

MAYBORN INSIDER

July/August 2017



Students from the annual Mayborn in London study abroad program lend their faces to the myriad of faces displayed at the Saatchi Art Gallery in London. The full class made daily trips to major British media outlets at a time when major stories were breaking throughout the United Kingdom.

Mayborn on the Move

Summer is here and the world is in motion around the Frank W. and Sue Mayborn School of Journalism. In addition to our physical move from the venerable General Academic Building to a newly renovated Sycamore Hall, our students have fanned out around the globe for intense study-abroad courses, internships and institute studies. Seventeen Mayborn advertising students joined Professor Sheri Broyles for the Maymaster trip to New York City. On top of taking big bites out of the Big Apple, they had the chance to visit nearly a dozen of the world's top advertising agencies. When not learning from the experts – including a number of Mayborn alums on staff at the big shops – students took the opportunity to attend plays, visit landmarks and leave a big Mayborn mark on Manhattan.

“It was an awesome opportunity to look into a world we all hope to occupy after graduation, learning how the big agencies manage some of the world's biggest brands,” said Mayborn senior Hannah Vilches. “Add all the excitement and energy of New York City on top of that and it was an all-around awesome trip.” Among the agencies the group visited were DigitasLBi and Wieden+Kennedy. To view the class blog, visit maybornnyc17.wixsite.com/blog.

Meanwhile, other students were getting ready to head out across the pond for our annual Mayborn in London study program. Under the direction of Associate Professor Thorne Anderson and Assistant Professor Gwen Nisbett, 27 Mayborn students explored all aspects of the British media for five jam-packed

weeks. This included stops at BBC, agencies Saatchi & Saatchi, Wieden+Kennedy and Edelman, as well as the London bureau of Reporters Without Borders.

But the trip was also an opportunity to explore the British countryside, as well as the cities of Manchester, Liverpool and Bath. All of this took place during an interesting time in British history as the country enters the early stages of Brexit negotiations and several major civil attacks. “It was a unique opportunity to observe British media and society as they dealt with tragedy and political turmoil,” said Anderson. “I’m certain our students will carry the lessons of this experience with them for the rest of their lives.”

In addition to trips abroad, Mayborn students shared what they’ve learned on dozens of high-profile internships and educational programs around the country. Senior Andrea Czobor worked as a production assistant in the CBS Studios in New York, where she had the chance to directly assist the news anchors. “The experience definitely assured me that no matter my goal or passion, anything is attainable,” she said. Mayborn graduate student Jesika Fisher enjoyed the chance to rub elbows with dozens of other high-performing students at the Summer Publishing Institute conducted by New York University.

While there, students participated in all aspects of the publishing industry, including the development and marketing of their own unique publishing imprint. “We’ve heard speakers from all the major companies – Penguin, Random House, Macmillan, Scholastic and others – and truly rolled up our sleeves to learn the publishing world from the ground up,” said Fisher.

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FRANK W. & SUE MAYBORN
SCHOOL OF JOURNALISM



A Message From Dean Dorothy Bland

Moving On Up, the theme song from *The Jeffersons* TV show, sums up the summer of 2017 for UNT's Frank W. and Sue Mayborn School of Journalism or the Frank W. Mayborn Graduate Institute of Journalism.

"For 21 years, I've been in the basement (of the GAB). I'm ecstatic!" Sheri Broyles, an advertising professor and vice chair of the Faculty Senate, said of her new office, which has two floor-to-ceiling windows and great views.

As part of a nearly \$4 million renovation project, most of our faculty and staff moved from the General Academic Building in late June to the second floor of Sycamore Hall, and I salute everyone involved in the move.

Like many folks, I love a good party. Yes, we will have our annual fall student mixer on Sept. 7. However, keep in mind about 20 percent of Sycamore Hall's second floor will be a construction zone this fall as UNT's Department of Counseling and Higher Education will move in September, and that space is expected to be renovated for the UNT Department of Sociology by the spring semester 2018. We will plan to have an open house in the spring semester after all the second floor renovations are complete.

In addition to most faculty offices having lots of natural light, our new home in Sycamore includes an enlarged student advising suite, Mac lab, classrooms, grad student office, a faculty research room plus larger digs for student media outlets, including the North Texas Daily, our Swoop advertising agency and Hatch Visuals. Broadcast faculty offices, studios, NT Daily TV and NT Daily radio remain in the GAB for now, but we also have a larger studio on our wish list to continue growing the program. We've invested in a Tricaster, light kits and other equipment for our broadcast/digital students.

Did you know that our overall fall enrollment has grown nearly 20 percent and fall semester credit hours were up 19.8 percent over the last four years? We had more than 1,200 students in the fall of 2016 and internships or practicums are required for all undergraduate students. Read more about student internship experiences later in this issue.

The Mayborn's summer enrollment set a new record with 485 students. More than 20 percent of those students are taking classes online. If summer orientation is any indicator, interest in online enrollment will continue to grow. More than a third of the parents I spoke with in June said their students had taken at least one class online in high school ranging from history to pre-calculus. The Board of Regents approved a new online Master of Science degree in digital communications analytics, and we hope to get that accelerated online program up in the fall semester, as well as our new five-year Grad Track program.



In the meantime, don't forget the Mayborn Literary Nonfiction Conference is July 21-23 in Grapevine. UNT President Neal Smatresk has called the event a "crown jewel" for UNT, and it is the nation's premier literary nonfiction conference as well as a great opportunity for students and educators to connect with world-class writers, editors and agents. For more details, go to www.themayborn.com. You can certainly pick up lots of great reads and mingle with amazing authors at the conference.

Onward and upward,

A handwritten signature in black ink that reads "Dorothy Bland". The signature is fluid and cursive.

Dorothy Bland
Dean

New Faculty at the Mayborn

Three new full-time faculty members – Carolyn Brown, Brittany McElroy and Valarie Bell – will be joining the Mayborn this fall semester, and Randy Loftis will be moving from part-time adjunct status to a full-time lecturer. Photos and brief bios on each of the new lecturers follow:



Carolyn Brown, an award-winning broadcast journalist, producer and director with more than 20 years of experience in the industry and more than a decade of experience teaching broadcast journalism in the academy, joins the faculty as a senior lecturer. Documentary filmmaking also is one of her passions. She “can help prepare our students for a wide range of jobs from field reporter to executive producer,”

said Thorne Anderson, an associate professor in photo journalism and search committee chair. “She can help connect our students with jobs and internships across the nation.”

Brown has worked for a variety of news media outlets ranging from Fox News and CBS in New York to KRON-Bay TV and KNTV News in the San Francisco area. As an assistant professor at American University, she helped overhaul the broadcast curriculum and designed the production studio. She has done broadcast interviews about her work with NPR, the CBS Evening News and CNN en Espanol. Brown earned her M.A. in liberal studies from Northern Arizona University and her B.A. with a dual major in political science and art history from Colgate University.



Brittany McElroy is an award-winning multimedia journalist with nearly a decade of industry experience and comes to UNT from the University of Missouri, where she was part of a team that won a regional Edward R. Murrow Award for Innovation in Journalism in 2017. She has worked as an adjunct professor since 2013 at the University of Missouri’s NBC affiliate newsroom. McElroy is the evening news anchor at KOMU-TV

in Columbia, Mo., where she also shoots, writes, edits special reports and manages a team of student reporters and producers.

Prior to moving to Missouri, she worked as a weekend anchor, reporter and producer at KSLA-TV in Shreveport from 2010-2013 and at KCBD-TV in Lubbock from 2008-2010. She earned her bachelor’s degree in journalism and political science from the University of Missouri as well as her master’s degree in journalism with a concentration in media management. She has earned several other awards including first place in the

Missouri Broadcasters Association for her documentary work in 2016 and two gold awards from the Kansas City Press Club for documentary work in 2016 and beat reporting in 2014 and 2015. She has worked as a reporter and anchor in Lubbock and Shreveport.



Valarie Bell will be a lecturer and play a key role in the startup of our new M.S. in Digital Communications Analytics degree program using the accelerated online model. She has nearly a decade of experience working in marketing and public relations with major clients such as Baxter, Siemens and McDonald’s. Bell brings strong quantitative and social media skills, and has taught classes online for several years, including

social statistics. She is expected to defend her dissertation in sociology in July at Texas Woman’s University. Her dissertation explores social media drought shaming as a tool of digital norms enforcement and a measure of drought burden inequality. She earned her B.A. in philosophy from the University of Illinois, and she has M.A. degrees in social psychology and forensic psychology from the University of Nevada-Reno and the Illinois School of Professional Psychology, respectively.



Randy Loftis is an award-winning journalist who worked more than 30 years as an environmental and investigative reporter for The Dallas Morning News and The Miami Herald. He has done freelance work for the online journal Texas Climate News, The New York Times and National Geographic. Loftis earned his master’s degree in journalism from UNT. His thesis was titled “Environmental

journalism curriculum as an imperative of democracy: A philosophical exploration.” Loftis is active in the Society of Environmental Journalists and the Investigative Reporters & Editors. He has earned dozens of awards ranging from the Worth Bingham Prize for investigative reporting from Harvard University to a public service award from the Texas APME. His work also has earned him fellowships in Denmark, Norway, Germany and Spain. Loftis also is working on two books.

Faculty, Staff and Alumni Updates

Faculty & Staff

- Kudos to **Thorne Anderson**, associate professor, who was part of the KERA team that earned a national Edward R. Murrow Award for the “One Crisis Away” series. Here is the link: keranews.org/post/keranews-earns-first-ever-national-edward-r-murrow-award-one-crisis-away-video
- Congratulations to **Bill Ford**, who is being promoted to principal lecturer, effective Sept. 1. Yes, he’s the godfather of SWOOP and is already organizing the Mayborn in London program for the summer of 2018.
- Best wishes to **Sara Champlin**, assistant professor in advertising, who married **Warren Mills** over their summer break. They had a great honeymoon in Hawaii.
- **Neil Foote**, principal lecturer and co-director of the Mayborn Literary Nonfiction Conference, will represent the Mayborn at the National Association of Black Journalists Convention in New Orleans Aug. 9-13. He will be the co-director of the ASNE Emerging Leaders Institute hosted by NABJ Executive Suite, a two-day seminar for mid-career media professionals. He also will speak on a panel titled “What Can Teachers Learn from Millennials? Mentoring the Next Generation of Journalists” on Aug. 11. He also completed the Scripps-Howard Academic Leadership Academy in June at Louisiana State University. Foote also presented two sessions at Bishop T.D. Jakes’ MegaFest on June 29 in Dallas. They were titled: “Telling Your Story – Why PR Matters” and “Social Media Strategy – A 12-Step Strategy.”
- **Dorothy Bland**, dean of the Frank W. and Sue Mayborn School of Journalism and director of the Frank W. Mayborn Graduate Institute at the University of North Texas, has been re-elected to serve a second three-year term on the Accrediting Council on Education in Journalism and Mass Communications as a representative for the Association of Schools of Journalism and Mass Communication.
- Congratulations to **Sarah Whyman**, who was runner-up for the UNT Advisor of the Year for 2017. She has absorbed some additional duties for graduate student advising after **Gloria Blair** resigned to become a student financial aid adviser in Colorado Springs, Colorado.
- Kudos to **Kara “Kary” Greene**, student services specialist in Advising, who has moved to full-time status to assist with advising and office duties in the Dean’s Suite at the Mayborn. She has a bachelor’s degree from Texas A&M University and 13 years working in media sales for Fox TV and Petry Media. She once represented 75 national television stations in top 50 markets and worked with national accounts including Pepsi, Southwest Airlines, McDonald’s, Pizza Hut, Texas Lottery and HEB, Ford and Dodge/Chrysler.

Alumni

- Did you know that **James Perez**, B.S. 2003, is now a national sales manager at CBS/KXTA-TV in Dallas and **Lori Conrad**, B.S. 1991, is at CBS in Dallas as the market communications director?
- **Theresa Kushner**, M.J. 1973, has been named the senior vice president for performance analytics with Dell and will be based in the Austin area.
- **Theresa Gage**, B.S. 1990, has become vice president/brand partnerships for InMobi, a firm that is a pioneer in the next generation of mobile-only ad experiences. InMobi was recognized by Fast Company as one of The Most Innovative Companies in 2016. As the VP of brand partnerships, she works with clients to create in app video campaigns.
- **Teresa Rodriguez**, B.A. 2011, is the manager for employer brand and recruiting operations at Sephora in San Francisco.
- **Elizabeth Guevera**, M.J. 2016, is the bilingual media manager for The Dealey Group.
- **T. C. Greene**, B.A. 2015, has been promoted to coordinator of media relations at the Los Angeles Lakers.
- **Nana Adwoa Antwi-Boasiako**, B.A. 2013, has started a new position as production assistant at the PBS NewsHour in Washington, D.C.



Mayborn Lecturer **Mark Donald** recently appeared as a guest on the long-running McCuision Program, a regular feature on local PBS affiliate KERA for more than 28 years. An attorney who teaches media ethics and first amendment law at the Mayborn and also the former managing editor of the Dallas Observer, Donald is uniquely positioned to provide commentary on issues facing contemporary journalism. On the program, titled “Is the News Media the Enemy of the People?” Donald and co-panelists David Lieber of The Dallas Morning News and Ross Ramsey of the Texas Tribune fielded questions from host Dennis McCuision on a variety of timely topics related to journalism at a time when reporting is under fire and reporting is held to the highest standards.

When not teaching and producing great narrative, Donald is also an accomplished playwright. His new play, *Magnum’s Opus*, chronicles the life of a hardboiled Florida retiree hoping to repair the bonds he shattered with his estranged family by revealing the untold story of his early life as a Berlin Jew, a British soldier and a Nazi hunter. The play is scheduled for a premier stage reading at the Dallas Holocaust Memorial on August 7 and 8.

Student Updates



Mayborn graduate student Jesika Fisher (L) poses at Coney Island with one of dozens of friends made at the Summer Publishing Institute at New York University. Fisher reports that she gained “valuable insights and networking opportunities and connections. I’ll never look at a magazine or book the same way again.”

Mayborn at Work – Alumni Success Stories

Mayborn advertising alumna Ashlea Ramirez (at right) has risen quickly at New York’s Wieden+Kennedy agency, working as a project manager on high-profile accounts including Delta Airlines. Ramirez recently posed with photos of Delta’s unique wall in New York City that presents mural images of great global tourist destinations.

Ramirez tracks her success back to the basics she learned at the Mayborn. “Personally, it didn’t cross my mind that right after college I’d be living and working in New York. Texas is a huge state, but for me the experiences that I’ve had at UNT has opened doors to the industry worldwide. Being involved and committing to the ad programs and organizations was the beginning for me. People in the industry saw my passion and how I often stepped up to the plate when it comes to leadership. I was about getting things done. And I’m still about that today.”

In her current role, Ramirez believes she’s at the heart of the business she loves. “Here at W+K, I feel like I’m doing the best work of my life. And my career just started, like that really makes me stop and say wow, I made it. I’m doing it. And, humble brag, I’m killing it.”

The success story Ramirez has to share with current Mayborn students? “Put in the work and wherever you want go, or whatever brand you want to work with, and it’ll happen for you.”



Mayborn at the AEJMC in Chicago

UNT's Frank W. and Sue Mayborn School of Journalism will be well represented at the Association for Education in Journalism and Mass Communications Conference in Chicago Aug. 9-12 by faculty and a Mayborn honors student who graduated in May.

Congratulations to Sheri Broyles, a UNT Distinguished Teaching Award winner and advertising professor, who will be honored with Kappa Tau Alpha's Taft Outstanding Adviser of the Year Award on Aug. 10. A record 28 students were inducted into the UNT chapter of Kappa Tau Alpha in the spring 2017, and Broyles has mentored many students over her 21 years at UNT. Broyles also is helping lead the 12th and final year of the Advertising Division Pre-Conference Teaching Workshop with Jan Slater from the University of Illinois on Aug. 8.

Tracy Everbach, an associate professor and head of UNT's Women's Faculty Network, is moderating and presiding over the pre-conference workshop titled "Women Faculty Moving Forward: Breaking the Barriers" on Aug. 8. Everbach is working with Jacqueline Vickery, a UNT assistant professor in the Department of Media Arts, and others across the nation on a book titled *Mediating Misogyny, Gender, Technology, and Harassment*, which is scheduled to be published by Palgrave MacMillan in 2018.

Everbach's book-related research will be part of an AEJMC Council of Affiliates Invited Paper Research Session on Aug. 10. That same day, Everbach is part of a teaching panel discussion titled "From Trigger Warnings to Testing Tolerance: Creating Classrooms that Support and Encourage Student Engagement with Controversial Topics, Version 2.0" as well as a session titled "It's Always Something: Success vs. Likeability for Women."

Sara Champlin, assistant professor in advertising, Juli James, an advertising lecturer, and Madeline Migis, an honors student who earned her bachelor's degree in May, will be presenting peer-reviewed papers as listed below:

- Champlin, S., & James, J. "Playing for Health: Using Games for Journalism to Engage Audiences in Health Insurance."
- Migis, M., & Champlin, S. "FYI: This Video is Sponsored: Exploring Credibility in User-Generated and Professionally-Generated YouTube Videos."

On Aug. 10, Champlin also will participate in a panel titled "Beyond the Diversity Plan: Strategies to Diversify Faculty, Students and Curriculum," which will be moderated by Dean Dorothy Bland, and feature George L. Daniels, assistant dean at the University of Alabama College of Communication and Information Sciences plus Christopher Callahan, dean and professor at Arizona State University Walter Cronkite School of Journalism and Mass Communication. Callahan is also the vice provost, and CEO for, Arizona PBS. ASU was the 2017 winner of AEJMC Equity & Diversity Award. UNT earned the 2016 AEJMC Equity & Diversity Award, and the University of Alabama earned the 2015 AEJMC Equity & Diversity Award.



Broadcast/Digital student Jason Felts grabs the anchor seat at NBC London news bureau where reporters often do live reports. Students also toured the offices of BBC and many London-based advertising agencies.



A British tour guide at the legendary Shoreditch graffiti exhibit in London's East End, England gives Mayborn students the scoop on the ideas behind the art. Shoreditch is an inner city district well known for its restaurants, artwork and nightlife.

Mayborn students fanned out far and wide even as the Mayborn School of Journalism made its own move from the General Academic Building to Sycamore Hall on the UNT campus. Mayborn students see the sights in Manchester, England, during the annual Mayborn in London study abroad course.



Mayborn on the Move



Broadcast/Digital senior Andrea Czobor on the set of CBS This Morning. Of the internship experience, Czobor said, “I decided to research, contact, and involve myself with projects that I found satisfaction and joy in. I’ve never been a person to sit back. While I’ve been here, I’ve put myself out more than ever. I am officially halfway through my program and almost every day has proven my effort and determination successful.”



Dr. Sheri Broyles and Mayborn advertising students visited with major advertising agencies in New York as part of the annual Maymester study trip. Students learned from UNT alums and advertising experts who manage some of the world’s leading brands.

Upcoming Events in 2017

July 21-23

Mayborn Literary Nonfiction Conference

Aug. 28

First Class Day (Monday)

Sep. 4

Labor Day (no classes; university closed)

Oct. 11

Fall Journalism Career Fair

Oct. 20 - 22

Hackathon

Nov. 23 - 26

Thanksgiving Break (no classes; university closed)

Dec. 7

Last Class Day

Dec. 9-15

Finals

Dec. 23, 2017 - Jan. 1, 2018

Winter Break (no classes; university closed)

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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.



The Power of WORDS

the mayborn
literary nonfiction conference

July 21-23, 2017

Hilton DFW Lakes Executive
Conference Center

Grapevine, TX

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themayborn.com/registration



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