

Oral History: Yolette Garcia  
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Yolette Garcia is a mass communication veteran whose extensive work in broadcast journalism has allowed her to maintain a very successful career. Garcia's love for journalism began in her adolescent years where she joined the high school newspaper as a journalist at W.B. Ray High School in Corpus Christi, Texas.



“I got my feet wet that way and I loved it.” Garcia said.

Garcia joined the paper to hone her creative writing skills and ended up becoming the editor of the paper.

While Garcia enjoyed writing and working on the school newspaper, she went on to get her art history degree at Wellesley College and then her master's in art history at Southern Methodist University (SMU). She was on her way to get her Ph.D. in art history before realizing she still had aspirations to be a journalist. These aspirations turned into a lifelong passion for journalism.

“I had to ask myself, ‘is this what you really want to do?’ ...I thought long and hard about it and I thought I just can't do it right now. Maybe later. But right now I need to figure out if that, that long ago calling to be a journalist is still possible.”

With the help of her professors, Garcia networked with professionals until she landed a position right after college. After receiving her degree at the Meadow School of Arts at SMU, she started working as a secretary at KERA the following Monday. From there, Garcia was able to advance into other positions as they opened, including a position in radio, then eventually in television.

“...I worked initially in radio, then I went over to...television journalism and I stayed there for awhile and then I was able to switch back to radio... I went back and forth my whole career back and forth from channel 13 to 90.1 back and forth, back and forth. So I was sort of a pinch hitter over there.”

While Garcia started as a secretary in her field, she quickly rose to become the news director for 90.1 and the executive producer for Channel 13. She became a leader in her field and was able to hire the next generation of reporters, including WFAA anchor Cynthia Izaguirre.

After a long career in TV and radio, Garcia settled into a job as the Assistant Dean for External Affairs & Outreach. While she may not teach or is as involved in journalism anymore, she still believes that journalism is an essential part of society.

“I would say that journalism is still an essential profession. We have to be even smarter and tougher about what we do because we can’t lose sight of our main responsibility of informing the public in a fair way.”