

Emma James
303 Brookside Drive
Chapel Hill, NC 27516

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Ms. Robyn Tomlin
Executive Editor, *The News & Observer*
421 Fayetteville St., Suite 104
Raleigh, NC 27601
rtomlin@newsobserver.com

Dear Ms. Tomlin:

When you are driving around the Triangle between towns, what is that one thing you never fail to see on cars everywhere? Bumper stickers.

It seems as though every other car on the road has a sticker representing their school. I could personally spot a Carolina blue design from a mile away, my instinct to trust that stranger kicking in. Yet I also am on high alert for a Duke blue or State red sticker; a sign of the enemy.

Whether or not you currently go to one of these universities, if you live in the area, you know how big the rivalries are. I am writing to suggest a feature story about The Trivalry, a platform for UNC, Duke, and NCSU fans to compete for individual victory and glory for their school. The Trivalry was developed from scratch as a part of UNC-Chapel Hill professor Gary Kayye's New Media and Technologies class in the Hussman School of Journalism and Media. This class, full of seniors, is designed to allow the students to work together to generate and launch an event during the semester. This one class section sought to not only keep up the rivalry between schools, but bring people together across campuses.

While The Trivalry is a challenge-based competition, all proceeds will go to a local charity, the North Carolina Environmental Justice Network. The donation will be made in the name of the winning school — even more of an incentive for your group to win! The Trivalry Preseason, an optional week to participate in the event to gain a head start, will begin Oct. 31, 2020. The real competition is expected to launch early 2021.

Professor Kayye agreed to let me interview him for an article in *The News & Observer*. Would you be interested in an 800- to 1,000-word piece that alerts our rivalry-loving neighbors about this opportunity?

Respectfully,
Emma James

980-333-5439