. Raleigh, N.C./Wake County welcomes nearly 13 million visitors annually whose spending tops \$1.7 billion. The visitor economy supports more than 17,000 local jobs in Wake County and generates \$186 million in state and local tax revenues, saving each Wake County household \$470 in taxes annually. [visitRaleigh.com](#).

About organization boilerplate copy

# # #

# Media Alerts

## Just the Facts



A media alert, also called an advisory, is used to publicize events to TV and radio. It is different from a press release because it includes only basic information—pushing the reporter to attend the event. It is shorter than a press release and is more dry and precise. It gives who, what, when and where in a more direct format and is almost like an invitation.



- Make sure the release is on company letterhead.
- If there is a photo opportunity or a specific event (like ribbon cutting) state that at the beginning of the Media Alert.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Include basic who, what, when, where, why followed by basic company boilerplate (organization information).
- Include your organization's boilerplate at the end of the release.



# Sample Media Alert



## **Annual Meeting Media Advisory**

### **Who:**

Greater Raleigh Convention and Visitors Bureau (Visit Raleigh)

### **What:**

The release of 2019 Visitor Impact Report including total visitation, visitor spending, tax generation and tourism supported employment figures across Wake County.

As well as the bureau's 2020 Virtual Annual Meeting, including:

- Tourism impact numbers from 2019
- Highlights of the work of Visit Raleigh in the last year
- The impact of COVID-19 on Wake County tourism
- Visit Raleigh's response to COVID-19
- The plan for destination recovery throughout Wake County
- Q&A

### **When:**

Wednesday, August 26, 2020

- 10 - 11am – Virtual Annual Meeting with remarks and live Q&A with the following Visit Raleigh staff:
  - o Leon Cox, General Manager of the Sheraton Raleigh Hotel and Chairman of the Board of Directors
  - o Dennis Edwards, President and CEO
  - o Loren Gold, Executive Vice President
  - o Jonathan Freeze, Director of Marketing and Communication
- 11am – The report will be released to media via email.
- Noon - 5pm – A spokesperson will be available for in-person or virtual interviews the remainder of the day.

### **Why:**

2019 was a record-breaking year for tourism in Wake County both in terms of total visitors to the area and the economic impact of visitation within the County, including job creation. On Wednesday, August 26, Visit Raleigh will be releasing the 2019 Tourism Impact Report showing fully how the industry fared last year, the impact COVID-19 has had on the industry so far this year and Visit Raleigh's tourism recovery plan for Wake County.

### **Media Contact/Participation:**

To attend the virtual event and participate in the live Q&A, register using the link below:

<https://www.visitraleigh.com/rsvp/?action=details&eventid=477>

If you would like to schedule a one-on-one interview with a Visit Raleigh representative to discuss the report, please contact:

Jessica Holt  
Director of Public Relations & International Tourism, Visit Raleigh  
[jholt@visitRaleigh.com](mailto:jholt@visitRaleigh.com)  
919.645.2645



# A Successful Press Conference



If you are considering holding a press conference during your meeting or event, ask yourself the following questions. Is my story newsworthy, timely and of interest to news organizations? Do I have a good visual to present? Do I have noteworthy speakers? Am I announcing a new program, initiative or results of a survey or study that has mass appeal? If not, think about what it is you are really trying to accomplish by holding a press conference.

## Choosing a Date

- Try to obtain as much information as possible about internal deadlines of the media you are targeting, and schedule your press conference accordingly.
- In general, scheduling a press conference in the morning hours of a working day is preferable. Try to avoid Mondays and Fridays.
- Try to avoid a date parallel to other events that are likely to attract considerable public interest.

## Picking a Location

- Make sure the location can be reached easily and with little effort for journalists.
- Locate your press conference at a meeting room of your organization, at a conference venue or in a hotel where you can talk without being disturbed by others.
- Make your organization visible (e.g., with a banner, roll-up, poster).
- The speakers of a press conference should sit around a table or use a lectern with a microphone.

## The Press Conference

- Have a media sign-in sheet (good for follow-up after the press conference).
- Have a moderator/facilitator to host the press conference.
- Each speaker should prepare a short presentation or statement.
- Communicate clear messages.
- Align the whole program around one key message, e.g., think of the headline that you would like to see the next day in the newspaper.
- Keep input short and easy to understand.
- Do not assume that journalists necessarily understand technical terminology.
- Invite journalists to ask questions.
- Be prepared to answer critical questions regarding your topic or organization.

# Wake County Area Media List

**Provided by the Greater Raleigh Convention and Visitors Bureau**

Updated: January 2022

Contact: Public Relations Department, 919.645.2654

## Wire services

Publication	Contacts	Description
<b>Associated Press</b> 3600 Glenwood Ave., Ste. 205 Raleigh, NC 27612 T: 919.510.8937 <a href="http://www.apnews.com/hub/Raleigh">www.apnews.com/hub/Raleigh</a>	<b>News Editor—</b> <a href="mailto:apraleigh@ap.org">apraleigh@ap.org</a>	N&O gets AP only

Publication	Contacts	Description
<b>The News &amp; Observer</b> 421 Fayetteville St., Ste. 104 Raleigh, NC 27601 T: 919.829.4500 <a href="http://www.newsobserver.com">www.newsobserver.com</a>	**All emails are first initial last name <a href="mailto:@newsobserver.com">@newsobserver.com</a> (jdrescher@newsobserver.com)  <b>Managing Editor—</b> Sharif Durhams	Published: Daily circulation: 77,000+
<b>Community papers include:</b> Cary News <a href="http://www.carynews.com">www.carynews.com</a>  Chapel Hill News <a href="http://www.chapelhillnews.com">www.chapelhillnews.com</a>  The Clayton News-Star <a href="http://www.claytonnewsstar.com">www.claytonnewsstar.com</a>  The Durham News <a href="http://www.thedurhamnews.com">www.thedurhamnews.com</a>  Eastern Wake News <a href="http://www.easternwakenews.com">www.easternwakenews.com</a>  Garner-Cleveland Record <a href="http://www.garnerclayton.com">www.garnerclayton.com</a>  Smithfield Herald <a href="http://www.smithfieldherald.com">www.smithfieldherald.com</a>  Midtown Raleigh News <a href="http://www.midtownraleighnews.com">www.midtownraleighnews.com</a>  North Raleigh News <a href="http://www.northraleighnews.com">www.northraleighnews.com</a>  SW Wake News <a href="http://www.southwestwakenews.com">www.southwestwakenews.com</a>	<b>Raleigh/Wake County—</b> Anna Johnson  <b>Features Editor—</b> Jessica Banov  <b>Eating/Dining Reporter—</b> Drew Jackson  <b>Deputy Regional Sports Editor—</b> Justin Pelletier  <b>Metro Editor—</b> Thad Ogburn	

**Newspaper—Biweekly, weekly and monthly**

Publication	Contacts	Description
<b>Triangle Business Journal</b> 3515 Glenwood Ave., Ste. 220 Raleigh, NC 27612 T: 919.327.1000 <a href="http://www.bizjournals.com/triangle">www.bizjournals.com/triangle</a>	<b>Managing Editor—</b> Dane Huffman <a href="mailto:danehuffman@bizjournals.com">danehuffman@bizjournals.com</a>  <b>Editor—</b> Sougata Mukherjee <a href="mailto:sougate@bizjournals.com">sougate@bizjournals.com</a>	Published: Friday Circulation: 9,000 (Business weekly)
<b>The Carolinian</b> 1504 New Bern Ave. Raleigh, NC 27610 T: 919.834.5558 <a href="http://www.caro.news">www.caro.news</a>	<b>Editor &amp; Publisher—</b> Adria Jervay, <a href="mailto:info@caro.news">info@caro.news</a>	Published: Monday and Thursday Circulation: 14,000 (African-American business news)
<b>The Indy Week</b> 16 W. Martin St. Raleigh, NC 27601 T: 919.832.8774 <a href="http://www.indyweek.com">www.indyweek.com</a>	<b>Editor-in-chief—</b> Jane Porter <a href="mailto:jporter@indyweek.com">jporter@indyweek.com</a>  <b>Managing Editor—</b> Geoff West <a href="mailto:gwest@indyweek.com">gwest@indyweek.com</a>  <b>Arts and Culture Editor—</b> Sarah Edwards <a href="mailto:sedwards@indyweek.com">sedwards@indyweek.com</a>	Published: Wednesday News & Arts Circulation: 45,000 Deadline: Wednesday before issue date
<b>The Triangle Tribune</b> 5007 Southpark Dr., Ste. 200G Durham, NC 27713 T: 919.688.9408 <a href="http://www.triangletribune.com">www.triangletribune.com</a>	<b>Managing Editor—</b> Bonitta Best <a href="mailto:bonitta.best@triangletribune.com">bonitta.best@triangletribune.com</a>	Published: Sundays weekly Circulation: 10,800
<b>The Wake Weekly</b> 229 E. Owen Ave. Wake Forest, NC 27588 T: 919.556.3182 <a href="http://www.wakeweekly.com">www.wakeweekly.com</a>	<b>Publisher—</b> Keven Zepezauer <a href="mailto:kzepezauer@restorationnewsmedia.com">kzepezauer@restorationnewsmedia.com</a>  <b>Editor—</b> Gary Band <a href="mailto:editor@wakeweekly.com">editor@wakeweekly.com</a>	Published: Thursday Deadline: Monday, 5pm Circulation: 10,000
<b>Qué Pasa</b> 4801 Glenwood Ave., Ste. 200 Raleigh, NC 27612 T: 919.645.1680 <a href="http://www.quepasamedia.com">www.quepasamedia.com</a>	<b>Executive Editor—</b> Karina Neyra <a href="mailto:kneyra@quepasamedia.com">kneyra@quepasamedia.com</a>	Published: Friday weekly Circulation: 25,000 print (Hispanic community news)

## Wake County Media List [CONTINUED]

## Magazines/newsletters (weekly, monthly, quarterly)

Publication	Contacts	Description
<b>919 Magazine</b> 8311 Brier Creek Pkwy., Ste. 105-508 Raleigh, NC 27617 T: 919.893.0060 www.919magazine.com	<b>Editor—</b> SB Sarver sbsarvey@919magazine.com	Published: Six times per year Circulation: 150,000
<b>27587 Magazine</b> PO Box 1074 Wake Forest, NC 27588 www.27587magazine.com	<b>Editor—</b> Philip Read pread@27587magazine.com	Published: Quarterly circulation: 40,000
<b>Business Mogul</b> P.O. Box 99822 Raleigh, NC 27624 T: 919.605.2165 www.thebusinessmogul.com	<b>Owner—</b> Sheria Rowe sheria@thebusinessmogul.com	Published: Quarterly Circulation: 3,000
<b>Carolina Parent</b> 5716 Fayetteville Rd., Ste. 201 Durham, NC 27713 T: 919.956.2430 www.carolinaparent.com	<b>Executive Editor—</b> Andy Smith andy.smith@morris.com	Published: Monthly Circulation: 37,000
<b>Carolina Woman</b> P.O. Box 8 Carrboro, NC 27510 T: 919.960.5050 www.carolinawoman.com	<b>Publisher—</b> Debra Simon articles@carolinawoman.com	Published: Bi-Monthly Circulation: 25,000
<b>Cary Magazine</b> 301 Cascade Point Ln., Ste. 101 Cary, NC 27513 T: 919.674.6020 www.carymagazine.com	<b>Editor—</b> Amber Keister editor@carymagazine.com	Published: Nine times per year Circulation: 25,000
<b>Circa Magazine</b> PO Box 1182 Wake Forest, NC 27588 T: 919.453.2555 www.circamagazine.com	<b>Publisher &amp; Editor—</b> Kent Lower info@circamagazine.com	Published: Quarterly Circulation: 20,000
<b>Midtown Magazine</b> 4814 Six Forks Rd., Ste. 204 Raleigh, NC 27609 T: 919.782.4710 www.midtownmag.com	<b>Editor—</b> Beth Shugg beth@midtownmag.com	Published: Six times per year Circulation: 140,000
<b>Raleigh Magazine</b> 6511 Creedmoor Rd., Ste. 207 Raleigh, NC 27613 T: 919.307.3047 www.raleighmag.com	<b>Publisher—</b> Gina Stephens gina@raleighmag.com	Published: Ten times per year Circulation: 30,000 monthly



Publication	Contacts	Description
<b>Triangle Downtowner Magazine</b> PO Box 27603 Raleigh, NC 27611 T: 919.828.8000 www.triangledowntowner.com	<b>Publisher—</b> Crash S. Gregg publisher@welovedowntown.com	Published: Monthly Circulation: 145,000 per month
<b>Triangle Style Magazine</b> PO Box 19535 Raleigh, NC 27619 T: 919.633.9176 www.trianglestyle.com	<b>Managing Editor—</b> Erica Parsons Butler info@trianglestyle.com	Published: Four times per year
<b>Wake Living</b> 9650 Strickland Rd., Ste. 103-244 Raleigh, NC 27615 T: 919.870.1222 www.wakeliving.com	<b>Editor—</b> Erica Hinton erica@whmags.com	Published: Quarterly Circulation: 30,000
<b>WALTER Magazine</b> 421 Fayetteville St., Ste. 104 Raleigh, NC 27601 T: 919.836.5661 www.waltermagazine.com	<b>Editor—</b> Ayn-Monique Klahre ayn-monique@waltermagazine.com	Published: Ten times per year Circulation: 27,000

## Television

Station	Contacts	Description
<b>Spectrum News Central NC</b> 2505 Atlantic Ave., Ste. 102 Raleigh, NC 27604 T: 919.882.4040 www.spectrumlocalnews.com/nc/triangle-sandhills	centralncnews@charter.com	24-hour local television news for central NC  500,000 cable subscribers
<b>WRAL-TV Channel 5</b> 2619 Western Blvd. Raleigh, NC 27606 T: 919.821.8600 www.wral.com	assignmentdesk@wral.com	NBC
<b>WTVD-TV Channel 11</b> 411 Liberty St. Durham, NC 27701 T: 919.683.1111 www.wtvd.com	news@abc11.com	ABC

Station	Contacts	Description
<b>CBS 17</b> 1205 Front St. Raleigh, NC 27609 T: 919.836.1717 www.cbs17.com	newstips@wncn.com	CBS
<b>WLFL-TV Channel 22</b> <b>WRDC-TV Channel 28</b> 3012 Highwoods Blvd., Ste. 101 Raleigh, NC 27604 T: 919.872.2854 www.raleighcw.com www.myrdctv.com	<b>General Manager—</b> John Hummel, gm@raleighcw.com  <b>Community Events—</b> community@raleighcw.com	CW Affiliate, 10 pm news Paramount/independent
<b>PBS North Carolina</b> P.O. Box 14900 10 T.W. Alexander Dr. Research Triangle Park, NC 27709 T: 919.549.7000 www.pbsnc.org	<b>Press Releases—</b> viewer@pbsnc.org	Public Television
<b>Univision 40 North Carolina</b> 4505 Falls of Neuse Rd., Ste. 660 Raleigh, NC 27609 T: 919.790.6144 www.univision.com/local/north-carolina-wuvc	<b>Contact—</b> Kevin Booker univisionraleighdesk@univision.net	Spanish-language newscast
<b>WAUG-LB DTV8/TWC Ch. 168</b> 1315 Oakwood Ave. Saint Augustine's University Raleigh, NC 27610 T: 919.516.4750 www.st-aug.edu/waug	<b>Program Director—</b> John Low jlow@st-aug.edu	Commercial station owned and operated by Saint Augustine's University 385,000 cable subscribers

**News radio**

Station	Contacts	Description
<b>WPTF-680 AM/98.5 FM</b> 3012 Highwoods Blvd., Ste. 201 Raleigh, NC 27604 T: 919.878.1724 www.wptf.com	wptfnews@curtismedia.com	News radio
<b>WUNC-91.5 FM</b> 120 Friday Center Dr. Chapel Hill, NC 27517 T: 919.445.9150 www.wunc.org	<b>News Director—</b> Brent Wolfe bwolfe@wunc.org	National Public Radio
<b>North Carolina News Network</b> 3012 Highwoods Blvd., Ste. 201 Raleigh, NC 27604 T: 919.878.1724 www.ncnn.com	<b>General Manager and Sales—</b> Darren Smith dsmith@curtismedia.com <b>Newsroom—</b> newsroom@ncnn.com	Statewide news