Rising Stars and the School of Journalism & Mass Communication

About 80 high school students from two different schools in Laredo traveled to Texas State University to spend the day exploring the School of Journalism and Mass Communication thanks to a grant from the Office of Equity & Access. The schools, which serve primarily Hispanic families, included a communication arts magnet school and a business magnet school. Many of the students have the potential to become first-generation college students.

Grant funds were used to bring media professionals to campus during the high school visit. Both the high school students and Texas State students benefited from presentation by media professionals, some of whom were Texas State alumni. Along with the formal presentations, many of the media presenters also stayed to have lunch with the high school students in a more informal setting. Speakers included WFAA-TV anchor Gloria Campos of Dallas, a Texas State alumna; Arnulfo Hernandez of Univision Austin; and Hispanic marketing expert Elena del Valle of LNA Communications in Miami.

(Grant 2005-2006, Kym Fox, Senior Lecturer, School of Journalism and Mass Communication)

(WFAA-TV Anchor Gloria Campos, a Texas State alumna, has lunch with students from Laredo’s Vidal M. Trevino School of Communications and Fine Arts, a magnet high school.)

(October 2005)
WFAA-TV Anchor Gloria Campos, a Texas State alumna, spoke with students from Laredo’s Vidal M. Trevino School of Communications and Fine Arts, a magnet high school. Campos’ visit and the Laredo students’ trip was funded by the Office for Equity and Access.