



CREATIVE BRIEF

for UNC Hussman School of Journalism and Media

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UNC HUSSMAN



STUDYING



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

**ALUMNI NETWORK
OF 17,200
GRADUATES**

**HUSSMAN HAS
EARNED OVER 30
PULITZER PRIZES**

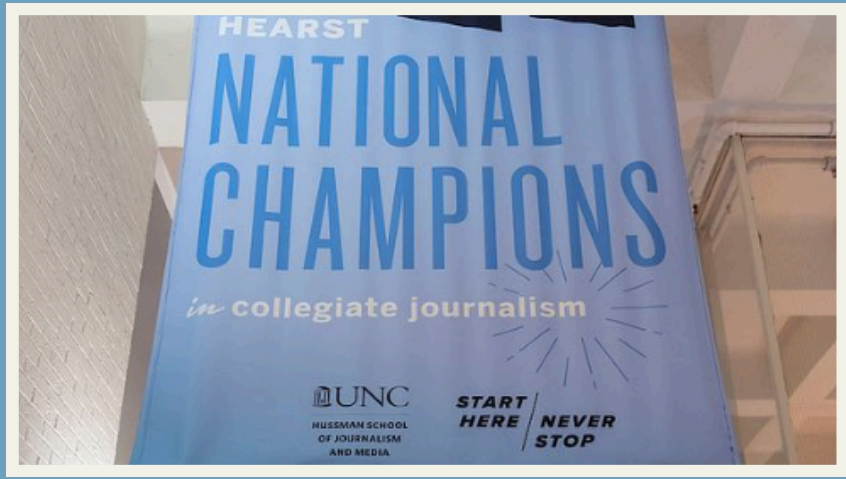
**9 WINNERS OF THE
NATIONAL
DISSERTATION IN
MASS
COMMUNICATION**

***NO OTHER SCHOOL
HAS MORE THAN FIVE***

**#1 REIGNING
NATIONAL CHAMPS
IN COLLEGIATE
JOURNALISM**

**7 CONSECUTIVE
CHAMPIONSHIPS
AND 10 OF THE PAST**

11



109

Graduates enrolled in our
full-time programs

#1

Most popular of nine UNC
professional schools

1,288

Undergraduates enrolled in
our two areas of study

**START
HERE / NEVER
STOP**

Everyone who's Anyone

started at Hussman.

ALUMNI



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA



PAMELA BROWN

*CNN ANCHOR AND
REPORTER*



JASON KILAR

*BOARD CHAIR @
REDDIT*



SUSAN CREDLE

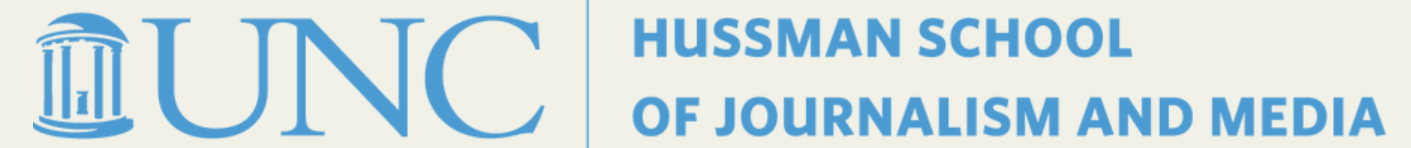
*GLOBAL CREATIVE ADVISOR AT
INTERPUBLIC GROUP*



GREG JOHNSON

*FOUNDER OF ORBITING
SOCKET*

ALUMNI

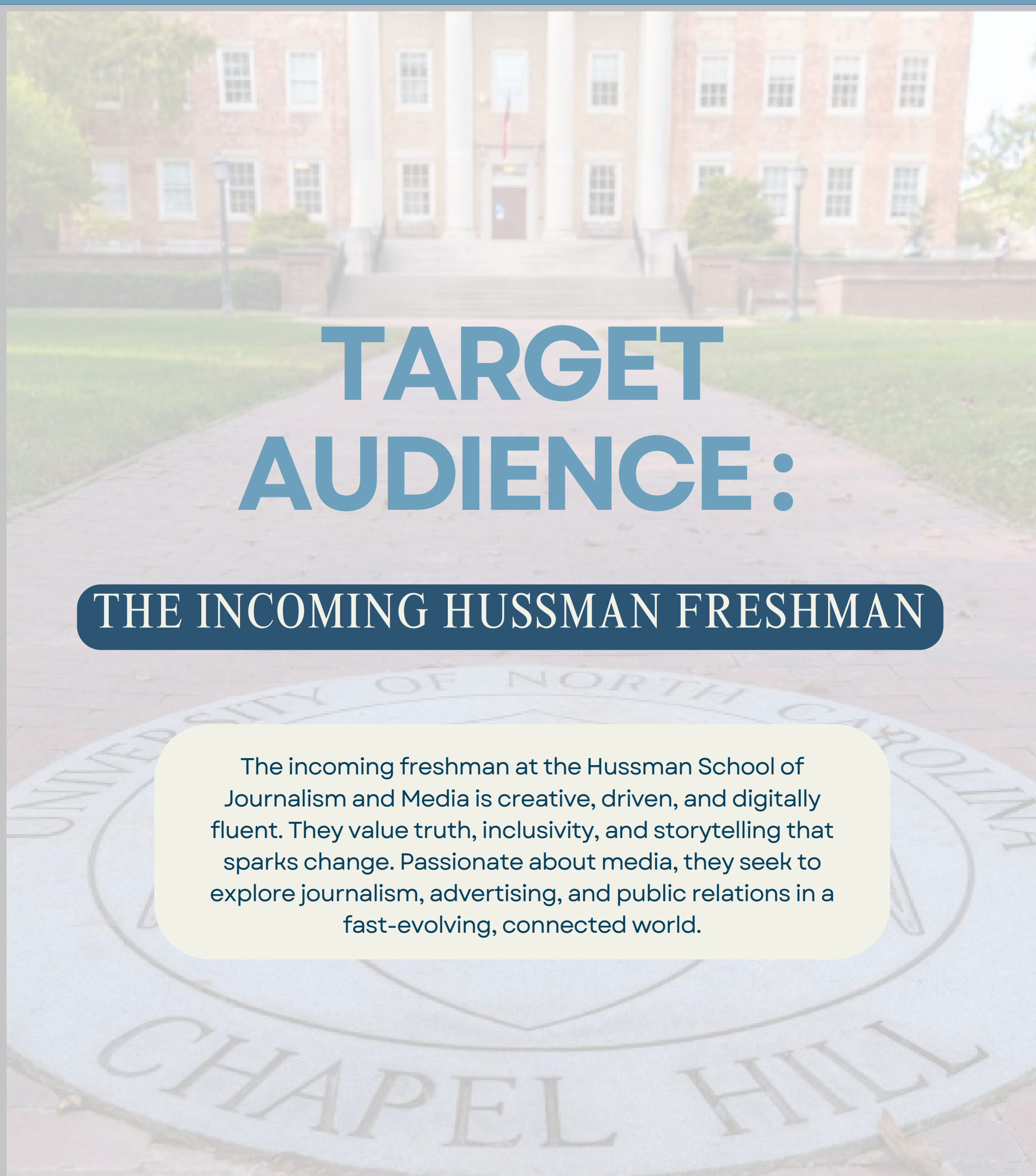


“I give because so many gracious alums before my time gave to make a difference when I was a Tar Heel. Those stipends for travel, networking trips and once-in-a-lifetime opportunities UNC Hussman affords its talented students – they made all the difference in launching my career, and I am honored to be able to return the favor for the next generation. Every dollar and every gift makes a difference, no matter how small it may feel.”

Jeremy Spearmen, ‘11

End Goal ?

*Increase Undergraduate
enrollment at Hussman*



TARGET AUDIENCE:

THE INCOMING HUSSMAN FRESHMAN

The incoming freshman at the Hussman School of Journalism and Media is creative, driven, and digitally fluent. They value truth, inclusivity, and storytelling that sparks change. Passionate about media, they seek to explore journalism, advertising, and public relations in a fast-evolving, connected world.

Archetype Student

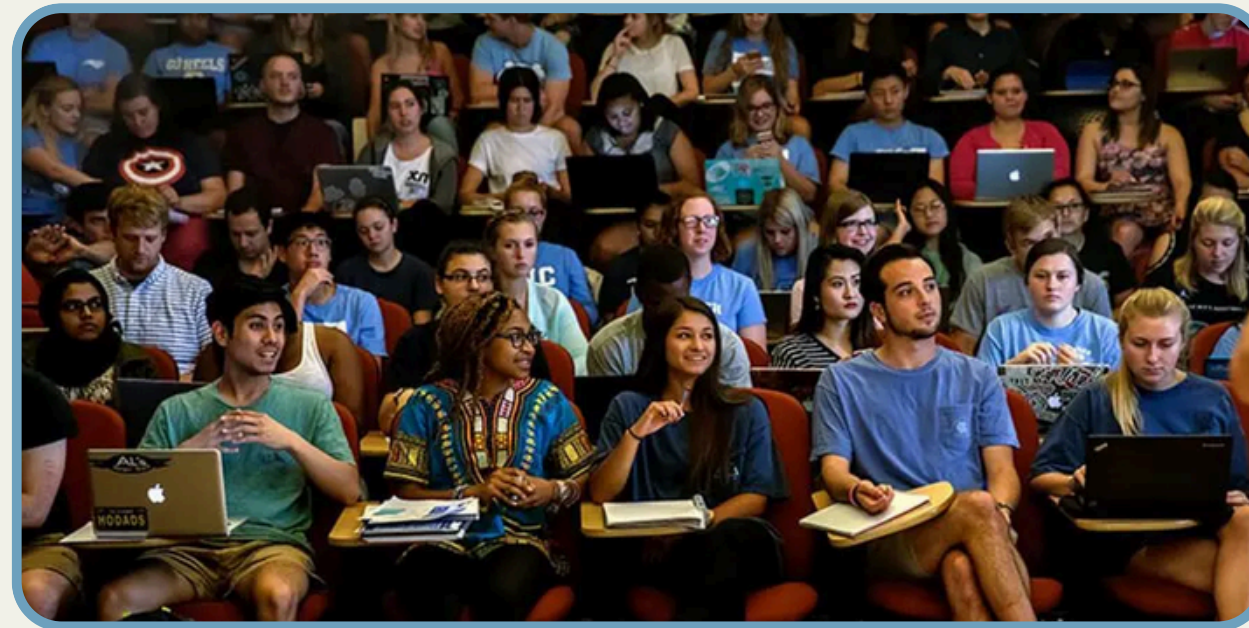
In-state high-school students that are ambitious, but unsure what career path to embark.

Personality Snapshot

- Creative & Ambitious
- Socially Conscious
- Tech-Savvy
- Curious & Eager to Connect
- Authenticity Matters

UNDERSTANDING *Our* AUDIENCE

- A sense of belonging in the Carolina + creative community
- The need to be seen, heard, and validated
- Fear of feeling lost or blending in
- A desire for authentic mentorship and clarity of direction





THEY KNOW THEY
WANT TO CREATE—
THEY JUST NEED
HELP FIGURING OUT
HOW TO LEAD WITH
THEIR VOICE.



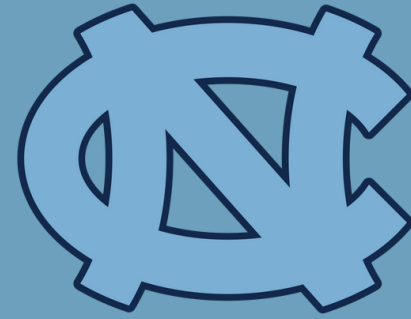
The Challenge Ahead

**THE
ENEMY**

=

*THE PERCEPTION
THAT JOURNALISM IS
A DYING FIELD.*





Business Problem: UNC Hussman is losing prospective students – specifically Gen Z – because of journalism’s perceived outdated reputation.



Consumer Problem: Gen Z students crave creativity and impact, but don't view journalism as a path to either—making them overlook a field they're already engaging with daily.

CULTURAL CONTEXT

| What Careers Do Gen Zers Want? Creative jobs in media and entertainment

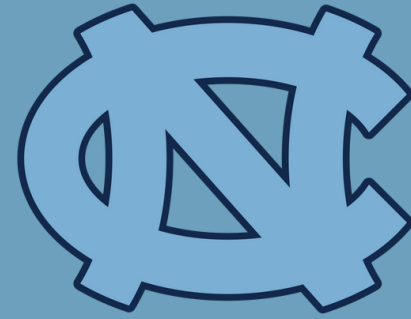
BY STAFF ON NOVEMBER 20, 2023

FEATURES

however, is students' perception of higher education. A recent survey done by Snapchat showed that 47% of US students who had defined paths are now re-assessing their options and about half of today's Gen Zs and Millennials want a non-traditional career path, compared to less than a quarter of Gen Xs and Boomers.

Despite any concerns about disruption, Gen Z's career aspirations highlight their adaptability and forward-thinking mindset. When asked about the industries they are most drawn to or consider promising for their future careers, respondents consistently focused on sectors known as hubs of innovation and creativity. **Entertainment and Media attracted 33% of respondents, closely followed by Technology and Design – both at 30%, and 24% expressed interest in pursuing careers in Health Industries.**

A study conducted by Google shows younger newshounds are relying on social media posts from their favorite influencers — and the opinions of the masses in the comment sections — versus the usual range of traditional sources, [Business Insider](#) reported.

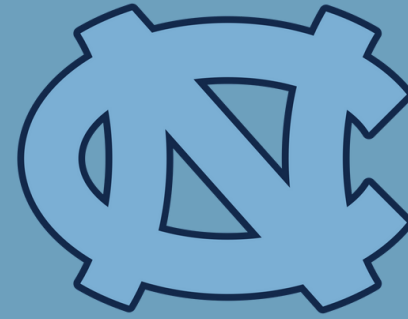


INSIGHT

Gen Z wants their voice to matter, but they don't see themselves as “journalists” because no one calls what they already do—posting, creating, sparking change—journalism, and it needs them!



Strategy: Reframe journalism as modern storytelling by meeting students where they are --- on TikTok, Reels, and Shorts—and making them feel they belong at Hussman while sparking FOMO if they don't join, and showing that journalism needs their voice.



Consumer Goal: Make students feel understood, and inspired by showing them that their interests—whether it's film, podcasts, or content creation—can translate into real careers.



Business Goal: Drive a measurable increase for in-state applications by changing the perception of journalism from dying to dynamic & making UNC Hussman the home of what's next.



GET

Gen Z high school students who already create and share stories that shape conversations online.

TO

See that what they're doing is the heart of modern journalism, and it needs their perspective to stay alive.

WHO

Crave creative freedom, cultural relevance, and a path where their voice actually matters.

BY

Positioning UNC Hussman as the launchpad for modern storytelling—where creators and changemakers learn to lead the future.

The goal is for prospective students to feel the “*fear of missing out*,” as attending the Hussman school will **best** prepare them for a career in journalism, communications, and advertising.

#FOMO

REBRAND: MAKE JOURNALISM FEEL ALIVE

Website Refresh: Create a modern landing page highlighting journalism as creative storytelling, using language like “Your voice shapes the future.” Include student success stories (TikTok creators, podcasters, etc.).

Visual Identity: Use bold, trend-driven graphics, motion elements (like quick-cut reels), and student-generated content to make the brand feel “alive” and relatable.

Tagline Integration: Promote a clear call-to-action like: “Journalism needs you. Don’t miss out—join Hussman.”

ACTIVATE: MEET STUDENTS WHERE THEY ARE

Social Media Takeovers: Use TikTok, Reels, and YT Shorts to share behind-the-scenes student content—day-in-the-life videos, creative projects, alumni highlights.

#FOMO Challenge: Launch a TikTok trend where students share “what I’d miss if I didn’t choose Hussman,” to leverage humor and authenticity.

Ambassador Program: Recruit current students to create content (Reels/TikToks) that feels organic, showcasing Hussman as a community.

AMPLIFY: DRIVE AWARENESS & ENROLLMENT

Targeted Ads: Run short-form video ads (10-15 seconds) on TikTok and Instagram, optimized for Gen Z, showing how “modern journalism = content creation, activism, and culture.”

Alumni Stories: Feature alumni like Pamela Brown and Susan Credle in short videos connecting Hussman to real-world impact.

Events with a Twist: Host virtual Q&A sessions with student creators to show prospective students what being a Hussman student feels like.

GUIDANCE + BELONGING TOUCHPOINTS

Create clear, emotionally resonant onramps into the school.

Counselor Kits: Toolkits for NC high school counselors that reframe journalism with campaign visuals + student stories.

DM-to-Apply: Use IG Story polls or TikTok Q&As with links or reminders about early deadlines.

WHAT'S THE POINT?

We are the audience,
and we don't just want students to apply,
we want them to feel *#FOMO* if they don't.

For us, it's about making journalism feel *alive* again.

It's about turning a major into a *movement*.

And it starts with a story only *UNC Hussman* can tell.

THANK YOU

THANK YOU

THANK YOU!