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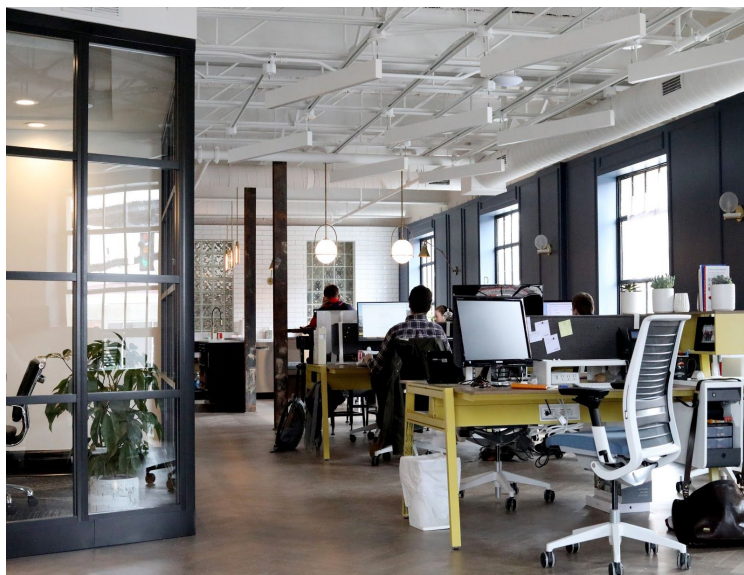
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UNT moves forward with student-run PR firm

Frisco finally has its own student-run public relations team

FRISCO, Texas (Apr. 8, 2019) -- UNT's student-run public relations agency, North PR is ready to change the PR and digital marketing landscape in the DFW metroplex. The firm, which will be run at the school's Frisco campus, will provide the expert work that both large companies and nonprofit organizations need while providing the professional experience that students need.

The school has selected a diverse team of its best public relations students from a competitive pool to run the firm. The inaugural team will be announced at Celebrate Mayborn, which will be hosted on Thursday, Apr. 18 at 6 p.m..



“This firm provides a space for students looking for experience by working with real-world companies that are looking for quality public relations and digital media work,” said Rebecca Poynter, the team’s faculty advisor who has a background in corporate communication.

North PR will be the first student-run PR agency in the DFW area and its home in Frisco makes it accessible to large companies relocating to the area.

The firm capitalizes on the experience and expertise of its Generation-Z student employees. Research proves that this generation has problem solving skills and are realistic thinkers, which are traits that older generations do not have. Clients benefit because the team will be able to come up with clever yet realistic PR plans.

“Choosing North PR is a wise business decision for organizations looking for affordable public relation work, especially those looking to market to Gen-Z,” said Michael McPherson, the school’s acting dean who has years of economics experience. “By 2020, Gen-Z and millenials are going to be the largest demographic in the U.S., who better to sell to them, than them?”

North PR, which will officially be open for business on Monday, Aug. 19, will host its soft-opening and tour of its facility on Monday, July 15.

The Mayborn School of Journalism has already experienced success with its student-run advertising agency, SWOOP, which serves many clients such as Kessler Shaving Co. and UNT admissions. The school is also well-known for being one of the few accredited journalism programs in the region and its Pulitzer-Prize winning graduates and faculty.



North PR hopes to uphold the school’s high standards and continue its list of achievements while moving its clients forward, like its name suggests.

For more information on services and becoming a client, visit the firm’s website www.NorthPR.com.

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About North Public Relations

North Public Relations provides inexpensive, high-quality public relations and digital marketing services for forward-thinking companies while providing valuable experience for Mayborn

students. See more at www.NorthPR.com.

About Mayborn School of Journalism

The Mayborn School of Journalism has provided quality education for students at the University of North Texas since 1945. An accredited program, the Mayborn excels in producing well-trained journalists and media professionals. For additional information, visit our [website](#) or follow us on [Twitter](#).