

MAYBORN INSIDER

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Journalism students from across the country gathered at the Frank W. and Sue Mayborn School of Journalism for the 5th annual J-School Hackathon on October 20-22. Produced in partnership with MediaShift, this year's event focused on emerging media business opportunities in sports and health. To learn more, see #maybornhackathon.

Let's Take A Walk: Mayborn School Hosts 2017 J-School Hackathon

by Cierra Edmondson

A small team sits inside of a room cluttered with notes, food and extension cords all over the floor. The dry-erase board is covered in markings as the group fights against both time and growing tensions to reach a solution.

The Mayborn School of Journalism co-produced MediaShift's fifth Hackathon on Oct. 20-22. The mission of the 2017 Hackathon was to build a start-up with a focus on either sports or health needs. The first-place prize was won by Team Stethoscope with its winning pitch of HealthDragon, an app that seeks to education children by way of gameplay.

The idea behind a hackathon is that, within 36 hours, teams create something from the ground up to meet a need or fix a problem that can then be pitched as if to a real investor or business person, much like the hit television series Shark Tank.

"What a hackathon is, essentially, is a bunch of people coming together around a central idea, but rather than at a conference, where you're going to get some knowledge, at a hackathon, game-jam or start-up weekend, you are coming to produce something," Hackathon facilitator and UNT applied design and game design lecturer Juli James said. "It can be because you

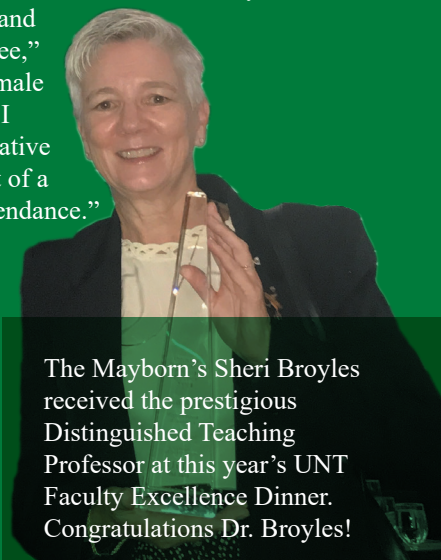
are a gamer and you want to spend an intense weekend building something, or it can be because you have never done anything like this before and you have a curiosity."

Interestingly, a large number of this year's Hackathon attendees were female. According to James, this is as unusual as it is exciting, especially given the stigma around women in sports careers. Although the registration pool was diverse, less than 10 men, including male facilitators, registered for the Hackathon, James said.

"This has been sort of a woman-produced, woman-attended and facilitated event around sports and health, which is really cool because it changes the solutions and perspective that we're going to see," James said. "Not to say that the male perspective is not important, but I like making a platform for alternative solutions, so it's cool to be a part of a platform that has that kind of attendance."

Students and other participants from various schools and locations, all with different levels of education or training, were brought together and strategically placed on teams. Each team had at least one

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The Mayborn's Sheri Broyles received the prestigious Distinguished Teaching Professor at this year's UNT Faculty Excellence Dinner. Congratulations Dr. Broyles!

A Message From Dean Dorothy Bland



Experimentation is valued at the UNT Frank W. and Sue Mayborn School of Journalism, and that's why we hosted our first J-School Hackathon in collaboration with MediaShift Oct 20-22. Students from as far away as New York and Oregon swooped into Denton and the UNT campus to create potential mobile solutions to address sports and health

issues. The students were engaged with UNT journalism students, and heard from dynamic speakers such as Juli James, Mark Glaser, Retha Hill, Gin Presley, Mike Orren and Ron Jenkins.

UNT students and faculty mentors as well as mentors from other universities ranging from Bennett College in North Carolina to the University of Oregon brainstormed ideas and developed business pitches. They focused on business objectives, target audiences, startup costs, revenue, and marketing strategies. The judging criteria focused on the desirability, feasibility and viability of the ideas presented.

Eight teams pitched their ideas, and Team Stethoscope was selected the winning team for creating Health Dragon, a game app targeting kids and parents to make healthy food choices while promoting health and wellness. The winning team was mentored by Valarie Bell, lecturer and computational sociologist teaching in Mayborn's online master's degree program for digital communication analytics.

The winning student team included female journalism and mass communication students from Colorado, North Carolina and Pennsylvania. Emily Scott, a senior from Temple University, said the Hackathon was an "invaluable experience to learn these kinds of skills as a journalist. You can take it to the real world and save media." Ashley Schaeffl, a junior from Colorado State University in Pueblo, said the Hackathon showed her that "it doesn't matter who you are, you can create" and win. In addition to being a college student, Schaeffl shared she is "a mom with three kids and a husband in the military." Grace Stewart, a freshman from Bennett College in N.C., said, "I learned working together and creating a strong team is fundamental for anything" in the field.

Indeed, teamwork and collaboration are key to whatever we accomplish at the Mayborn. I salute Juli James, our Queen Bee of news gaming and experimentation, as well as our amazing faculty, staff and students for ensuring the event was a success. As we prepare for Thanksgiving, the end of the fall semester and

the holiday season, I feel blessed to work with such talented and dedicated folks.

In addition to being passionate about student success, alumni engagement is an area that we are growing more fans. Did you know the Mayborn has more than 2,200 fans on Facebook and more than 4,200 followers on Twitter? I salute our amazing faculty, staffers Brandee Hartley, Cathy Turner, Jim Dale, Jake Straka and Adam Reese plus graduate student assistants JoAnn Livingston and Reagan Elam for all the behind-the-scenes work being done to strengthen alumni engagement. We also appreciate the support of the UNT Career Center and UNT Alumni Association. Did you know we had 36 companies and more than 250 students at the Journalism, Media, Communication and Design Internship/Career Fair in October? It was great to visit with at least 10 UNT alumni recruiting for their employers. Among the alumni I met were Christina Ulsh, managing editor for The Lewisville Texan Journal, Pepper Hastings, a marketing director at Innovative IDM, Richard Niño, a senior regional community manager for Splash Media, and Elisha Velez Jackson, director of operations for Splash Media.

The diversity in titles shows you that journalism is a gateway degree, and we equip our students with a multitude of skills that are transferable to many fields. I'm working on a project to explore job titles of the future, and would love to hear from more alumni. Among the basic skills we teach are the ability to think critically, write, research, report on multiple platforms and present information. Journalism is evolving. What additional skills and courses do you think we need to be adding to our curriculum, and what do you envision job titles to be in the future? Please send your suggestions to dorothy.bland@unt.edu.

Please save the date of March 11, 2018, for our next Internship/Career Fair in the UNT Student Union Ballroom from 1-4 p.m. Employers, please follow this link: <https://goo.gl/Vz7Ug5> to the UNT Career Center website for event listings and information. Also, follow this guide: <https://goo.gl/2SzYKr> to register for the next Internship/Career Fair.

Onward and upward,

Dorothy Bland
Dean

2017 Mayborn Hackathon Continued



A total of eight teams competed in the J-School Hackathon, divided between the general topics of health and sports. Teams started from scratch to develop business pitches for media start-up ideas. Here, members of "Team Stethoscope" — who won the competition with a concept called "HealthDragon" — present their final ideas while Mayborn Lecturer and Hackathon Director Juli James observes from the podium.

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person with a specific but necessary skill that could assist in creating the start-up. While some may have been more tech-savvy, others were better experienced in business, editing or producing.

“Part of my job as a facilitator is to make sure that the team that I oversee stays on track,” key speaker, facilitator and judge Ron Jenkins said. “When it comes to the product, I want there to be more of an emphasis on the why, as opposed to the what. Why should people care? Why should they invest in this or buy this? Those are the things that really matter.”

When teams were not busy brainstorming and strategizing, focused talks were offered from innovation leaders and experts. Faculty and industry experts assisted teams as they were working so that groups were able to better and more efficiently develop a solution. Judges were also brought into the process to choose the winning team based on the principals of viability, feasibility and desirability.

A big misconception of hackathons is that they are predominately tech-only and that persons who aren't skilled in coding, or experienced in building start-ups, can't participate. Faculty

facilitators want to push the message that this is not always the case and that both the tech and media sides need each other.

“As an advertising major, I typically have nothing to do with sports or health,” sophomore and advertising major Blake Patton, 20, said. “I saw this opportunity as something that could push me to work on something that I wouldn't normally be drawn to. A lot of people in my group know more about sports than me, but I am still comfortable because I know that I am bringing something of my own to the table.”

On the last day of the Mayborn's Hackathon, after all of the teams had completed their pitch, each group presented its start-up in front of the other groups, the judges and the facilitators. From that point, the team with the best idea was chosen.

Groups are free to continue researching, crafting and deepening their start-ups at their own leisure. The end-goal of any hackathon is to encourage free, outside-of-the-box thinking that students can carry with them beyond the limits of college.

2017 News Engagement Day

Press Pooches sniff out the facts.



Anais gets her news from the newspaper and social media! @UNT_ProfB @MaybornUNT #UNTNewsHounds #MaybornUNT #NewsEngagementDay



Will gets his news from @UnivisionNews! #UNTNewsHounds #newsengagementday #maybornUNT @newsengagement @MaybornUNT



Jasmine uses Twitter to get caught up on her news! @MaybornUNT #UNTNewsHounds #NewsEngagementDay #MaybornUNT @UNT_ProfB



Dallin gets his news exclusively from Alt-Right sources. "If it aint alt right it aint right" @UNT_ProfB @MaybornUNT #UNTNewsHounds



Mayborn Newshounds ask: "Where do you get your news?"

Tuesday, Oct. 3, saw plenty of four-legged Mayborn newshounds – accompanied by dozens of journalism students – manning a booth on Onstead Promenade outside of UNT's Willis Library and asking passersby one simple question: How do you get your news? The 2017 News Engagement Day, coordinated nationwide by the AEJMC, challenges journalism students from mass communications programs across the country to discover how students gather news and other information.

For the second year, the Mayborn School of Journalism leveraged the persuasive powers of puppies to engage with students passing through a pivotal point on campus.

"People would stroll by and see our newshounds and want to stop," said event coordinator Sara Blankenship-Reynolds. "Nobody can resist a cute pooch – particularly a pup wearing a 'Paws' Pass," she continued.

Reporting showed that most students get their news from social media feeds, a fact mirrored by similar News Engagement Day events held by other universities and posted to social media.

For photos and a sampling of what Mayborn students learned, visit #UNTNewshounds.

Student, Alumni, Staff and Faculty Updates

Students

- Five Mayborn School of Journalism students in the Advertising Track participated in the Multicultural Talent Pipeline program in September in New York City, thanks to Professor Sheri Broyles. The students who participated were Brian Anthone, Omolade Bangudu, Adan Escobedo, Victoria Garcia and Omar Marquez. Broyles said, “This is an exclusive, invitation-only event held at The New York Times and sponsored by MediaVest, an innovative media agency in New York.”
- Kayleigh Bywater and Alec Spicer represented UNT and the NT Daily at the ACP (Associated College Press) Conference Oct. 25-29 in Dallas.
- Julia Contarelli was a finalist for the ACP Reporter of the Year Award, based on her previous work at a junior college in Tyler, Texas.

Faculty

- Bravo to Dr. Sheri Broyles! On Oct. 20, she was honored at the Salute to Faculty Excellence Dinner as a Distinguished Teaching Professor. She also was honored for receiving the 2017 William H. Taft Outstanding Adviser Award from Kappa Tau Alpha.
- At the UNT Salute to Faculty Excellence Dinner on Oct. 20, Bill Ford was honored for being promoted to principal lecturer, and Thorne Anderson was honored for receiving the 2016 Creative Works Award from the Visual Communication Division of Association for Education in Journalism and Mass Communication, and the Edward R. Murrow Award for the ‘One Crisis Away’ package.
- Lecturer Gary Ghioto participated in the ACP Conference Oct. 25-29 in Dallas.
- “Breaking Bad News: A Qualitative Examination of Depression Coverage in Three Large Newspapers,” by graduate students Jacqueline Fellows, Emily Goldstein, and Assistant Professor Sara Champlin and Associate Professor Tracy Everbach, was presented in October at the Southwest Education Council for Journalism & Mass Communication conference in Phoenix.
- James E. Mueller, interim associate dean and professor, will discuss the career of Henry Morton Stanley on the panel “From the Arctic to the Orient: Adventure Journalism of the Gilded Age,” Nov. 2 at the Symposium on the 19th Century Press, the Civil War, and Free Expression in Chattanooga, Tenn.
- Champlin and Assistant Professor Gwen Nisbett will be panelists on a session titled “Mediating Misogyny: Gender,



What's the buzz?

Was it Halloween or just another day on campus for Mayborn Professor Sheri Broyles and graduate teaching assistant Brian Anthone? The two took the sting out of a rainy day by teaching classes wearing SNL “Killer Bee” costumes.

Technology and Harassment,” at the National Communication Association Convention 3:30-4:45 p.m., Nov. 16, in Dallas. Everbach will chair the session.

- Associate Professor Koji Fuse and Mueller will present their paper titled “Two Jima in Hollywood Cinema, Half a Century Apart: A Comparative Fantasy Theme Analysis of ‘Sands of Iwo Jima’ and ‘Flags of Our Fathers’” at NCA 12:30-1:45 p.m., Nov. 18, in Dallas.
- Champlin and Juli James, lecturer in advertising, will have their article titled “Breaking Health Insurance Knowledge Barriers Through Games” published in the Journal of Medical Internet Research.
- Dean Dorothy Bland is scheduled to make a presentation titled “50 Future Jobs for Journalism Students” at 1 p.m. on Nov. 18 at the Journalism Education Association Convention in Dallas.
- Several faculty members are teaching in the Osher Lifelong Learning Institute at UNT targeting adults age 50 and older. For example, Mueller taught a class titled “Custer’s Ambitious Honor: A Life of Service and a Lust for Fame” on Oct. 12. Dorothy Bland will teach a class titled “Journalism and Democracy in the Digital Age” on Nov. 6.

Staff

- Adam Scott has been hired as the Mayborn’s full-time media tech manager and he comes to UNT with 14 years of experience. He earned his B.S. degrees in communication and geographical science from the University of Miami, and his M.S. degree in nutrition and food science from George Mason University.
- Evan Young is the newest full-time sales manager for the NT Daily. He earned his B.S. degree in business with a concentration in marketing from the University of Buffalo in New York. Prior to joining UNT, he worked in sales with Fisher Price and AT&T Mobility.
- Adam Reese, NT Daily director, and NT Daily sales rep Dane Fuentes spoke on a panel titled “Money, Money, Money: Where Student Media Outlets Today Are Finding the Money” on Oct. 26 in Dallas as part of the ACP/CMA Conference.

Alumni

- Ranjani Groth, B.A. 2017, has been hired as a staff photographer for UNT’s University Relations, Communications and Marketing Department.
- Gary Payne, B.A. 1999, manager of UNT photography and video, has been elected UNT Staff Senate chair.
- Nealie Sanchez, B.A. 2017, and Linda Kessler, B.A. 2017, have been hired as reporters for the Fort Worth Business Press.
- As part of the OLLI at UNT initiative targeting adults 50 and older, Keith Shelton, a retired UNT lecturer, retired editor for the Denton Record-Chronicle and former Dallas Times-Herald reporter, taught a class titled “Covering the Kennedy Assassination and Five Presidents” on Oct. 28 at the UNT New College in Frisco.

2017 Internship & Career Fair



It's all about connections.

Undergraduates and graduates enjoyed yet another amazing opportunity to connect and network with potential employers during the Mayborn's semi-annual Internship and Career Fair, held Oct. 11 at UNT's University Union Ballroom. Students dressed to impress and had resumes ready to present in hopes of making connections that might lead to their first big steps in a successful journalism career.

The Mayborn's Internship and Career Fair is held twice each year giving students the opportunity to learn about potential employers and explore various career paths by forming working relationships with professionals already in their field of interest. Students formed valuable connections with organizations including advertising and public relations agencies, social media companies, not-for-profit groups and others that could lead to opened doors for internship and job opportunities.

The Mayborn School of Journalism was pleased to welcome:

- Achievement Center of Texas
- Agency Entourage
- Allied Integrated Marketing
- American Campus Communities
- Arlington Convention and Visitors Bureau
- Artist Uprising
- Camp Fern
- Camp Lonehollow
- Children's Advocacy Center for Denton County
- Children's Health
- Cortland Partners
- Criterion.B
- D.R. Horton, Inc.



- DexYP
- Donor Development Strategies
- Enterprise Holdings
- FC Dallas, Major League Soccer
- Gray Television Group Inc dba KXII TV
- Imaginuity
- Innovative - IDM
- Ivie & Associates
- KTXS Television
- PAVLOV
- Peace Corps (Post-Graduation Service Opportunity)
- Raze Media
- Six Flags Over Texas
- Splash Media
- The Lewisville Texan Journal
- TPN
- Upventur

Mayborn advertising students enjoyed an awesome opportunity to visit the Dallas office of worldwide ad agency Saatchi & Saatchi. The group learned from the experts how award-winning campaigns are created, developed and produced, from the original client meeting to post-media follow-up.



Life @ the Mayborn



It's been 40 years since UNT journalism alumnus Joe Murray earned a Pulitzer Prize for the Lufkin News writing a story on abuses in Marine Corps training. Murray, shown here with reporter Ken Herman, is still going strong and maintains close ties to the Mayborn School.



Students in the Mayborn's advertising program join Professor Sheri Broyles in New York City for the Multicultural Talent Pipeline program. Pictured (clockwise from top) are: Brian Anthonie, Victoria Garcia, Dr. Broyles, Omar Marquez, Omolade Bangudu and Adan Escobedo.



The Mayborn's Associate Professor Thorne Anderson (at right) joined members of the KERA staff in New York City recently to receive the station's first-ever Edward R. Murrow award. Anderson, who served as videographer for KERA's "One Crisis Away: Rebuilding a Life" series, appears with Rick Holter, Courtney Collins and Jeff Whittington.

Upcoming Events in 2017

Nov. 10

Grads Are Back Panel

Nov. 11

UNT Homecoming Tailgate Party

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)

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.

Grads Are Back

On **Nov. 10** – the day before UNT’s Homecoming game against the University of Texas at El Paso – the Mayborn School will host seven distinguished UNT journalism alumni for “Grads are Back.” The presentation and informal meet-and-greet conversation will enable current students to discover the possibilities that as great journalism education can provide in many professional fields.

Attending this year’s event are:

- Graham Douglas, lead creative for Vimeo
- George Foster, president and CEO of Foster Marketing
- Becky Kimbro, VP marketing for the Texas Rangers
- Theresa Kushner, SVP for performance analytics at Dell
- Elvia Limon, communities writer for The Dallas Morning News
- Kristi Nelson, NBC 5 Anchor
- Terri West, retired SVP communications for Texas Instruments

The event will be held in Room 324 of the University Union from 2:30 to 4 p.m.

Deep in the Heart of UNT!

Join us at the Mayborn Homecoming Tailgate party at UNT Apogee Stadium Saturday, Nov. 11, from 1:30-3:30 p.m.

Share your Mean Green spirit and connect with Mayborn students who are eager to learn about your experiences.



Frank W. and Sue Mayborn School of Journalism
1155 Union Circle #311460
Denton, TX 76203-5017
Phone: (940) 565-2205
Fax: (940) 565-2370

Frank W. Mayborn Graduate Institute of Journalism
Phone: (940) 565-4564
Fax: (940) 369-8959

journalism.unt.edu