



FOR IMMEDIATE RELEASE

HBCU Week NOW launches nationwide search for the next generation of HBCU storytellers

Applications are open for “Fresh Faces. Fresh Voices.,” inviting HBCU creators to share stories that celebrate the culture, community, and lasting impact of HBCUs

OWINGS MILLS, Md. - August 25, 2026 — HBCU Week NOW, the award-winning digital content destination, produced by Maryland Public Television, celebrating the culture, history, and future of Historically Black Colleges and Universities, has launched **“Fresh Faces. Fresh Voices.”** The initiative centers on a nationwide search for student storytellers, journalists, filmmakers, content creators, and on-camera personalities to represent HBCU campuses across the country.

The initiative will select four to six HBCU students and recent graduates as **“Fresh Faces. Fresh Voices.”** ambassadors. These individuals will create original content capturing the authentic experiences, achievements, and culture shaping HBCU life today. **Applications are being accepted now through September 14.** Additional information is available at hbcuweeknow.com.

“Fresh Faces. Fresh Voices.” builds on HBCU Week NOW's standing as one of the nation's fastest-growing destinations for HBCU storytelling. It is home to award-winning documentaries, exclusive interviews, commencement addresses, student-produced films and original digital series, built through partnerships with public media organizations, filmmakers, universities and cultural institutions.

"HBCUs have produced extraordinary leaders, innovators, artists, and changemakers," explains Travis Mitchell, Maryland Public Television senior vice president and chief content officer and founder of HBCU Week NOW. **“Fresh Faces. Fresh Voices.”** gives today's students the opportunity to tell those stories from their own perspective. We want the next generation of storytellers to help shape how the world experiences HBCUs. Whether you're a filmmaker, journalist, influencer, podcaster, photographer, or simply someone with a unique voice, we want to hear from you."

“Fresh Faces. Fresh Voices.” places student creators at the center of HBCU Week NOW's editorial ecosystem on a year-round basis, not only specific events. Selected creators will produce original content across multiple formats, including:

- Campus news and culture coverage
- Day-in-the-life features
- Student and alumni profiles
- Behind-the-scenes access
- Original short-form video for social media
- Long-form digital storytelling and documentary content
- Coverage of campus traditions, innovation, arts, and athletics
- Commentary on issues shaping HBCU communities

Content will be distributed across HBCU Week NOW's expanding digital ecosystem beginning in 2026, including YouTube, social media, streaming platforms, and [HBCUWeekNow.com](https://www.hbcuweeknow.com), connecting audiences to HBCU life through authentic student voices.

About HBCU Week NOW

HBCU Week NOW is a public media partnership spearheaded by Maryland Public Television that offers content about the history, legacy, cultural heritage, and degree programs offered by America's HBCUs. A collection of original long-form and short films, live events, and other HBCU-themed programming is now available on the HBCU Week NOW [YouTube Channel](#) and its companion Instagram page and website ([hbcuweeknow.com](https://www.hbcuweeknow.com)). HBCU Week NOW also produces a student film festival that awarded 10 student filmmakers from HBCUs with \$5,000 each for their winning short films in 2025. HBCU Week NOW content has earned nine regional Emmys, one national Emmy, and 10 Telly Awards.

About Maryland Public Television

Maryland Public Television is a statewide, public-supported TV network and Public Broadcasting Service member offering entertaining and educational content delivered by traditional broadcasting and streaming on TVs, computers, and mobile devices via its [online video player](#) and the [free PBS app](#). A state agency operating under the auspices of the Maryland Public Broadcasting Commission, MPT also produces local, regional, and national programming and frequently earns regional Emmy® awards for its work. MPT's commitment to educators, parents, caregivers, and learners of all ages is delivered through its [Maryland Center for Media Literacy & Education](#) and [Thinkport.org](https://www.thinkport.org). MPT's year-round community engagement activities connect viewers with resources covering a wide range of topics. More information is available at [mpt.org](https://www.mpt.org).

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