



MAYBORN INSIDER

- Fall 2018 -

The Frank W. and Sue Mayborn School of Journalism links today's students with seasoned professionals from throughout the working world of journalism – broadcast, advertising, print and digital news, public relations and photojournalism. Above, the Mayborn faculty and staff bring more than 400 combined years of experience to our hallways and classrooms each day.

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UNT | MAYBORN SCHOOL
OF JOURNALISM
EST. 1890

GREETINGS, MAYBORN FAMILY –

In the few months I have had the pleasure to serve as acting dean of the Frank W. and Sue Mayborn School of Journalism, I have been impressed by one thing: this school – its students, staff and faculty – are incredibly well connected.

We have a continual stream of expert professionals from all walks of journalism – many of whom I've followed on television and in the newspapers for decades – up and down our halls and in our classrooms continually. Our students head out weekly for field trips to advertising and public relations agencies, newsrooms, broadcast stations, sports stadiums and more.

This fall, we hosted an amazing group of special events that further strengthened the remarkable connection between the Mayborn School and the working world of journalism. In September, we partnered with the Associated Press Managing Editors to host NewsTrain, which coupled our students and faculty directly with reporters, editors and producers from a number of major news outlets to discuss technologies and tactics on the leading edge of journalism. I was tremendously impressed.

In October, our students once again participated in News Engagement Day, an annual event held at journalism schools across the country that encourages aspiring journalists to ask others, “where do you get your news?” I'm pleased to say that our students (supported by a stellar cast of Mayborn NewsHounds) received top rankings for participation across the nation.

Also in October, our HATCH Visuals student-managed photography agency partnered with Humanities Texas to entice a distinguished panel of award-winning photojournalists to share their insights on “Seeing and Believing” in the age of fake news. The discussion was moderated by our Mayborn endowed chair for narrative and visual storytelling, Thorne Anderson.

In November, our SWOOP student-managed advertising and public relations agency – not to be outdone by HATCH Visuals – brought together an amazing panel of pioneering women in advertising. The resulting “Mad Women” panel was as inspiring as it was informative. More than half of our student population is women – a large number of them studying advertising – so I'm proud of the impact this event has made for us.

Along the way and in the gaps between major things, our students and graduates have quietly demonstrated Mayborn excellence in every way, down to two of our North Texas Daily students earning Lone Star Emmy's and one of our advertising alums receiving a coveted Gold Lion at Cannes. These things, and many, many others, make us all proud.

I'm happy to report that the search for a permanent dean for the Mayborn School has been wildly successful, attracting top-tier candidates from across the nation. This speaks volumes for the Mayborn reputation and the tremendous work my predecessors have done to elevate our brand throughout the world of journalism. The search has been narrowed down to four finalists, who are visiting through the remainder of the year. A final date for naming the final selection hasn't been announced yet, so stay tuned.

Our theme at the Mayborn is “Your Story Starts Here.” It is my observation from where I sit that the Mayborn story does much more than start. It is a nonstop whirlwind of activities, engagements and connections – all focused on providing our students with the very best possible journalism education.

All the Best,



Michael A. McPherson
Acting Dean





MAYBORN MAD WOMEN

SWOOP, the Mayborn's student-managed advertising and public relations agency, brought together five female pioneers of the area's advertising industry to highlight the changes they've seen and the opportunities tomorrow's graduates can expect.



LONE STAR EMMY AWARD

Five student journalists representing the North Texas Daily were nominated for Lone Star Emmy awards in Houston. Two were announced as winners - Briana Castañón and Hailey Sutton. Congratulations to them all!



2018 MAYBORN HOMECOMING



APME NEWSTRAIN

The Mayborn School hosted APME's NewsTrain event in September, bringing dozens of students and working journalists together for an intense day of studying the latest technologies and trends.

The Mayborn's Caty Meza joined with other faculty and staff of entertain alumni and visitors to UNT's Homecoming tailgate party in October.



MAYBORN IN LONDON 2018

Each year Mayborn students travel abroad to study in England and Japan. The class visits many of the world's premier news outlets and advertising agencies.



SEEING AND BELIEVING

HATCH Visuals, the Mayborn's student-managed photography agency, hosted "Seeing and Believing," featuring a panel of five award-winning photojournalists.

STUDENTS @ THE RICHARDS GROUP

THE RICHARDS GROUP

The Mayborn's Principles of Advertising & PR class visited Dallas agency The Richards Group to learn about the agency's unique culture, the work that they do and the internships they offer every semester.



Dr. Akira Miyahara

Mayborn students discuss international communications and media with Dr. Akira Miyahara from Seinan Gakuin University, Fukuoka, Japan. The Mayborn continually seeks cooperative arrangements with universities around the world.



**DR. SHERI
BROYLES**

The Mayborn's UNT Distinguished Teaching Professor Dr. Sheri Broyles introduced UNT President Neil Smatresk for the annual State of the University address.



**REBECCA
POYNTER**

Professor Rebecca Poynter's public relations class learned about the symbiotic relationship between PR and the news media from long-time broadcast FOX4 reporter Shaun Rabb.



Good Day

**GOOD DAY,
NEIL FOOTE**

Principal Lecturer Neil Foote recently discussed threats journalists face in reporting the news with Lauren Pryzbyl of KDFW's Good Day morning news program.



GEORGE GETSCHOW

Retired Mayborn Principal Lecturer and Mayborn Conference co-founder George Getschow (second from left) was recently honored with a “Legends of Journalism” award by the Dallas Press Club.



2018 NEWS ENGAGEMENT DAY

Mayborn students and their “News Hounds” spread out across the UNT campus to sniff out how students gather their news for News Engagement Day. Acting Dean Mike McPherson offered instructions.



RALPH STRANGIS

Legendary Dallas Stars play by play announcer Ralph Strangis recently shared media insights with Mayborn students studying Public Relations Case Studies.

UPCOMING EVENTS

December 15
Fall Commencement

December 24 – January 1
Winter Holiday

January 14
Spring Semester Classes Begin

January 21
MLK Day

March 11 – 15
Spring Break

April 13 – 14
Ad Team Competition

April 17
All Majors Career Fair

April 18
Celebrate Mayborn and Student
Media Showcase

May 10 – 11
Spring Commencement

July 19 – 21
2019 Mayborn Literary Nonfiction
Conference

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