

# MAYBORN INSIDER

January/February 2018



Congratulations to all of the students of the Frank W. and Sue Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism who participated in commencement exercises in December. Above, graduate students Jesika Fisher, Jasmine Russell, Amanda Talbot, Angela Roe and Chase Carter show school spirit with the UNT Eagle claw.

## Congrats to our Grads!

“ The new classrooms and offices in Sycamore are awesome,” said graduating senior Hannah Vilches, who was recognized by faculty as the outstanding student of advertising for the fall semester. “It’s nice to have everything all together in one place and the new faculty offices and computer labs are nice.”

For Amanda Talbot – named outstanding graduate student by the faculty – 2017 has been a year in motion. Talbot joined other students for the Mayborn in London study abroad program during the summer before finishing her graduate studies in the fall. “Between the studies and the travels and participating in the summer Mayborn Literary Nonfiction Conference I feel like I need to take some time to rest before figuring out what comes next,” she said.

Mayborn undergraduate students study one of five tracks of journalism: advertising, public relations, photojournalism, broadcast or print/digital news. In addition to coursework, all students are required to participate in an internship that helps to apply classroom learning to a real-world work environment. Mayborn students regularly receive internships at some of the nation’s most well-known news outlets and communications agencies.

From everyone at the Mayborn School of Journalism, congratulations and best wishes to all of our graduates. We look forward to another fantastic class of graduates at commencement ceremonies in May 2018.



Advisor Kary Greene with graduates and student volunteers at the UNT undergraduate commencement ceremonies.



More than 140 undergraduates donned caps, gowns and regalia for commencement exercises on Saturday, Dec. 16, at the UNT Coliseum.

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MAYBORN SCHOOL  
OF JOURNALISM

# A Message From Dean Dorothy Bland



**G**ood health, respect and wisdom. Those are among the positive vibes I am sending to our students, faculty, staff and others in the media business as we kick off 2018.

Classes are back in session starting Jan. 16 and I look forward to all the buzz that students bring to campus. As I reflect on 2017, Aretha Franklin's versions of Respect and Think are songs on my playlist. The tunes speak to the resilience and grit needed in this challenging and wonderful era in higher education, journalism and media. Continuous learning is valued. Disruption is common, and change is constant.

Our dedicated team is making significant change in the curriculum and offering new classes to increase our relevancy. For example, this spring semester there will be new classes offered by the following faculty members:

- JOUR 4210.001 Web Design for Journalists with lecturer Juli James.
- JOUR 4210.002 Media Entrepreneurship and Innovation with principal lecturer Neil Foote.
- JOUR 4210.503 Rise of Sports Analytics and Sales with adjunct lecturer Chris Baretta.
- JOUR 5251 Quantitative Research Fundamentals in Digital Communication with associate professor Koji Fuse in our Accelerated Online Program for the Master of Science degree in Digital Communication Analytics.

- JOUR 5261 Qualitative Research Fundamentals in Digital Communication with lecturer Valarie Bell in the AOP for the M.S. in D.C.A.

Thanks to the Undergraduate Curriculum Committee led by advertising professor Sheri Broyles, students also will have access to JOUR 4230 (Arts & Culture Journalism to tap into growing student interest in arts/culture-related subjects such as food writing and music criticism) as well as JOUR 4355 (Sports Media Relations) in the fall 2018. Looking ahead to the fall 2019, other catalog changes approved include:

- JOUR 3430 Crisis Communication
- JOUR 4060 Advanced Agency Account Management
- JOUR 4065 Advanced Art Direction
- JOUR 4215 Media Performance for News and Public Relations
- JOUR 4220 Business Journalism

In the fall 2019 catalog, two courses have been renamed to better reflect the content. They are JOUR 3050 Advertising Copywriting and JOUR 3055 Advertising Art Direction.

Three certificate proposals also are in the pipeline for the fall 2019 catalog and will likely expand our offerings in the following areas:

- Advertising Creative
- Advertising Agency Leadership
- Media Entrepreneurship & Innovation

Students, alumni and industry partners, what do you think of the curriculum changes and proposed changes? Please send your feedback to [dorothy.bland@unt.edu](mailto:dorothy.bland@unt.edu).

Trend watchers take note that Amy Webb's 2018 Tech Trends for Journalism and Media Report from the Future Today Institute identifies 75 trends with the potential to reshape the news and media ecosystem. To read the report, go to <http://bit.ly/2xiWAXW>. Among the trends on my top 10 list are the importance of the First Amendment, artificial intelligence, voice interfaces, computational journalism, crowdsourcing, computational photography, bots, real-time fact checking, media consolidation and security.

Remember continuous learning and change are the keys to our future.

Onward and upward,

Dorothy Bland  
Dean

## Alumna profile: Candace Carlisle

**C**andace Carlisle began her undergraduate years at the University of Texas at Dallas in 2001 and graduated with a Bachelor of Business Administration degree in 2003.

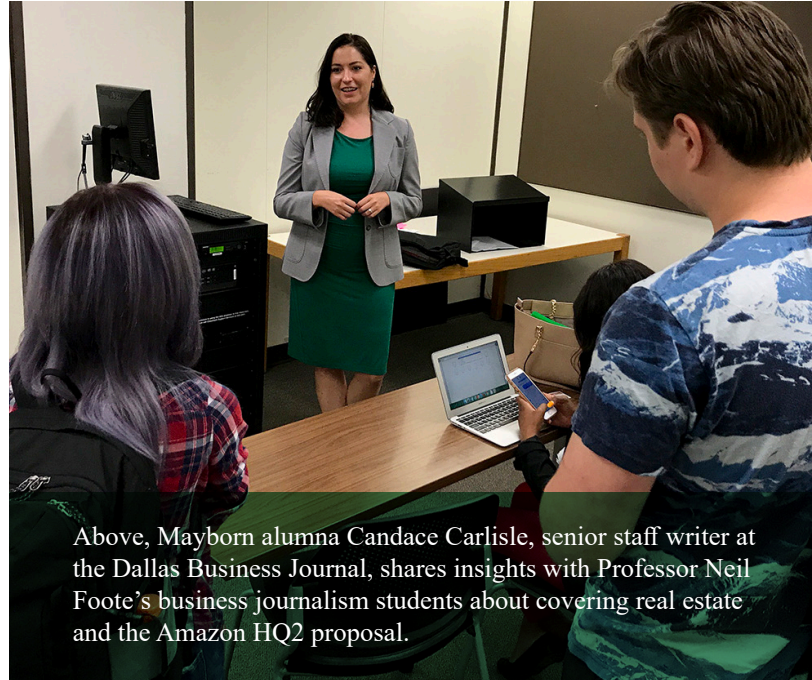
Although she took a break between her undergraduate and graduate schooling, she plunged into the UNT journalism program to get her master's in 2006.



After graduating the Mayborn program in 2008, she went right into a job as a reporter for the Fort Worth Star-Telegram, where she covered breaking crime news in Tarrant County.

Not long after that, she moved on to the Denton Record-Chronicle. There, she still covered breaking news stories, but also wrote articles on higher

education and business, often covering UNT and TWU. Carlisle dedicated two years to DRC before moving on to where



Above, Mayborn alumna Candace Carlisle, senior staff writer at the Dallas Business Journal, shares insights with Professor Neil Foote's business journalism students about covering real estate and the Amazon HQ2 proposal.

she currently works, the Dallas Business Journal. She started off there as a staff writer, focusing on both commercial and residential real estate coverage in the DFW area. Occasionally, she would cover a sports story as it related to facilities and stadiums.

Currently, Carlisle has moved on to become a senior reporter, still focused on real estate in DFW. From stories on grocery store construction to politically charged reasoning for the lack of Trump hotels in Dallas, Carlisle can handle it all.

## Alumnus profile: Ben Baby

**B**en Baby's passion for journalism started when he was 6 years old. He took news writing classes in middle school and gained three years of experience writing for his high school newspaper. He had two choices: either to study at the University of Texas or the University of North Texas, choosing the latter when he discovered how easy it was to get into the journalism program.

He graduated in the spring of '13 with a bachelor's degree in news editorial. While in college, he worked for the North Texas Daily, Denton Record-Chronicle and the San Antonio Express-News. He currently works as a sports writer for The Dallas Morning News.

Baby says he was greatly influenced by faculty members Neil Foote and Tracy Everbach, who constantly gave him feedback on his writing. His experiences at UNT prepared him for the professional world. "What I got out of my education was pretty practical. Just the building blocks of how to write news stories,

you know, I felt like almost every class really did shape me," he said. "It was really a forward way of thinking because the Mayborn at that time was ahead of the curve about getting all their kids trained in multiple different aspects.

"People that go to Mayborn and study journalism are going to be well-rounded journalists and that is exactly what news organizations are looking for now," he said. "You have an opportunity to work with one of the top markets in the world or have connections to get you somewhere. Just make use of them."

As a sports writer in a competitive environment, what keeps him motivated is that he's replaceable; this drives him to do his best. "The first year of your job is to figure everything out; your sources, schedules and then the second year is when you get to flourish in your own beats," Baby said.

His advice to students? Work for the NT Daily and always say yes whenever you're needed. "Overall, I'm very humbled and proud to be a graduate of Mayborn," said Baby, who calls the Mayborn journalism program "the best in Texas."



# Student, Alumni, Staff and Faculty Updates

## Students

- Twenty-eight students have been selected to participate in SWOOP, our student-run advertising and public relations firm, for the spring 2018 semester. They are **Chris Allred, Bryan Alvarez, Omolade Bangudu, Hayle Birlew, Lynn Blue, Treon Calhoun, Nathan Cooper, Sekou DeJean, Zach Duke, Alyson Flint, Heather Fuhrman, Jordyn Gambrell, Andrea Hernandez, Elisa Hernandez, Allison Hughes, Jonathan Joyner, Brooke Leitschuh, Tyler Lucius, Taylor Maynard, Camey Metcalfe, Blake Patton, FJ Rose, Jazmin Rose, Matalin Sanders, Ryan Shivers, Harrison Talle, Erin Sledge and December Williamson.**



Thanks to the generosity of The Dallas Morning News, Kaylen Howard will represent UNT as part of the prestigious News21 project in 2018. To learn more about News21, go to <https://news21.com/>

- Undergraduate students serving as Mayborn ambassadors in the spring 2018 semester are **Tuere Robinson, Gabrielle Ebron, Nathan Cooper, Laura Hogue, Josh Wilbanks, Kyle Davis and Celeste Gracia.** Applications for the fall 2018 ambassadors will be taken in January and February, with selection made in March. Check with advising for an application.

- Outstanding undergraduate students selected from the fall 2018 graduating class were **Reece Waddell** in Journalism, **Lauren Gordon** in Public Relations and **Hannah Vilches** in Advertising. The

outstanding graduate student from the fall 2018 class was **Amanda Talbot.**

- **Joe Valdez** has been named the new managing editor for Hatch Visuals. He succeeds **Riley Stephens**, who is stepping down from the executive staff and will remain active in Hatch as a staff photographer.
- **Hunter Coey** and **Nick Goriotti** have joined the NT Daily sales team part-time.
- Dozens of students are ramping up for spring internships. Placements include the following:
  - » **Zoe Acosta**, Art&Seek intern, and **Vanessa McTillmon**, Think show intern at KERA.
  - » **Kristin Borrego**, digital marketing intern at Aspiro.
  - » **Derek Siler**, media intern at Lure Studios.
  - » **Karina Escogeda**, video production intern, at Telemundo.
  - » **Keyana Underwood**, promotions intern at KLTY.

## Faculty

- Kudos to **Koji Fuse**, an associate professor in PR, and **Neil Foote**, a principal lecturer in the digital/print track. Both hit 10-year milestones with UNT in 2017. Also, hats off to **Gwen Nisbett**, assistant professor in PR, for five years of service to UNT in 2017.
- Congratulations to broadcast/digital lecturer **Carolyn Brown**,

for screening her most recent complete film *The Salinas Project* (Distributed by American Public Television) at the Immigration Film Festival in Washington, D.C., on Nov. 29. She also got invited as an official selection of the Mexican Cultural Institute (part of the Mexican Embassy) to screen and discuss the film at the Mexican Cultural Institute, which is part of the Mexican Embassy, and stay at their artist's residence.

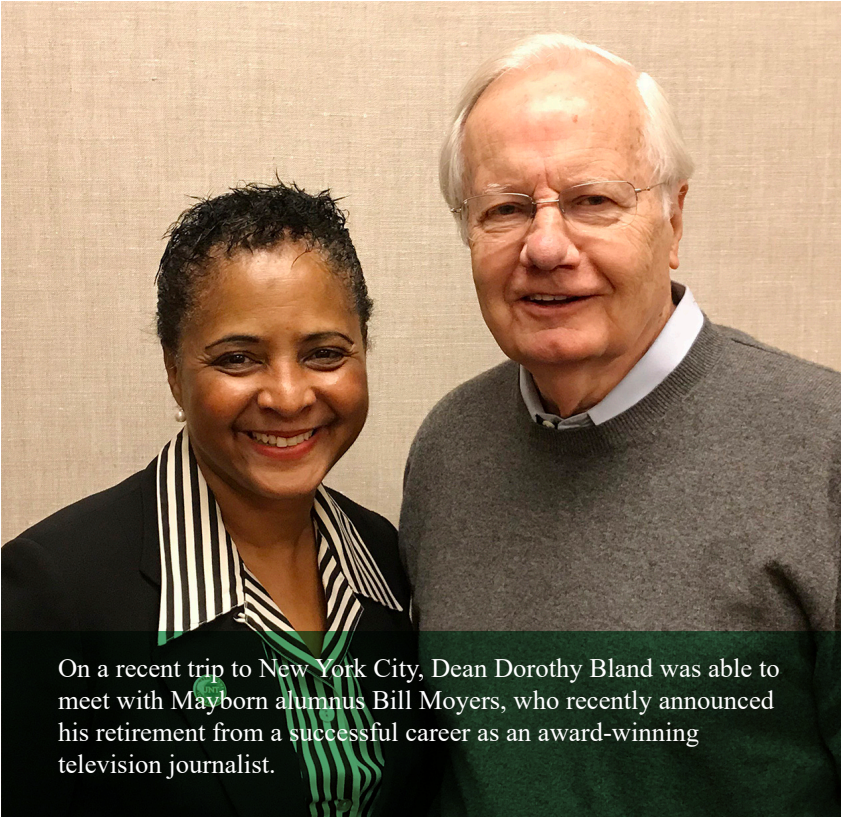
- Several new adjunct instructors will be in place for the spring semester. They are listed below with their course assignments:
  - » **Chris Baretta**, UNT senior associate athletic director, will be teaching JOUR 4210.503, The Rise of Sports Analytics and Sales.
  - » **Tom Leininger**, UNT College of Visual Arts and Design photo lab manager, will be teaching JOUR 3700, Photo Journalism.
  - » **Staci Parks**, former online managing editor for D Magazine who earned her M.J. at the Mayborn in 2015, will return to teach JOUR 2310, Intro to Media Writing.
  - » **Kate Skinner Luker**, who earned her master's degree in journalism in 2016, is now culture communication coordinator for the Howard Hughes Corp. and will teach JOUR 3410, PR for Nonprofits.

## Staff

- **Karena Sara** is our new development associate. Before joining UNT and the Mayborn, she was most recently the community manager of the American Cancer Society in Dallas. Previously, she was group sales manager for Hornblower Cruises and Events in San Diego, California, and assistant manager of the Families First Children Museum in Missoula, Montana. She and her husband, Brad, have two children, Darcy and Donovan.
- **Caitlen Meza**, has been hired as the receptionist in the dean's suite. She is a UNT alum who earned her B.A. in studio art in 2015 and is a certified notary public by the state of Texas. Prior to joining the Mayborn, she was a clerk with the Texas Department of Criminal Justice and worked nearly three years as a sales associate at Loris Gift Shop.
- Congratulations to **Cathy Turner**, assistant to the associate dean. She earned a Star Performer Award for the phenomenal job she did in helping coordinate the move to Sycamore Hall over the summer of 2017. She's the go-to person when it comes to logistics, organizing supplies and coordinating schedule among other things. Enjoy the day off! She also marked 10 years of service to UNT in 2017.
- Hats off to **Sara Whyman**, who has taken on additional responsibility as a senior academic adviser and grad student advising.
- Kudos to **Stephanie Garza**, who also celebrated five years with UNT in 2017.

## Alumni

- Did you know that **Chris Reeves** is the president and co-founder of 2930 Creative? His business card says he nerds out for basketball, animation and music.
- Congratulations to **Kendra Kinion**, B.A. 2016, who wed **Trevor Blalock** on Nov. 22 in McKinney.
- Best wishes to **Kevin Ryan**, M.A., 2017, who married **Caroline Phillips** Nov. 4 in Tulsa, OK.
- Alums **Kalani Gordon** and **Jason Priest** were married in March 2017.



On a recent trip to New York City, Dean Dorothy Bland was able to meet with Mayborn alumnus Bill Moyers, who recently announced his retirement from a successful career as an award-winning television journalist.



Staff members Kara Greene and Jim Dale (not shown) represented the Mayborn School of Journalism during the annual JEA conference for high school journalism teachers, held in Dallas in November.

## Say hello to the NT Daily staff members for the spring semester!

### Spring 2018 Staff

First Name	Last Name	Job Title
Kayleigh	Bywater	Editor-in-Chief
Kayla	Davis	Managing Editor
Alec	Spicer	Arts and Life Editor
Brady	Keane	Sports Editor
Nina	Quatrino	Opinion Editor
Jake	King	Visuals Editor
Sarah	Sarder	News Editor
Matt	Brune	Senior Sports Writer
Amy	Roh	Senior Arts and Life Writer
Sara	Carpenter	Senior Staff Photographer
Kelly	Fox	Design Editor
Devin	Rardin	Senior News Writer
Kenli	Gunter	Digital Media Manager
David	Tuck	Marketing Consultant
Kailee	Jones	Marketing Consultant
Hunter	Coey	Marketing Consultant
Nick	Gorietti	Marketing Consultant
Marshall	Cearfoss	Copy editor/designer
Kiera	Geils	Copy editor/designer
Kaitlin	Pennell	Copy editor/designer
Jarrood	Peers	Advertising Designer
Circe	Marez	Special Publications Manager (4 Editions)
Sebastian	King	Webmaster
Ari	Solorio	Illustrator



Above, Jennifer Chamberlain and Alexander Johnson of the Federal Reserve of Dallas' communication's office provided Professor Neil Foote's business journalism students with an overview of how the Fed works and how to access its vast database of reports and statistics. Below, Paul O'Donnell, business editor of The Dallas Morning News, discussed careers in business journalism with the students. He also led an interactive exercise on the plans for the Amazon HQ2.





A lively crowd of all ages met up at the Mayborn School of Journalism tailgate party for pregame fellowship prior to the Homecoming game. Mayborn alumni from around the country stopped by to say hello and share what they've been doing.

## Homecoming 2018 draws Mayborn alumni from across the country

**H**omecoming week in early November saw festivities combined with student/alumni encounters for the Mayborn School of Journalism. On Friday, Nov. 10, seven noteworthy alumni visited with students during a special event, “Grads Are Back” at the University Union. During the two-hour panel discussion, the alums – representing nearly all fields of working journalism – shared their experiences taking what they learned in the classrooms at UNT out into the working world.

Participants at Grads Are Back included **Graham Douglas**, lead creative for Vimeo; **George Foster**, president and CEO of Foster Marketing; **Becky Kimbro**, vice president of marketing for the Texas Rangers; **Theresa Kushner**, senior vice president for performance analytics at Dell; **Elvia Limon**, communities writer for The Dallas Morning News; **Kristi Nelson**, NBC 5 news anchor; and **Terri West**, retired senior vice president of communications at Texas Instruments.

Mayborn students who attended the question-and-answer session enjoyed hearing how strong writing and interviewing skills learned in school translate directly into real-world problem-solving skills. “Learning how to ask the right questions and frame issues up in a

solid few sentences is the key to everything in the business world,” said Terri West. “What I learned here about how to write a solid news story became the foundation for success for me – whether in advertising, investor relations, executive communications or employee management,” she added.

Following Friday’s “Grads Are Back,” Mayborn students and alumni all gathered at the Mayborn Tailgate party at Apogee Stadium prior to UNT’s Homecoming victory over the University of Texas at El Paso (the Eagles won 45-10 to clinch the Conference USA West title). Throughout the afternoon, Mayborn alumni stopped by to visit with students and share their memories from days at UNT.

“The Mayborn has always been a collaborative environment – a place full of students and staff eager to succeed,” said **Leslie Obinegbo**, Mayborn grad and now a staff attorney with Texas Instruments.

To see what students and alums alike shared about the event – or to share your alumni memories – visit #GradsAreHome on Twitter.

Studying for final exams can generate a healthy appetite for students cramming late nights. UNT's administrators – including Mayborn Dean Dorothy Bland (wearing Santa hat) – are here to help, serving up late-night pancakes at the University Union. “It’s a labor of love,” Bland said.



# Life @ the Mayborn



Reddit co-founder Alexis Ohanian with Mayborn senior PR student Evan McAlester.



Students, alumni and staff gathered at the Mayborn Homecoming Tailgate event at UNT's Apogee Stadium prior to the Eagles' win over the University of Texas at El Paso on Nov. 11. The Mayborn School coupled Homecoming festivities with a “Grads Are Back” event the night before at the University Union. To learn more, visit #GradsAreHome.

# Upcoming Events in 2017

**Jan. 1**

New Year's Day

**Jan. 16**

Classes back in session

**March 12-16**

Spring Break

**March 21**

Journalism Career Fair

**April 26**

Celebrate Mayborn

**May 3**

Last class day

**May 5-11**

Finals week

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

Register now for

## 2018 Literary Nonfiction Conference

July 20 - 22, 2018

[www.themayborn.com](http://www.themayborn.com)



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