


MAYBORN INSIDER

May/June 2018



Principal Lecturer Neil Foote emcees the 8th annual Celebrate Mayborn awards gala on April 26 at the University Union ballroom. Many dozens of amazing Mayborn students crossed the stage to receive more than \$300,000 in scholarships, awards and prizes. The theme of this year's event was "Mayborn on the Move."

If the Mayborn School of Journalism is indeed "On the Move" for 2018, then there is no better example of that than helping to move more than \$300,000 into the hands of Mayborn students. That's exactly what happened at the school's 2018 Celebrate Mayborn gala event, held April 26 at the University Union ballroom. Nearly 100 students received honors ranging from Outstanding Student of the Year awards to \$10,000 Mayborn Graduate Scholarships.

In addition, the Mayborn School recognized notable alumni and distinguished area journalists with its flagship annual awards, including the C.E. "Pop" Shuford Award, which was presented this year to nationally known radio personality Tom Joyner, and the Distinguished Professional Achievement Award, which was given to WFAA sports personality Dale Hansen.

The coveted Mayborn Medallion was presented this year to long-time Mayborn supporter and Board of Advisors member Joe E. Dealey, Jr. "It's a good thing the other presenters were brief in their remarks leading up to this one," said Regents Professor Roy K. Busby in preparing to honor Dealey. "There is a lot to be said for Joe, and I'm going to say a lot," he continued before presenting the honor. Additional awards for this year's "Mayborn on the Move" event were presented in the categories of: Career Service Recognition, Super Alum, Rising Star and Celebrate Mayborn Star Sponsor. Prior to the presentation of awards and scholarships, Mayborn students were invited to attend the annual "Professional Roundtable" event, which brings more than a dozen seasoned professionals from all areas of journalism – news, broadcasting, photojournalism, advertising and public relations – to campus to share their valuable experiences and encouragement. "Teaching Partners" this year included Kristi

Nelson from NBC 5/KXAS-TV, Jennifer Bolt from Team One, Dallas Morning News investigative reporter Miles Moffeit and Jennifer McClain from Fujitsu America. Long-time play by play announcer for the Dallas Stars, Ralph Strangis, said, "These kids are amazing – so much curiosity and energy. It's incredible to spend time sharing with them and coming away knowing that the future of media is in good hands."

The final scholarship awards of the evening were presented to graduate "Mayborn Scholar" recipients from the Frank W. Mayborn Graduate Institute of Journalism. Fifteen new Mayborn Scholars were recognized, marking the largest group since the inception of the prize at the Mayborn School of Journalism more than a dozen years ago.

For video news coverage of the "Mayborn on the Move" 2018 Celebrate Mayborn event, check out the news package created by the Mayborn's own Jade Jackson at vimeo.com/267320587. Or see [#CelebrateMayborn18](https://twitter.com/CelebrateMayborn18) on Twitter.



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A Message From Dean Dorothy Bland



It's graduation season, and we have more than 180 undergraduate students plus five graduate students scheduled to participate in our May 12 commencement. In the sea of green robes, you can easily identify them by their bright red ribbons anchored by gold Mayborn medallions.

Earning a college degree is a major accomplishment, a point of family pride and cause for much celebration. Savor the moment. Of course, you all are invited to join us for the Grad Block Party in the heart of the UNT campus near the Student Union in Denton starting at 5:30 p.m. on May 11.

What's next for our grads? In many cases, our students already are working or have internships lined up. For example, Andrea Czobor is working as a project manager using her broadcast, writing, digital and social media skills at The Harvest Hands LLC, a vegan social media agency in Plano serving all of DFW. Nathan Cooper has landed an internship with Saatchi and Saatchi in Dallas. Others like Hailey Sutton, who aspires to be a broadcast/digital reporter, are in the hunt. Networking and mentoring matter.

I encourage students to start early. That's why I created the Mayborn Alumni Mentor and Mentee Network in 2015. Nicole Hooi-Rodriguez, who is being mentored by sports talk show

host Corey Mageors of CBS Radio's 105.3, said, "I've learned in the process of applying for internships to always have multiple people review your work on your website or online portfolio. The more professional opinions you get, the better." See p. 6 for the list of 22 students who have been paired with alumni working in fields ranging from sports marketing to broadcast/digital reporting for 2018.

If you are an alum and would like to be a mentor in 2019, please go to <https://bit.ly/2HdGKK1> to complete an application. If you are a student and would like to be paired with a Mayborn alum in 2019, please go to <https://bit.ly/2J8azMz> to complete the application. Up to 25 pairings will be announced in the spring semester 2019.

Students, please tap into UNT's Career Connect system and LinkedIn, plus become active with student media and at least one professional organization at least two years before you graduate. At the Mayborn, students can choose from a variety of professional organizations with student chapters including the Broadcast Education Association, Society of Professional Journalists, National Association of Black Journalists, National Association of Hispanic Journalists, National Press Photographers Association and the Society of Professional Journalists. Don't forget SWOOP, our student-run advertising and public relations firm, or the Public Relations Student Society of America.

Did you know that public relations is our second largest track in the Mayborn? We have 283 students in the PR track this spring and it's growing. The U.S. Department of Labor forecasts a nine percent growth rate for PR specialists between 2016 and 2026. That's why Rebecca Poynter, a lecturer in the PR sequence, will be working this summer. A Business Practices PR class with a student-run PR agency is planned for the UNT New College in Frisco in the year ahead. Our goal: to ensure more experiential learning opportunities and internships for our students. Given the explosive growth underway in Collin County, the timing couldn't be better.

The Commission on Public Relations Education's report titled "Fast Forward: Foundations and Future State, Educators and Practitioners" was released in April and can be found at www.CommissionPRed.org. Among the key takeaways: Writing for multiple platforms must be a core competency. Speed, adaptability and nimbleness are essential. Ethics matter. More diversity is needed in the classroom and the profession.

Onward and upward,

Dorothy Bland
Dean

2018 TIPA Award Winners

Mayborn students scored big in this year's Texas Intercollegiate Press Association (TIPA) awards, garnering awards in a number of categories. Congratulations!

On-Site Competitions

North Texas Daily Editor-in-Chief **Kayleigh Bywater** placed second in the copy editing competition.

Design editor **Kelly Fox** received honorable mention in the newspaper design competition.

Copy editor **Kaitlin Pennell** received honorable mentions in both the editorial cartoon and headline writing competitions.

Copy editor **Marshall Cearfoss** received third place in PR release writing.

Sports editor **Matthew Brune** placed second in print sports writing.

Photo editor **Jake King** placed second in the news photo competition, and he and senior staff photographer **Sara Carpenter** received an honorable mention in the two-person photo essay competition.

Submitted entries

Submitted entries consisted of articles from 2017.

In the critical review category, Editor-in-Chief **Kayleigh Bywater** won second place for her Dose review over Dallas Fan Expo. **Preston Mitchell** received an honorable mention for his SXSW review over the Disaster Artist.

Sports editor **Matthew Brune** won third place in his sports feature over Nic Smith.

News editor **Sarah Sarder** received an honorable mention for her breaking news coverage over Donald Trump Jr.'s speech through the Kuehne Speaker Series. Sarder also won first place for her static information graphic over the student athletic fee increase.

Brady Keane won third place for his column over voting "yes" to raising the student athletic fee.

The editorial staff of the Daily placed third in the editorial category for its editorial over gun violence.

University of North Texas students received honorable mention for their in-depth news reporting video over the opioid crisis.

Briana Castanon received honorable mention for feature news reporting video. Castanon and **Brenda Hernandez** won first place in Spanish newscast.

Marina Feliciano received an honorable mention for breaking news video story over the November 2017 apartment collapse at the Ridge at North Texas.

2017-18 Ricco Ethics Scholarship Winners

Congratulations to all of our 2017-2018 Ricco Ethics Scholarship winners. The Ricco Ethics Awards are presented each year to winning students in colleges, schools and departments all across the University of North Texas. Students write essays on an annual topic and compete to earn \$1,000 prizes. The subject for 2018 was "Targeting a Broken Heart."

College of Engineering
Angela Polling

College of Public Health and Service
Ashley Tetteh

College of Merchandising, Hospitality & Tourism
Alexandra Castillo-Papaleo

College of Visual Arts and Design
Savannah Leslie

Mayborn School of Journalism
Jasmine Johnson

College of Business
Douglas Burns

College of Music
Brittney Balkcom

TAMS
Jeffrey Wang



Nick and Anna Ricco present a 2018 Ricco Ethics Scholarship to the Mayborn's Jasmine Johnson at UNT's annual Honors Day luncheon.

Student, Alumni and Faculty Updates



Kim Helmski Keller (left), our new lecturer in the public relations track, and Dr. Newly Paul (right), our new hire as an assistant professor in the digital/print track, will start with the fall semester in August.

Keller is an adjunct professor at Texas Christian University, where she teaches PR strategies and strategic writing. She has also been an adjunct journalism professor at the University of Memphis. She has 25 years of experience in news and PR, which includes more than eight years in the community relations and employee communications units of FedEx Corp. As a PR consultant and writer, her clients have included the Boy Scouts of America and BlueCross BlueShield of America.

Keller has earned a variety of honors and awards, including two VOX Awards from the Public Relations Society of America Memphis chapter for writing and campaigns. She has served as a guest columnist for Fox News Latino and a Community Voices columnist for The Dallas Morning News. Keller regularly does presentations and seminars on a variety of topics including “Social Media 101 for Parents” and “Writing for the Web.” She is an accredited PR professional and earned her master’s degree in journalism from the University of Memphis. Keller and her family live in Frisco.

Paul is an assistant professor in the Communication Department at Appalachian State University in Boone, N.C., where she teaches Political Reporting, Minorities in Media, Copyediting and Introduction to Journalism. She has produced 11 peer-reviewed journal articles, a peer-reviewed book chapter and made 27 refereed conference presentations. Her research interests include race, gender and media; political communication; news reporting and writing; digital media and social media. Paul is a native of India and worked three years as a senior correspondent for India Today magazine before moving to the United States.

She earned master’s degrees in English literature and journalism. She earned her Ph.D. in mass communication and public affairs from Louisiana State University. Prior to moving to North Carolina, she and her husband lived in the North Texas area.

Thanks to **Dr. Koji Fuse** and **Gary Ghioto**, who served as search committee chairs, as well as all those faculty and staff members who helped secure Keller and Paul.

Kudos to Associate Professor **Thorne Anderson**, who has been named a 2018 President’s Council Teaching Professor Award winner.

Faculty

- For the third time, **Dr. Roy Busby** and **Jo Ann Ballantine** served as hosts for one of the 64 teams in the NCAA men’s basketball March Madness tournament. They hosted the Florida Gators, who reached the Regional Finals at the American Airlines Center in Dallas earlier this year. In 2013, they were hosts when Florida made the South Regional Finals at AT&T Stadium in Arlington. In 2014, they were the hosts for UConn when the Huskies won the men’s NCAA national championship at AT&T Stadium.
- Did you know **Dr. Valarie Bell** was featured in a recent issue of the Faculty Success e-newsletter? Here’s the link: <https://facultysuccess.unt.edu/april-newsletter>
- Kudos to **Dr. Koji Fuse** for teaching an Osher Lifelong Learning Institute class titled “I Don’t Understand What You’re Saying!” on Feb. 12. The class was about cultivating intercultural communication competencies.

Student

- Congratulations to **Hannah Wise**, a M.J. graduate student and Mayborn Scholar who was named the Digital Innovator of the Year for The Dallas Morning News. She also worked fulltime as an audience engagement editor at The Dallas Morning News.
- **Celeste Gracia**, a senior broadcast/digital journalism student, has been selected in a national competition for the CBS News Intern Fellowship Program in New York City for this summer.
- **Kennedy Huff**, a broadcast/digital student, has been selected for the PBS Newshour fellowship in DC for the summer.
- Kudos to **Alec Spicer**, who has been selected to be the editor-in-chief for The North Texas Daily for the summer and fall terms.
- As part of the UNT Student Worker Appreciation Week, five undergraduate student workers were honored with awards in April. They are **Olivia Caldwell**, **TaShea Gadlin**, **Savannah Huemoeller**, **Elora Ronalds** and **Deken Taylor**.

Alumni

- Did you know that alumna **Leila Rahimi** was a reporter for the NBC Olympics broadcast from PyeongChang, South Korea in February? She joined NBC Sports Chicago as an anchor and reporter in 2015 and serves as co-host for In the Loop, an interactive sports news and entertainment program.
- Congratulations to alumnus **Brantley Hargrove** on the release of his new book, “The Man Who Caught the Storm:



Mayborn Development Officer Karena Sara (left) and Dean Dorothy Bland (center) visit with Mayborn alumni at one of several alumni events held regularly throughout the Dallas-Fort Worth Metroplex. The Mayborn is proud to have many thousands of alums working in a variety of journalism-related professions in the region and around the world.

The Life of Legendary Tornado Chaser Tim Samaras.” Read more at www.brantley.hargrove.com. Hargrove, alum **Mike Mooney** and author **Melissa Shultz** were part of the Dallas Book Festival panel titled “Debunking the Myths: How to get Published.” **Neil Foote**, Mayborn principal lecturer, facilitated the panel, and **Jim Dale**, another alum who is the Mayborn marketing director, coordinated the Mayborn marketing presence at the event.

- Did you know that **Tiesa Leggett**, B.A. 2004, was featured in Fort Worth Business Press as one of the “40 under 40” leaders in business? She is a schools coordinator with The Blue Zones Project in Fort Worth.
- Kudos to alumnus **David Moore**, who was named the Perspective, Insight, Context and Analysis Writer of the Year for The Dallas Morning News. He also won an honorable

mention in the Texas Associated Press Managing Editors 2017 Contest for Sportswriter of the Year award.

- Did you know that five UNT journalism alumni at the Denton Record-Chronicle were among those who earned first place awards in the 2017 Texas Associated Press Managing Editors Contest? For example, **Peggy Heinkel-Wolfe** was named the Star Reporter for 2017 in Class 1A. She earned first place in the Freedom of Information category and shared first place with **Caitlyn Jones** in the Investigative Reporting and Specialty reporting categories. **Steve Gamel** earned first place for Sports Column Writing. **Julian Gill** earned first place for a breaking news story on the death of a Little Elm police detective. **Scott Parks**, who retired in March 2018 as the Denton Record Chronicle’s managing editor, earned first place in the Editorial Writing category.

2018-19 Mayborn Ambassadors

2018 Alumni Mentor and Mentee Network

Congratulations to the newly selected 2018-2019 Mayborn Ambassadors. They will be joining returning Ambassadors:

Kyle Davis (Advertising)
 Celeste Gracia (Broadcast Journalism)
 Tuere Robinson (Public Relations)
 Joshua Wilbanks (Public Relations)

The Team Leads for the 2018-2019 Mayborn Ambassadors are:
 Kyle Davis and Tuere Robinson

2018 - 2019 Mayborn Ambassadors

Advertising

Alexandria Boggs
 Nick Gorietti
 Bethany Narvaez

Broadcast

Tayiaa Anderson

Digital and Print

Sergio Benitez
 Camila Gonzalez
 Nikki Johnson-Bolden

Public Relations

Dylan Asher
 Alexia Johnson
 Jensen Krieger



Student Name	Mentor Name	Company
Hayle Birlew	Vinny Minchillo	Glass House Strategy
Heven Bailey	Melonee Scruggs	Eastfield College
Ashleigh Cain	Randy Pruett	Cook Communications
Sara Carpenter	Gary Payne	UNT URCM
Sydney Cooper	Nicholas Friedman	The Dallas Morning News
Alejandro Cortez	Michael Cinelli	Retired PR Executive
Cayln Gibson	Terri West	Retired TI VP
Rand Gowan	Will Pry	The Dallas Morning News
Chelsi Harris	Kati Grivna Donovan	National MS Society
Nadirah Hill	Leona Allen	The Dallas Morning News
Brianne Kimbrough	Jordan Schaffer	KDFW-TV Fox 4
Sidney Mireles	Wendi Strong	Retired USAA Executive
Brianna Moore	Nadia Galindo	News 12 Westchester
Dakota Myles	Calah Kelley	Freelance Multimedia Journalist
Blake Patton	Graham Douglas	Vimeo
Antonio Rodriguez	Trent Walters	The Richards Group
Ryan Shivers	Chris Reeves	Creative 2930
Rachel Watson	Ashlea Ramirez	Wieden+Kenned
Albert Williams	Lauren Frock	FleishmanHillard
Khadijah Grimes	Ranjani Groth	UNT URCM
Nicole Hooi-Rodriguez	Corey Maegors	CBS Radio 105.3 The Fan
Reagan Elam	Becky Kimbro	Texas Rangers

If you would like to mentor a current Mayborn student, please visit <https://bit.ly/2HdGKK1> to complete an application.

The Mayborn School is proud of its diversity, bringing together students, faculty and staff of all races, genders, ages and backgrounds. Did you know that the Mayborn School of Journalism recently received the AEJMC's Diversity Award?



Life @ the Mayborn



Mayborn PR student Brooke Combs proudly shows her portfolio. Mayborn students in all academic tracks produce digital portfolios of their work for later professional use.



NBA All Star and ESPN Analyst Stephen Howard shared his wisdom and insights for success with UNT students at the University Union Lyceum on March 28.



Mayborn advertising professors Bill Ford (left) and Dr. Sheri Broyles (right) visit with alumni of SWOOP, the Mayborn's student-managed advertising and public relations agency, at the annual Agency Showcase event held at UNT New College at Frisco on April 19.

Upcoming Events in 2018

May 28

Memorial Day

July 4

Independence Day (no classes)

July 20-22

14th annual Mayborn Literary
Nonfiction Conference

July 20-26

Annual Multimedia High School Workshop

Aug. 10

Summer term ends

Aug. 18-19

Mean Green Move-In Day

Aug. 25

Grad Student Ice Cream Social and Orientation

Aug. 27

Fall term begins

Consider a gift to the Mayborn School of Journalism

For your convenience give online at journalism.unt.edu/about-us/support-mayborn. For more information contact Dorothy Bland at dorothy.bland@unt.edu or call 940-565-4917.

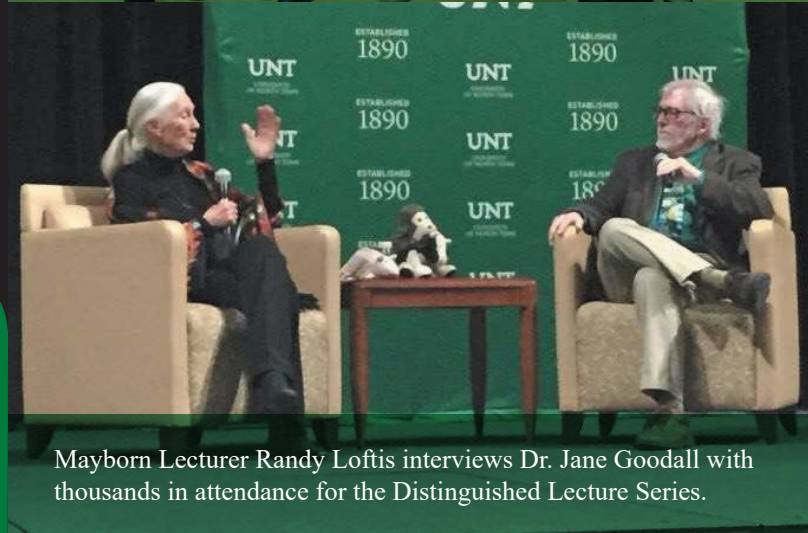
More Life @ the Mayborn



Mayborn Principal Lecturer and Mayborn Conference Co-Director Neil Foote moderates a panel of authors at the Dallas Book Festival on April 7. Distinguished authors and Mayborn alums include Melissa Shultz, Brantley Hargrove and Michael J. Mooney.



The Mayborn School of Journalism hosted “Women With Words: Female Pioneers in Journalism” on March 21 at the University Union Lyceum. Moderated by Dr. Tracy Everbach (left), the panel featured Carolyn Barta, Leona Allen, Gayle Reaves-King and Katie Sherrod.



Mayborn Lecturer Randy Loftis interviews Dr. Jane Goodall with thousands in attendance for the Distinguished Lecture Series.



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