



**NOLA KATE SUBER**  
**A2 ACHIEVE COLLEGE & CAREER ALIGNMENT ASSESSMENT**

## **THE BIG PICTURE**

Nola Kate, you are actually more focused than a lot of students your age. You aren't telling me that you "like communications" because you cannot decide on a major. You have repeatedly described a very specific future involving journalism, broadcast work and community information. Your current experiences already include video creation and editing, school news, social media and communication-heavy employment.

That does not mean you have to become a television anchor simply because 17-year-old you said that was the plan. But it does mean **media, communication, reporting and content creation are absolutely reasonable areas for you to pursue.**

## **YOUR ACADEMIC PROFILE**

Your reported 4.27 GPA and advanced coursework suggest considerably more academic ability than your ACT currently captures. What I especially like is the breadth. You have taken advanced work in English and literature, which directly supports journalism. You have also taken math, biology, history, theatre appreciation and music appreciation. That is useful for someone entering journalism because journalists do not only learn how to speak into a camera. They need to understand enough about a wide variety of topics to ask intelligent questions, learn quickly and explain complicated information to other people.

Your stated favorite class is TV. You are less enthusiastic about science or English even though your academic record indicates you are capable of handling those areas. That distinction matters. Being capable of doing something does not mean you need to make a career out of it.

## **YOUR INTELLECTUAL AND WORKING STYLE**

You seem to learn particularly well when something becomes **real**.

You taught yourself needle punching by watching videos.

You put together a golf organizer.

You make and edit videos.

You quickly count cash and return change.

People ask you for technology help.

You have customer-service experience.

You do not read like someone who wants to spend four years almost entirely discussing theory. I think you need a college program with opportunities to **write, report, film, edit, produce, interview and intern**. That is something I would specifically evaluate when we visit departments.

## CAREER ALIGNMENT

### **Strongest Fit: Broadcast Journalism / Multimedia Journalism**

This remains your clearest fit. Your interests and experience support careers such as:

- News reporter and eventually anchor
- Multimedia journalist
- Broadcast journalist
- Digital news producer
- TV producer
- Field producer
- News writer
- Digital video producer
- Social media journalist
- Sports reporter or sports-media producer
- Podcast or multimedia producer

Your golf background and the sports broadcast recognition make sports media an especially interesting adjacent area to explore.

### **Another Strong Possibility: Media Production**

You may ultimately discover that you enjoy being behind the camera as much as you enjoy being in front of it. Producing, directing, editing and developing stories are all viable careers. Your Premiere work and existing video-editing experience give us reason to explore that.

### **Another Possibility: Strategic Communication / Public Relations**

I would not put this ahead of journalism right now, but you are outgoing, strong with people, comfortable with social media and interested in communicating information. If you eventually decide that the lifestyle of broadcast news is not what you want, strategic communication and public relations would allow you to use many of the same skills.

### **An Important Distinction: News Anchor Is a Career, Not a Major**

You do not need a degree literally titled “Broadcast Journalism. Possible undergraduate paths include:

- Journalism
- Journalism and Mass Communication
- Mass Communication
- Communication Studies with a Broadcasting specialization
- Digital Media
- Multimedia Journalism

The quality of the hands-on training and internship opportunities matters more than whether the exact words **broadcast journalism** are printed on the diploma.

## CAREER EXPLORATION I WANT YOU TO DO

I want you to eventually spend time with someone who actually works inside a newsroom. Not because you need another activity for your application.

I want you to learn:

- What time anchors actually arrive.
- How much reporting they do versus reading prepared material.
- How often they write their own stories.
- What producers do.
- What multimedia journalists do.
- What entry-level TV journalists earn.
- How often they relocate early in their career.
- What their schedules look like.
- What skills get interns hired.

You have a very clear picture of the *visible* part of news anchoring. I want you to understand the invisible part too.

## **YOUR LEADERSHIP PROFILE**

Your leadership style appears to be communication based. You are not presenting yourself as student-body president or founder of six organizations. Instead, you have been placed in social-media roles and media roles where you help organizations communicate with other people. That makes sense. I would rather deepen that pattern than manufacture a completely unrelated leadership activity this fall.

## **YOUR STRONGEST DIFFERENTIATORS**

### **1. You are already doing media work.**

That is the strongest one.

### **2. You combine media with real customer-facing employment.**

You know how to talk to people outside the classroom.

### **3. Your personality supports your career goal.**

You describe yourself as energetic and outgoing, and you specifically value your ability to work with adults.

### **4. Golf gives you another dimension.**

You are not simply “the journalism girl.” Golf adds athletics, competition and potentially a sports-media angle.

### **5. Your academic record and intended career are more connected than your ACT makes them appear.**

That is why presentation and testing strategy matter so much.

## YOUR CURRENT COLLEGES

### UNIVERSITY OF NORTH ALABAMA

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#### Academic Fit: **VERY GOOD**

- UNA offers a BA/BS in Mass Communication with an option in **Journalism and Digital Media Production**. That is almost exactly the combination you keep describing.

#### Career Fit: **VERY GOOD**

- This gives you journalism plus digital production rather than forcing you into a purely print-oriented program.

#### Admission Fit: **STRONG**

- UNA currently requires a minimum 2.5 unweighted GPA for regular freshman admission and is test optional. Assuming your unweighted GPA is consistent with your 4.27 weighted record, you should be academically well positioned. ([University of North Alabama](#))

#### Financial Fit: **POTENTIALLY VERY GOOD**

- This is where ACT improvement can become valuable. For students with a 3.51–4.00 unweighted GPA, UNA's current published annual academic awards rise from \$1,500 with no ACT to \$2,500 at 20–21, \$3,000 at 22–23, \$5,500 at 24–25 and \$8,000 at 26–27. That is why I care about retesting.

#### Honors

- UNA's Cole Honors College considers academics, leadership, service, activities, writing and work experience. Its published information generally describes a 25 ACT or 3.5 unweighted GPA as competitive, although UNA's current Honors pages are somewhat inconsistent about standardized-test requirements. We will verify that directly before we submit your Honors application. And this is important: **We are not using Common App to apply to UNA.** I want you applying through the **UNA institutional/MyUNA application**. But I am still building your Common App information very carefully because I can reuse that work to frame your UNA Honors application, scholarship applications, activity resume and other responses. Nothing is wasted.

### UAB

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#### Academic Fit: **VERY GOOD**

- UAB's Communication Studies BA offers a Mass Communication concentration with separate **Broadcasting and Journalism specializations**. Its broadcasting curriculum includes writing, producing, directing, recording and editing digital media, with hands-on projects in the studio and field. UAB specifically notes that graduates work in television and radio stations and that students have obtained internships at local stations. For you, that is a major positive.

#### Location/Career Fit: **VERY GOOD**

- Being in Birmingham gives you proximity to a substantial media market while you are in school. That could be valuable for internships and professional contacts.

#### Admission Fit: **STRONG IF WE HANDLE TESTING CORRECTLY**

- UAB allows Fall 2027 students with at least a 3.5 weighted GPA to apply test optional. With your reported 4.27, I would currently lean strongly toward test optional unless your ACT improves materially.

### Scholarship Fit: **UNCERTAIN BUT WORTH PURSUING**

- UAB's test-score scholarship table starts at 22 for a student with at least a 3.5 GPA. Test-optional students are also considered for merit, but UAB does not publish the formula it uses for those awards. Again: an ACT of 22–24 would change the conversation.

### Honors

- Automatic Honors invitation generally requires a 3.5 GPA plus a 28 ACT/qualifying SAT. Students who do not meet those numbers may still apply individually using an essay, resume, transcript and recommendation. That individual-review path is the one we would use unless your testing changes significantly.

## SAMFORD UNIVERSITY

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### Academic/Career Fit: **EXCELLENT**

- Samford may be the cleanest named academic fit of these three. Its BA in Journalism and Mass Communication specifically prepares students for careers including news reporting, **news anchoring**, television and radio news production, podcast production, social media and digital media. Internships are required, and recent placements have included NBC 13, CBS 42 and WBRC. That deserves serious attention.

### Admission Fit: **REASONABLE BUT LESS CERTAIN THAN UNA/UAB**

- Samford's Fall 2025 middle 50% was approximately: ACT 23–29 and GPA 3.48–4.1, and Samford is test optional for Fall 2027. Your GPA and curriculum appear competitive, but I still need your unweighted GPA and full transcript context before I become more aggressive about your admission category. With an 18, I would currently apply **test optional**.

### Scholarship Fit: **VERY IMPORTANT TO WATCH**

- Samford considers test-optional students for scholarships. The Crosland Scholarship normally describes competitive applicants as having a 3.5 GPA and 26+ ACT, but Samford specifically states that test-optional applicants can be evaluated using its recalculated weighted GPA. You also have an unusually logical connection to Samford's Communication and Media scholarships because that department says it considers high school grades, volunteer work and participation in media-related clubs. That makes your THSTV/media work particularly important.

## MY CURRENT FIT RANKING

For **direct career alignment**, I would currently investigate them in this order:

1. **Samford — strongest direct Journalism & Mass Communication career pathway**
2. **UAB — excellent broadcasting/media pathway plus Birmingham professional opportunities**
3. **UNA — excellent Journalism & Digital Media Production pathway with potentially strong admission and financial positioning**

That is **not** my final college ranking for you. Once cost, campus feel, scholarships and your own reaction to each school enter the equation, that order could change completely.