



MAYBORN INSIDER



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UNT | MAYBORN SCHOOL
OF JOURNALISM
EST. 1890

GREETINGS, MAYBORN FAMILY –

Texas' notorious weather swings aside, we're snuggled up in the firm embrace of winter, with the semester off and running and students, faculty and staff carrying on about the business of producing the next generation of great journalists. Winter is a favorite season for me – but only because it means that Spring is right around the corner. Springtime always means growth, change, renewal and freshness with all things.

For the Mayborn School, growth and change comes in the form of our newly appointed dean, Dr. Andrea Miller, who will be officially joining us July 1st from the Manship School of Mass Communication at LSU. My special thanks to everyone at the Mayborn School and across UNT for your hard work and commitment as we underwent an extensive selection process. I am confident that your Mayborn School will be in the best of hands moving forward.

Plans are underway for our 15th annual Mayborn Literary Nonfiction Conference, to be held July 19-21 at the usual location in Grapevine, Texas. The conference planning team is lining up an impressive group of speakers, moderators and presenters to bring to life our theme of "Justice in America." This is a timely and important topic today, as journalists are working harder than ever before to shine the light of truth into dark corners and hold the powerful accountable.

Already in the lineup are Margot Lee Shetterly, author of "Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race," Nikole Hannah-Jones, an award-winning writer for The New York Times Magazine who covers issues surrounding racial segregation and fair housing, and Taylor Branch, a Pulitzer Prize-winning writer best known for his landmark trilogy of the civil rights era, "America in the King Years."

Stay up to date on our speakers and schedule by checking our new Mayborn Conference website (www.themayborn.com) often. Register by March 31 and receive our Early Bird rate of \$400.

I'm constantly amazed by the awards that roll in almost daily at the Mayborn – recognizing our students, our faculty and our alumni. Although I have many examples, here is one of each for you. Pulitzer Finalist photographer Chip Somodevilla (BA '90) has recently been named first place winner of the White House News Photographers Association Portfolio Competition.

Second, Mayborn grad student Briana Castenon is one of only 23 students nationwide selected to participate in the News21 Fellowship investigative team sponsored by the Carnegie-Knight Foundation. Briana is on our "Grad Track" program, which enables select students to combine undergraduate and graduate-level work to receive a master's degree in five years.

Third, our Mayborn Endowed Chair for Narrative and Multimedia Storytelling, Thorne Anderson, tied for the win in "Best of Competition in Faculty News" for his "Still on the Edge" news feature for KERA. The competition is sponsored by the Broadcast Education Association.

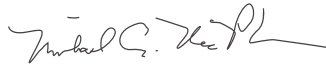
Congratulations to all. And many thanks to everyone who continues to keep The Frank W. and Sue Mayborn School of Journalism at the forefront of our important and fast-moving profession.

Looking forward, our students are gearing up for travel abroad programs this summer to England and Spain. The photo on the front cover shows our students exploring British culture during last year's trip to London. And Dr. Valarie Bell is spearheading our first-ever trip abroad to France. These programs are so very important in helping our students round out their understanding of how journalism is practiced around the globe.

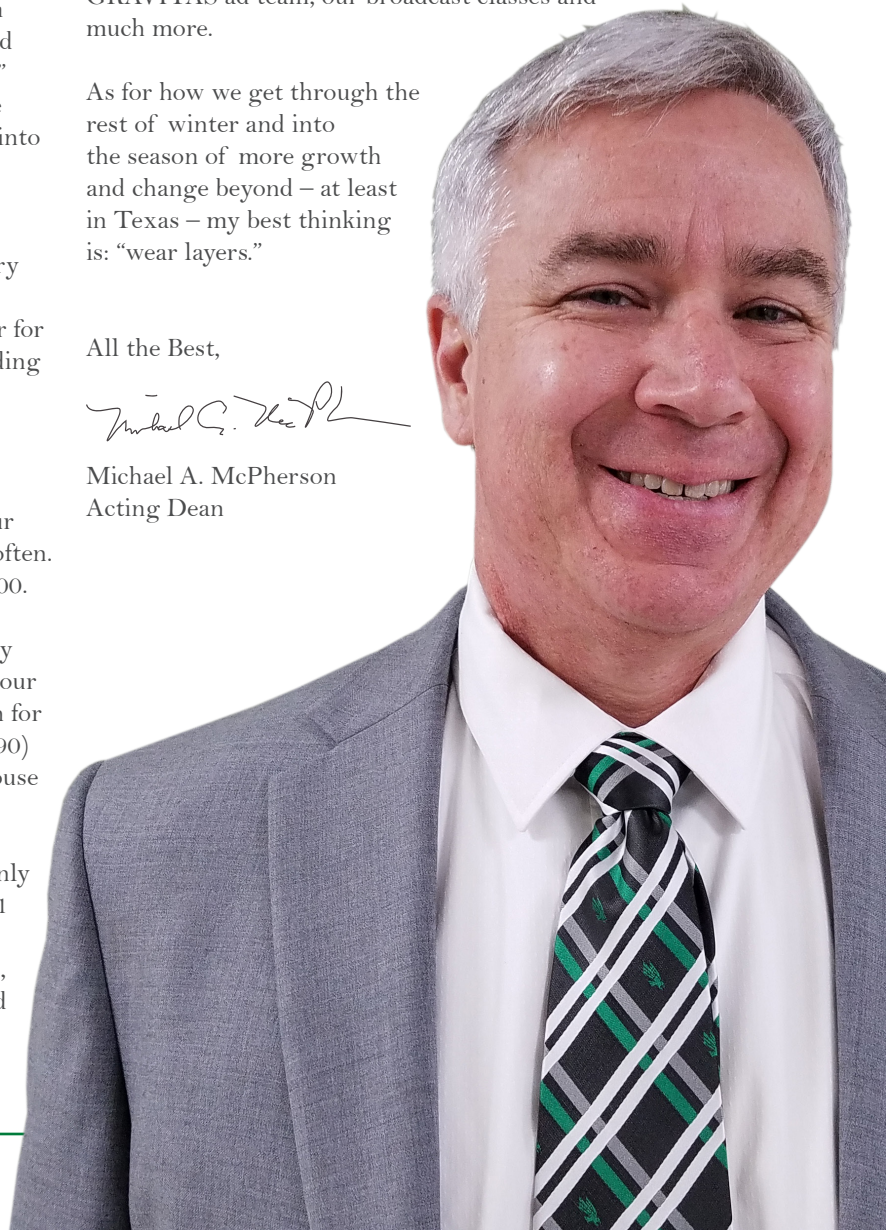
We're looking forward to our 8th annual Celebrate Mayborn awards gala on April 18th. We'll also be featuring the hard work of our students in the Mayborn Media Showcase at the same event. Plan to see the amazing products of HATCH Visuals, SWOOP, the North Texas Daily, the GRAVITAS ad team, our broadcast classes and much more.

As for how we get through the rest of winter and into the season of more growth and change beyond – at least in Texas – my best thinking is: "wear layers."

All the Best,



Michael A. McPherson
Acting Dean



GREETINGS, NEW DEAN ANDREA MILLER

Both Miller's research and her role in news producing have touched some of the nation's biggest headlines, including Ebola, the BP oil disaster and Hurricane Katrina.

Among her accomplishments, Miller received the Dallas Press Club Katie Award in 1993 and an Associated Press Spot News Award in 1992, both for her role as producer for newscast coverage of a school shooting at Palo Duro High School in Amarillo, Texas.

Additionally, Miller – an associate producer at the time – was part of an Emmy Award-winning team in 1996 for a newscast covering the death of 9-year-old Amber Hagerman, who was abducted that year while riding her bicycle in Arlington, Texas. The only witness, her 5-year-old brother, offered precious few clues; however, it was enough for local news to begin coverage. Hagerman's body was found five days later. In the wake of her death, the national Amber Alert system, named after Hagerman, was born.

During Miller's time as a producer, she developed a passion for breaking news, crisis news and issues management that carries into her academic research. Among her work academically, she's published articles in "Journalism and Mass Communication Quarterly," "Media Psychology" and other journals.

"Oil & Water," her first book, covers media response in the aftermath of Hurricane Katrina and the BP oil spill. Miller is co-editor of "News Evolution or Revolution? The Future of Print Journalism in the Digital Age," and she is co-authoring a third book with Jinx Broussard that examines eight crisis communications case studies from a journalistic and a public relations perspective.

Prior to her UNT appointment, Miller served as a professor and associate dean for undergraduate studies in the Manship School of Mass Communication at Louisiana State University in Baton Rouge. During her 15-year tenure, she taught courses in crisis communications, broadcast news and multimedia reporting.

Miller earned her doctoral degree from the University of Missouri-Columbia School of Journalism, her master's degree from Texas Christian University and her bachelor's degree from Texas A&M University.

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JADE JACKSON

Jade Jackson joined the WSBT 22 News team in South Bend, IN earlier this month. The Indianapolis native is proud to be back in her home state after graduating from the Mayborn School of Journalism in December 2018. So far she's done exclusive feature stories for the Michiana community, and leaving her mark by connecting with everybody she meets. Moving states away for your first news job can be nerve racking, but Jackson is glad she's made the right choice with her station. She's been welcomed with open arms by her team.

"I've had a few interviews and was flown a couple of places to check out stations, but WSBT was the one," she said.

The station is in the top 100 market, and Jackson wanted a place where she knew she would grow as a reporter.

While at UNT she's completed over seven internships, including being a summer news reporting intern with WFAA-8 in Dallas and CBS 11 in Fort Worth. She anchored DTV News Break for the City of Denton while concurrently performing PR work as the communications

intern for the Denton County Transportation Authority. She was a reporter for Emmy Award Winning, NTTV Nightly News where she broke national stories surrounding the campus. She was also a minority beat writer for the UNT Chapter of Her Campus Magazine and a writer for NTDaily. She's interned for Denton Radio and contributed to The Dentonite as a writer.

She's had a few Mayborn professors who have been instrumental in her success before landing her first news job. The first day in Tracy Everbach's Race and Gender in the Media class still applies to Jackson in the real world when she's covering stories.

"What I learned about perception and how the media really shapes the views of people who watch us everyday is not talked about nearly enough in newsrooms from what I see," said Jackson.



ALUMNI PROFILES

ELVIA LIMÓN

By Brianna Moore

Before deciding on a career in journalism, Dallas native Elvia Limón spent her time studying music. She attended the prestigious performing arts high school Booker T. Washington in Dallas' Arts District. Though her parents were hopeful she would continue to pursue a career in music, Limón says she had other plans.

She took a journalism course in middle school that introduced her to the field; she says she had a great teacher and always considered journalism an option in the back of her mind. Limón later went on to earn bachelor's and master's degrees in journalism from the University of North Texas in 2013 and 2017.

While studying for her masters at UNT, Limón interned at the American Airlines' magazine American Way and The Dallas Morning News. She says her internship with the DMN helped her land her a job at the paper right out of college.

Currently, Limón works as an engagement reporter for the News' engagement team. As an engagement reporter, she works to produce content based on questions that readers ask. Limón says the engagement team relies on readers to tell the paper what's important to them and inform them about what is going on in their respective communities.

When asked about her future plans, Limón says she would like to do more investigative work. Her dream is to work for a program like NPR or a publication like ProPublica.

Limón stresses the importance of seeking internships as a tool for developing writing. "It's like any skill you just have to practice at it," Limón said. "It's like playing the violin or playing the piano. Writing is a skill."



BRITTANY BAREFOOT-McGINNIS

By Joy Omokore

Brittany Barefoot-McGinnis faced the option of transferring from New Mexico State University to any college in three states – Texas, Colorado or Arizona. She felt discontented because she wasn't fulfilling her dream of becoming a copywriter.

Her mother specifically requested the areas to keep her close to home in New Mexico. She chose UNT based on a high recommendation she received from a former UNT student and colleague, its proximity to Dallas, and the internship access she wouldn't have had at a different school in Texas.

"Mayborn gave me a solid foundation in what I wanted to study," said Barefoot-McGinnis. The advertising program allowed her to develop her skills with the assistance of high caliber professors. She also received a scholarship that qualified her to get In-state-tuition. After graduating with a BA in '92, she landed her first job in advertising.

VINNY MINCHILLO

By Bailey Maxwell

Perhaps you've seen his TED Talk. Or maybe you've seen the episode where he won Wheel of Fortune. Or maybe you were his student for Advanced Copywriting at UNT back in 2007. Or perhaps you're in the market for a vintage typewriter and "Vinny's your guy." Needless to say, if you don't know Vinny Minchillo, you might want to change that.

While at UNT, Minchillo worked for as an account coordinator at Bernard Hodes Group. He says it was his experience at the ad agency that led him to switch from studying radio and television to earning an advertising degree, going on to become a member of Ad Club and PRSSA. He graduated in 1983 from what was then the Graduate Division of Journalism with a BA in Advertising.

Minchillo jokes that before attending The Mayborn School, "Everything I knew about advertising I learned from BeWitched." But, he can't claim that now; Minchillo is the Principal of Glass House Strategy, a firm that

Now, as a group creative director for Publicis Hawkeye, she is a creative force and a results-driven leader. She's worked for clients such as Bank of America, Sony PlayStation, and Hyatt Hotels and Resorts.

Crossing paths with UNT students is a joy for Barefoot-McGinnis. "I'm always happy when I hire somebody from North Texas.

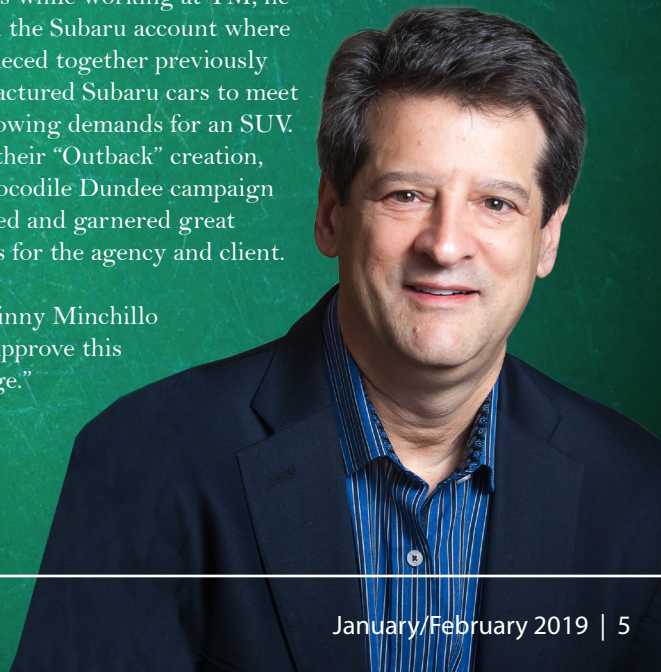
I have several students from there throughout the year, and they're awesome," Barefoot-McGinnis said. She hopes the Mayborn keeps turning out amazingly talented students and continues to maintain its distinguished reputation.



he opened in 2011 to "solve problems with creativity." Before opening Glass House, he worked 12 years at TM Advertising as a Creative Director. He also spent nine years as a partner at Scott Howell & Co.

Minchillo's favorite claim to fame? He is credited for writing the first commercial that contained the phrase "I'm (insert name), and I approve this message" for Lubbock Congressman Randy Neugebauer. What's more, he and TM practically helped build the Subaru Outback. He says while working at TM, he was on the Subaru account where they pieced together previously manufactured Subaru cars to meet the growing demands for an SUV. From their "Outback" creation, the Crocodile Dundee campaign emerged and garnered great success for the agency and client.

"I'm Vinny Minchillo and I approve this message."



ANGELA SMITH

By Lawrence Smelser

Despite the odds stacked against her as a female journalism student at the University of North Texas in the 1960s, Angela Smith became the first woman to become an editor at the UNT student newspaper, the NT Daily.

More than half a century later, the Beaumont native has compiled quite the career in both the journalism and music industries.

“In the 60’s, we had a very strict curfew for women at 10:50 p.m.,” Smith said regarding her editor position at The Campus Chat (Now the NT Daily) during her junior year in 1966. “As a result, women weren’t allowed to be editor because the deadlines would sometimes run late. I was able to break that barrier and allow other women to follow my footsteps and also be editor.”

Smith’s work has varied from being a journalist with the Associated Press to becoming an author whose book, “Women Drummers: A History from Rock and Jazz to Blues and Country,” is currently being turned into a documentary.

She has also performed as a musician in more than one orchestra as well as in a band.

Smith began working for the AP the day after she graduated from UNT in 1967. She worked at both the Dallas Bureau and later at the Austin Capital Bureau covering former President Lyndon B. Johnson while he was in office as President.

At 73 years old, “I have no intention of quitting or retiring,” Smith said. “I’m going to keep going, and I’m also very active in music. I’m making money as a working musician, and I never thought I’d be doing that as well as making money as a journalist. To me, learning is the most precious thing that I have, so I’m going to continue learning.”



ALUMNI PROFILES

JIM SYKORA

By Bailey Maxwell

Jim Sykora found an outlet for his love of writing in advertising. He graduated with his Bachelors in Science with a concentration in Journalism from UNT in 1985.

Sykora worked as a junior copywriter at Homsey Advertising for three years after graduation before moving to Joiner, Rowland, and Serio, making his way up to Associate Creative Director in his seven years with the company and seeing the agency grow from four people to forty.

Sykora then co-founded his own agency, Coffee/Black Advertising, where he worked for seven years before moving to Moroch & Associates. While at Moroch, Sykora says he was credited for rebuilding the creative department, earning the agency many notable clients and prestigious awards.

Now a Partner and Chief Creative Director at the Willow Street Agency, Sykora says his agency’s own production

offerings help “offer his clients a whole lot more production value for the dollar and better keep up with the demand for motion content” that many clients are seeking today.

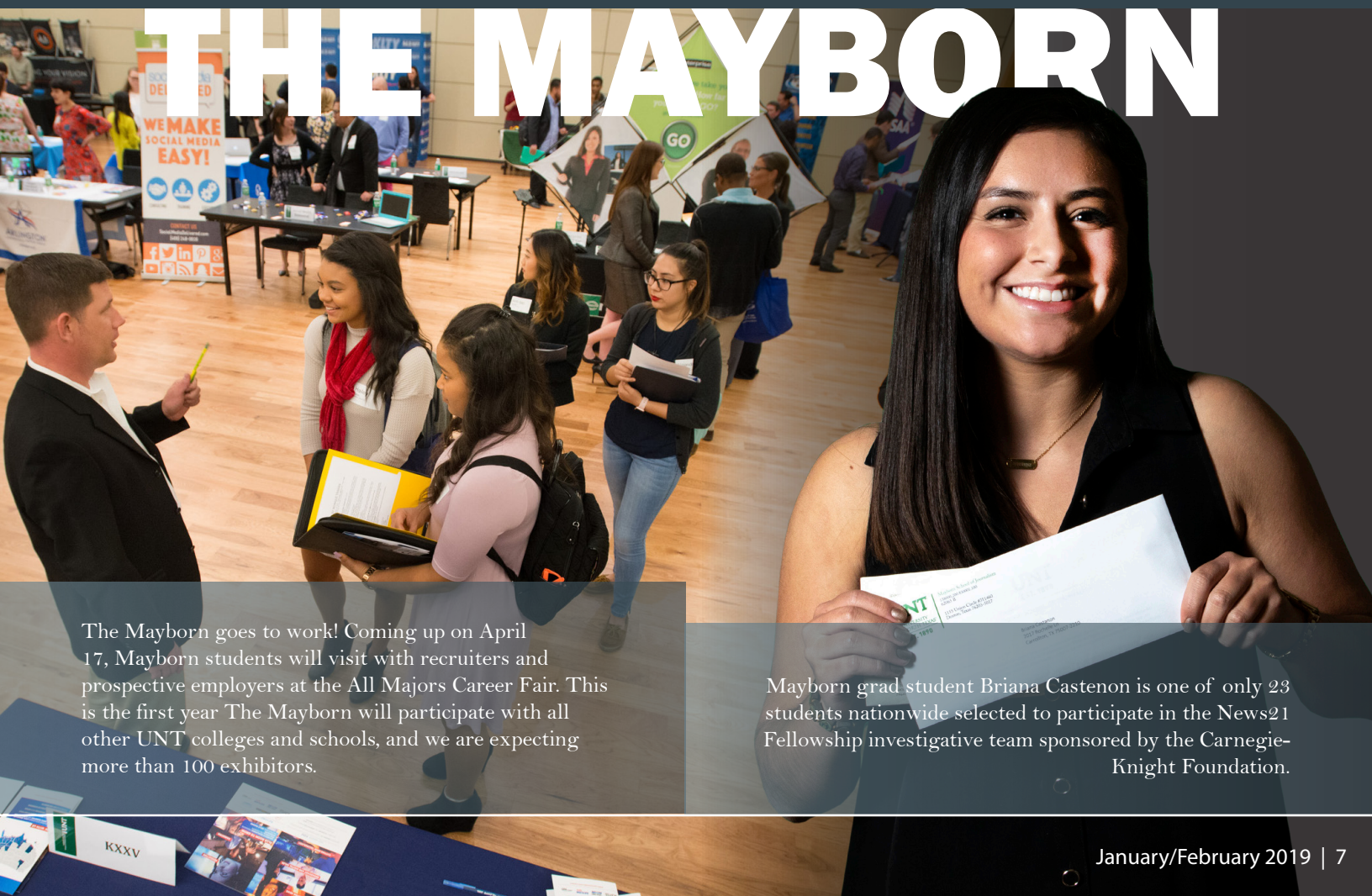
When asked about any challenges he sees facing the communication field, Sykora said the rapid rise of technology such as predictive media and creative can “take some of the magic out of the work.” He claims good, strong creative can’t be done through an algorithm and that talent and “think-time” are still key to good advertising.



Mayborn graduate student Claire Higgins (top) defends her master's thesis with committee members Dr. Newly Paul, Dr. Tracy Everbach and Dr. Valarie Bell.



THE MAYBORN



The Mayborn goes to work! Coming up on April 17, Mayborn students will visit with recruiters and prospective employers at the All Majors Career Fair. This is the first year The Mayborn will participate with all other UNT colleges and schools, and we are expecting more than 100 exhibitors.

Mayborn grad student Briana Castenon is one of only 23 students nationwide selected to participate in the News21 Fellowship investigative team sponsored by the Carnegie-Knight Foundation.

UPCOMING EVENTS

March 11 – 15

Spring Break

April 11

Mayborn Goes to the Movies

April 13 – 14

Ad Team Competition

April 17

All Majors Career Fair

April 18

Celebrate Mayborn and Student
Media Showcase

May 10

Mayborn Grad Block Party

May 10 – 11

Spring Commencement

July 19 – 21

2019 Mayborn Literary Nonfiction
Conference

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JUSTICE IN AMERICA

Keynote Speakers:

Friday

Saturday

Sunday



Nikole
Hannah-
Jones



Taylor
Branch



Hampton
Sides



Featured Speaker

Margot Lee Shetterly

July 19 - 21,
2019

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