

LAYNA HÔNG

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RELEVANT EXPERIENCE

Freelance Reporter

February 2025 - Present | Chicago

- Reports on topics ranging from business, arts and culture to health.
- Processes, analyzes and visualizes data obtained through public portals and FOIA requests.
- Books guests, writes scripts, voices and mixes final audio for short and long-form news.
- Conducts interviews in English and Vietnamese.

Local News Accelerator Fellow | Medill Local News Initiative - Northwestern University

January - May 2025 | Chicago

- Developed a content and audience engagement strategy for Evanston Roundtable's new weekly newsletter.
- Analyzed research survey data to produce comprehensive reports with data visualizations for new content and audience engagement strategies tailored to local outlets' projects and research goals.

Digital News and Engagement Producer | WFAE 90.7

July 2022 - August 2024 | Charlotte, North Carolina

- Reported on and produced on-air and digital stories, transcribed two-way interviews for the web and copyedited for AP style.
- Analyzed public data to create infographics, data visualizations and illustrations.
- Captured photo and video as needed for both stories and fundraising initiatives.
- Developed audience engagement strategy for social media and digital channels by implementing short-form videos, repackaging multimedia newsroom content and delivering live breaking news updates.
- Packaged daily and weekly newsletters; launched and edited weekly newsletter highlighting local stories of hope and joy.
- Gathered community input and voices for daily news shows and other station initiatives.

Staff Writer, University Desk | The Daily Tar Heel

February - May 2022 | Chapel Hill, North Carolina

EDUCATION

Northwestern University | Chicago

M.S. in Journalism (2025)

University of North Carolina at Chapel Hill | Chapel Hill, North Carolina

B.A. in Media and Journalism, Global Studies (2022)

SKILLS AND SOFTWARE

Styles (AP, NPR) | Data Processing and Analysis (Python, SQL) | Data and Map Visualization (JavaScript, Flourish, Datawrapper, Adobe Illustrator) | Audio and video editing (Adobe Premiere, Audition) | Motion Graphics (Adobe After Effects) | Audience Engagement Strategy (Mailchimp, Buffer, Canva, Qualtrics)

SELECTED CLIPS

[“Labubu dolls take over Chicagoland, fuel Pop Mart’s expansion ambitions”](#) (2025)

- Sourced story through field reporting and social media, captured multimedia and analyzed company financial reports and stocks.

[“LISTEN: Illinois could be first state to protect right to mask up”](#) (2025)

- Produced, hosted and mixed a 12-minute interview on Illinois’ proposed Right to Mask legislation.

[“Vienna’s public transit works for the environment — but not for everyone”](#) (2025)

- International field reporting experience as part of Northwestern University’s MSJ program.
- Produced a 2,500-word data-driven story on challenges to Vienna’s public transportation system.
- Analyzed and visualized data from Vienna’s public data portal and captured multimedia.

[“As Hmong immigrants in NC get older, their adult children shoulder the labor of interpretation”](#) (2024)

- Produced digital and radio piece in collaboration with sister station WUNC 91.5.
- Interviewed sources, mixed final cut, contributed to final digital article and created lead editorial illustration.
- Broadcast on WFAE 90.7, WUNC 91.5 and The World from PRX.

[“Fractured”](#) (2023)

- 11-part broadcast and digital investigative series in collaboration with PBS FRONTLINE.
- Contributed to the featured map visualization showing the median time mentally-incapable defendants in North Carolina wait in jail before being transported to a psychiatric hospital to be restored.

AWARDS AND HONORS

[“Fractured”](#) (2023)

- Public Media Journalists Association: First Place for Collaborative Effort (Division D) (2024)
- 49th annual Gracie Awards: Radio - Non-Commercial Local (2024)
- Radio Television Digital News Association of the Carolinas: First Place for Investigative Reporting (2023)
- Goldsmith Prize for Investigative Reporting: Semifinalist (2023)