

## UNT Mayborn School of Journalism announces AGENZ, a student-led PR agency with an on-trend Gen Z Focus



(FRISCO, Texas - April 29, 2020) The University of North Texas Mayborn School of Journalism revealed its startup endeavor, AGENZ PR, a student-led agency, in an online event.

“AGENZ is the nation’s first Gen Z Public Relations agency. We specialize in data, content and social media with a Gen Z perspective,” said Carol Paiz, brand manager. AGENZ is based at UNT at Frisco.

Online attendees included Andrea Miller, Dean of the Mayborn School of Journalism; AGENZ team members appearing from their home bedrooms; PR mentors; Mayborn graduates; several clients; and even two proud mothers.

“AGENZ captures both sides of what it is; it’s both a PR agency and what you all bring to the table as Gen Z’s,” Dean Miller said. “The AGENZ brand looks phenomenal - good job you guys!”

The excitement kept scrolling in from the Zoom comment section.

“LOVE the logo – so creative and I also love that the agency is owning Gen Z as a whole,” posted recent Mayborn graduate and PR professional Kimmy Davis in the chat section.

Services offered by AGENZ, which began in January 2020 are;

- Data: research, surveys, earned media and social analytics
- Content: blogs, podcasts, news releases, website and visuals
- Social: content creation, influencer management and campaigns.



*The founding members of AGENZ, a group of PR seniors graduating with the Class of 2020*

“As Gen Z’s, we are the new generation of PR professionals with our own communication style, humor and digital skills,” said Tim Ketchum, client campaign manager. “As students, we really learn from the client collaboration.”

Current semester AGENZ PR client-mentors desire to reach Gen Z’s in multiple forms of on-trend communication—social, visual and digital—with generationally-engaged content. AGENZ supplied social media, blogs, news releases, videos, podcasts, community outreach programs targeted to Gen Z’s. AGENZ campaigns are based on research, polls, surveys and analysis to assist clients in learning the Gen Z’s perspective.

“At AGENZ, the team knows what’s on trend and helps clients reach Gen Z’s,” said Rebecca Poynter, faculty advisor from the Mayborn School of Journalism.

Seven of the 10 founding students plan to pursue a Master of Science in Digital Communication Analytics through UNT's Mayborn School of Journalism beginning this summer. Each semester, new senior PR students apply to be accepted into AGENZ.

AGENZ-spotted trends, observations and the Gen Z perspective are available via Twitter @AGENZ\_

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For more information: Corporations, organizations, businesses and start-ups interested in AGENZ services can contact Rebecca Poynter, faculty advisor, via [rebecca.poynter@unt.edu](mailto:rebecca.poynter@unt.edu).

UNT at Frisco - <https://frisco.unt.edu/>

The Mayborn School of Journalism - <https://journalism.unt.edu/>

AGENZ flyer - <https://frisco.unt.edu/sites/default/files/AGENZ%20-%20Primary%20Student%20Flyer.pdf>