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She Decided What Made The Newscast. Then She Sold The Airtime.

Eleven years buying and building campaigns after three years deciding which stories earned them.

BOTH SIDES OF THE GLASS

What the newsroom chair and the revenue chair each taught her about being remembered.

FROM THE DIARY OF

GINA VILLARREAL-ARCEDIANO

Founder & CEO, Unleashed Advertising & Advocacy · Former ABC10 Reporter and Investigative Producer · News Anchor, KFBK

