

MAYBORN INSIDER

March/April 2018



Dean Dorothy Bland welcomes students and guests to the 2017 Celebrate Mayborn event, held last April at the University Union ballroom. The annual Celebrate Mayborn awards gala brings together industry professionals, alumni, students and others throughout the UNT community to recognize exceptional achievement – and to award more than \$200,000 in scholarships. The theme for the 2018 event, to be held on April 26, is “Mayborn on the Move.”

2018 Celebrate Mayborn Gala Upcoming: “Mayborn on the Move”

Are you ready to Celebrate Mayborn? The Mayborn School’s eighth annual Celebrate Mayborn event – themed “Mayborn on the Move” – is scheduled for April 26 at the University Union Ballroom. As in previous years, the event will feature presentation of the school’s major industry awards in addition to the announcement of more than \$200,000 in student scholarships.

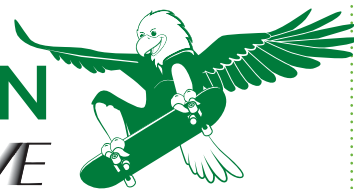
The Mayborn is on the move – settling nicely into new classrooms and offices in UNT’s historic Sycamore Hall, and also moving forward into the future with an exciting catalog of robust courses designed to propel our more than 1,200 undergraduate and graduate students into the working world of journalism with solid skills.

Each year, the Mayborn School accepts nominations for a number of industry-level awards, including the C.E. Shuford Hall of Honor, the Mayborn Medallion, Distinguished Professional Achievement, Alumni Appreciation, Career Service Recognition, Rising Stars and Super Alum. Many dozens of student scholarships are also presented to Mayborn students, recognizing stellar performers in virtually all areas of study – advertising, public relations, student media, reporting, the North Texas Daily and others. Recipients of \$10,000 Mayborn graduate scholarships are a highlight of the evening.

“We’re excited to be showcasing the remarkable talent we have at the Mayborn School for an eighth great year,” said Bill Ford, chairman of the school’s Advancement Committee, which coordinates the event. “It’s truly a night to sit back and see the many amazing things we have going on that make the Mayborn experience so unique.”

Celebrate Mayborn’s gala awards presentation is also accompanied by a professional roundtable event conducted an hour before the event. At the roundtable, Mayborn students enjoy an opportunity to meet and network with more than a dozen working professionals – many of them Mayborn alumni – representing each of the school’s areas of study: print/digital, broadcast, photojournalism, advertising and public relations.

2018
MAYBORN
ON THE MOVE



Celebrate Mayborn

April 26, 2018 | Student Union Ballroom 314 | 6:30 - 8:30 p.m.

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UNT | MAYBORN SCHOOL
OF JOURNALISM
EST. 1890

A Message From Dean Dorothy Bland



“Scholarship: Research, Creative and Professional Activity.” Those words sum up standard 5 of the accrediting standards required by the Accrediting Council on Education in Journalism and Mass Communications in its Journalism and Mass Communications Accreditation book for 2017-18.

We are proud that the Mayborn’s undergraduate and graduate programs are accredited by ACEJMC. Our faculty members are expected to contribute to the advancement of knowledge and engage in research, creative and professional activity. What that looks like varies depending on an individual’s expertise, research agenda and interests. For example, Dr. Jim Mueller, our interim associate dean, is a journalism historian who has written three books and is working on a new book about U.S. Army officer George Armstrong Custer from the Civil War era. In contrast, Carolyn Brown is a lecturer and documentary filmmaker who produced “The Salinas Project,” and is working on a film titled “Rubi: A DACA Dreamer in Trump’s America.”

Thanks to the generosity of donors to the Barbara Colegrove Research Fund and the Dean’s Excellence Fund, I announced five micro-research grants totaling \$10,500 for our faculty earlier this semester.

Here’s a quick summary about the five research grants:

- \$ 4,000 grant for Juli James, lecturer, and Dr. Gwen Nisbett, assistant professor, to design and test an interactive game intervention for media literacy. They will combine game design and narrative transport theory, and work with a local tech development firm plus graduate and undergraduate students.
- \$2,500 grant for Dr. Sheri Broyles, professor, and Dr. Sara Champlin, assistant professor, in advertising. They will study students entering the ad profession and find out what expectations exist for both students and businesses and how well these expectations are met.
- \$2,000 for Dr. Sara Champlin to research how transgender people are treated in advertising and to explore factors that influence consumer receptivity to brand/cause partnerships in advertising. She plans to work with an undergrad honors student and student focus groups.
- \$2,000 for Dr. Valarie Bell to conduct a pilot study of Facebook users, their “friends” and networks of influence ranging from real-world friends to virtual friends. She also will work with student teams.

In all cases, the grant recipients are expected to produce papers that will be submitted to academic conferences prior to Aug. 15, 2018, and seek publication in peer-reviewed journals in the next year.

Since UNT is now a Tier 1 Research University, it is important that we perform at an even higher level. We have all heard the “publish or perish” mantra, and there is a growing debate about metrics, impact factors and journal rankings as part of the promotion and tenure promotion process.

There’s not enough space to go deep on that debate here, but suffice it to say that we plan to continue to raise both the quality and quantity of research and creative work produced by our faculty and students.

Our faculty members also are encouraged to seek out more external research funding and grants. In closing, we are proud to share the “Women with Words: Female Pioneers in Journalism” program in March, supported by a \$4,000 grant from the Headliners Foundation of Texas, and the “Seeing is Believing: Visual Storytelling in the Age of Fake News” program scheduled for Oct. 4 and supported by a \$10,000 Humanities Texas grant.

Onward and upward,

Dorothy Bland
Dean



Celebrating the first of what will become an annual event prior to Homecoming, seven distinguished Mayborn alumni visited with students last November to share stories of success and achievement. Pictured from left: Elvia Limon, Terri West, George Foster, Becky Kimbro, Kristi Nelson, Theresa Kushner and Graham Douglas.

Drawing on the past, building for the future.

The spring 2018 semester is fully settled in, with students and faculty bustling to classrooms in and around the Mayborn's new facilities in Sycamore Hall. Always on the lookout for ways to engage today's aspiring journalists with notable Mayborn alumni, faculty and administrators are enhancing the ways we connect past, present and future.

One way we've done that is through the "Grads Are Back" program, which began last November and will be an annual event moving forward.

Grads Are Back (to learn more, visit #GradsAreHome on Twitter) was held Nov. 10, the day prior to UNT's annual Homecoming Game, and welcomed seven distinguished alumni back to share their success and stories with Mayborn students. Those participating were Graham Douglas, lead creative for Vimeo; George Foster, president and CEO of Foster Marketing; Becky Kimbro, VP of marketing for the Texas Rangers; Theresa Kushner, SVP for performance analytics at Dell; Elvia Limón, communities writer for The Dallas Morning News; Kristi Nelson, NBC 5 anchor; and Terri West, retired SVP of communications and investor relations for Texas Instruments.

Mayborn alumni were also welcomed the following day at the Mayborn tailgate tent at Apogee Stadium for the UNT Homecoming Game. Students enjoyed the opportunity to mix

and mingle with working professionals who once roamed the Mayborn hallways, squirmed in the same desks and sweated the same deadlines.

Future Grads Are Back events are planned for 2018 and beyond. If you are a Mayborn alum with a powerful story to share, let us know and we can schedule you for the future. Contact us at 940-565-2005 or insider@journalism.unt.edu.



Women with Words:

Female Pioneers in Journalism

March 21 | 6 - 8 p.m. | University Union Lyceum

Awakening The Leader In You:
Lessons from life and the court.

ESPN

Stephen Howard

ESPN analyst and Former NBA player

Wednesday, March 28th
6 to 7 p.m.

UNT Lyceum
1155 Union Cir,
Denton, TX 76203

FREE admission plus a chance to win
an autographed basketball!





Thorne Anderson named UNT's first Mayborn endowed chair

After a national search, Anderson was selected to be the first Mayborn Endowed Chair for Narrative and Multimedia Journalism.

Anderson starts his new job as the endowed chair in the fall semester, and will work this summer to start developing projects. "I'd like to use the endowed chair to bring people together into collaborative multimedia projects of substance. I want to begin by building better collaborations across separate classes within the Mayborn School so we have writers, photographers and videographers working in coordination on a topical theme," he said. "Within the first two years I want to use this position to build bridges between professional enterprises and journalism students working on joint projects for publication. Ultimately, I hope to reach out across the university, to bring a variety of disciplines into collaboration with each other. Obviously, journalists have much to learn from other disciplines, but I believe we have much to offer when we leverage our special skills in research, reporting, and storytelling."

This is a three-year appointment that can be renewed based on his performance. "Given Thorne's outstanding track record, we envision him helping position the Mayborn as a national leader in collaborative multimedia journalism and narrative storytelling,"

said Dorothy Bland, Mayborn School of Journalism dean. "As the endowed chair, he will be expected to teach two classes each long semester, work with students to produce a collaborative narrative and multimedia project each long semester and strengthen ties with professional publications and media." Anderson, who has previously taught photo journalism and multimedia storytelling classes, has led study abroad programs in Mexico and England for the last five years. His Heart of Mexico project earned UNT the NAFSA Paul Simon Spotlight Award in 2017 for campus internationalization and he has received \$20,000 in grants for the project. Anderson is the producer and chief editor for the Heart of Mexico multimedia publications, which have earned 24 awards since 2014. Anderson also was part of the KERA team that earned the station's first-ever national Edward R. Murrow Award for "One Crisis Away: Rebuilding a Life" in 2017.

He is a two-time winner of the national creative works award from the Association for Education in Journalism and Mass Communication Visual Communication Division. Anderson is one of four authors for the book, "Unembedded: Four Independent Photojournalists on the War in Iraq." His work has been featured on CNN, CBS, C-SPAN, PBS and the BBC. His photojournalism has been exhibited internationally, including a four-month featured exhibit at the de Young Fine Arts Museum of San Francisco.

Anderson earned his M.A. from the University of Missouri and worked internationally as an independent photojournalist represented by Corbis/Sygma before joining UNT in 2009. A search for a photo journalism assistant professor will begin this spring. Anderson and his wife, Kael Alford, have a daughter.

Student, Alumni and Faculty Updates



Mayborn alumni Tyler Cleveland recently welcomed a new member to the family. While at UNT, Tyler participated in the Mayborn's Heart of Mexico Project, producing two stories on beekeepers in the Yucatan that won an SPJ Mark of Excellence and two Hearst Journalism Awards.

Student

- **Jessy Diamba**, a senior student in the broadcast/digital track, is a semi-finalist for a Fulbright Award to study in China.
- **Sarah Sarder**, a senior student in the digital/print track, has joined The Dallas Morning News as a breaking news intern.

Alumni

- **Mitch Land**, Ph.D., who earned his M.A. in 1982 from UNT and helped found the Mayborn has returned to Texas. He is dean of media arts at The King's University in Southlake.
- **Amanda Wilkins**, B.A. 1997, is an audience development editor at The Dallas Morning News.
- **Will Pry**, B.A. 2011 in sociology, is the editor of the News Vertical for The Dallas Morning News and fondly remembers his days on the North Texas Daily.
- **Matt Payne**, B.A. 2017, is an education reporter at the Killeen Daily Herald.
- **Monique Bird**, M.J. 2010, is a news promotion specialist with UNT's University Relations, Communications & Marketing team.
- **Chelsea Land**, M.A. 2017, has been hired as an emergency management specialist with the Federal Emergency Management Agency.
- **Crystal Hollis**, master's, interdisciplinary studies 2015, is a photography digital asset archivist at Southern Methodist University.
- **Brandon Karlis**, B.A. 2016, is a graphic designer at DexYP in the Dallas area.

- **Gemma Gosuico**, M.J. 2012, is a web content developer with Pizza Hut in Plano.
- **Christina Rodriguez**, B.A. 2017, is a junior graphic designer at HCK2 Partners in Addison.
- **Hannah Sandle**, B.A. English/minor journalism 2014, is a creative writer for Zulily in Seattle.
- **Natalie Vosberg**, B.A. 2015, is a digital marketing specialist for AML in Euless.
- **E. J. Stancil**, B.A. 2015, is an associate producer for R/GA in Chicago.
- **Lucas Spann**, B.A. 2014, is a copywriter for The Marketing Arm in Dallas.
- **Amanda Woodard**, B.A. social science/minor journalism 2017, is the marketing director for the Achievement Center of Texas.

Faculty

- Congratulations to **Dr. Jacqueline Vickery**, an assistant professor in media arts, and **Dr. Tracy Everbach**, an associate professor in journalism, on the publishing of their book, "Mediating Misogyny: Gender, Technology and Harassment." Here is a link to the book: <http://bit.ly/2Gfb85A>. Everbach also co-authored an article with Candi Carter Olson of Utah State University on how to teach reporting on sexual abuse issues, which was published by MediaShift.org. Here's the link: <http://bit.ly/2CqpTAs>.
- Kudos to **Brice Campbell**, who has been promoted to a permanent lecturer position. He joined UNT in 2015 as a visiting lecturer and advises Ad Club and Gravitass. He came to UNT after teaching at Southern Methodist University. He has more than 20 years of experience in the advertising industry and has earned a variety of awards.
- Lecturer **Carolyn Brown** screened a rough cut of her documentary film titled "Rubi," which is about immigration and Deferred Action for Childhood Arrivals (DACA) issues during the Unity Equity & Diversity Conference on Feb. 22. She also participated in a panel with Everbach as part of the UNT Equity & Diversity Conference. Brown also screened her documentary "The Salinas Project" at La Plaza de Arte y Cultura in Los Angeles in early April. She was invited by the PBS station KCET, who is partnering with LPAC for a documentary series. "The Salinas Project" is distributed by American Public Television. "The Salinas Project" was re-broadcast multiple times on The World Channel in January and February, too. She also has been added to UNT's Latina/o and Mexican-American Studies faculty. Read more: <http://mas.unt.edu/people/all>.
- Principal lecturer **Neil Foote** was among the panelists on a McCuistion TV episode titled "Is Free Speech on Campus an Oxymoron?" It aired on KERA-TV on Feb. 18, and it can be viewed at McCuistionTV.com.
- Dean **Dorothy Bland** has joined the Florida International University Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication Leadership Council. She also participated in the Apple Higher Education Leadership Conference with UNT's Patrick Pluscht in Redwood City, Calif., Feb. 6-7.



Life @ the Mayborn



Networking is an active part of the Mayborn School of Journalism, connecting current students with retirees and working professionals. At top, UNT President Neal Smatresk greets retired Mayborn professor Keith Shelton and Board of Advisers member David Dunnigan. At middle right, Mayborn advertising students visit with veterans at Saatchi & Saatchi. All programs at the Mayborn are designed to couple classroom instruction with hands-on learning and mentorship outside of class. Would you like to network with Mayborn students and alumni? Contact us today at 940-565-2205 or journalism@unt.edu.

Upcoming Events in 2018

March 12 - 16
Spring Break

March 21
Journalism Career Fair

March 21
Women with Words

March 28
Stephen Howard speaks

April 26
Celebrate Mayborn

May 3
Last class day

May 5-11
Finals week

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.



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Real people. Real stories. Real storytelling.

the mayborn

literary nonfiction conference

July 20-22, 2018

2018 Keynote Speakers



In a world of media distractions and shiny objects, journalists are fighting to maintain their credibility. Increasingly, there is pressure for reporters to tell compelling newsworthy stories that inform and – now, more than ever – *entertain*.

Make plans now to come be entertained (and informed) at the 2018 Mayborn Literary Nonfiction Conference.

Register at
themayborn.com.



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