

# MAYBORN INSIDER

September/October 2017



SWOOP students under the direction of principal lecturer and advisor Bill Ford discuss new clients beginning Day One at new offices in Sycamore Hall. SWOOP is a student-managed agency that delivers advertising and public relations to clients in a variety of businesses, giving Mayborn advertising students real-world experience prior to graduation.

## Old Building, Meet New Energy.

**W**ith the summer's big move and construction completed, the Mayborn School of Journalism is now officially settled into one of UNT's most historic and beautiful buildings, Sycamore Hall. The Mayborn's more than 1,200 students now enjoy access to new classrooms, labs, workspaces and meeting rooms.

Built in 1937 to house the university's original library, Sycamore Hall shares its spacious 100,000 square feet with UNT's Department of Sociology, the campus Human Resources office, the records department, the Office of Space Management and Planning – which coordinated the move – and the Eagle Commons Library in addition to the Mayborn School.

“It gives us the chance to bring everything we do together in a way to better serve students,” says advertising professor Dr. Sheri Broyles. “We found ourselves spread out in many places over time at the GAB (General Academic Building), and this move means we can do an even better job of providing a unified journalism experience.”

The Mayborn School of Journalism has been located in the GAB for more than 40 years. Offices for administration, faculty, staff and classrooms and labs were scattered over several floors. In Sycamore's new spaces, the administrative staff and advising office are both located off the main second floor hallway. Spacious new faculty offices are situated off two central hallways



Originally built in 1937 to house UNT's library, Sycamore Hall is now home to the Frank W. and Sue Mayborn School of Journalism.

– all faculty offices now have windows – and a third central hallway is home to new high-tech labs, classrooms and meeting rooms. In Sycamore, the Mayborn is poised to work as a more cohesive unit.

“For students, having all-new facilities for organizations like SWOOP (the Mayborn's student-managed advertising and public relations agency) and the North Texas Daily makes them more highly visible,” says Cathy Turner, assistant to the interim associate dean who doubled as logistics manager for the move. “It means greater collaborative opportunities for everyone. It's truly a new day for the Mayborn School. Everything around us is fresh and beautiful.”

While some finish-out remains in the Mayborn's new facilities, fall semester classes began as scheduled in August. An official Open House event is being planned for Spring 2018.

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FRANK W. & SUE MAYBORN  
SCHOOL OF JOURNALISM 

# A Message From Dean Dorothy Bland



**“Students are not an interruption to our work. They are the purpose of it.”**

**W**henever I see an e-mail from UNT’s Dean of Students Maureen “Moe” McGuinness, that quote is often included and makes me smile. It sums up why we are here. Students, faculty and staff, we are glad you chose

UNT and the Mayborn. The start of the 2017-18 academic year is a good time to share our key goals for the Mayborn, which are aligned with UNT’s four major goals:

- Prepare our students to be competitive in the marketplace, including the requirement of digital portfolios by graduation.
- Grow enrollment plus faculty and staff resources as needed.
- Elevate UNT and the Mayborn’s national prominence plus increase research expenditures.
- Increase revenue, including alumni engagement and support.
- Expand online offerings.

We forecast fall enrollment to be near 1,200 students. Effective Sept. 1, we have filled four full-time faculty positions, hired 18 adjunct professors and 18 teaching/research/grad assistants to help students. We received approval in August from the Texas Higher Education Coordinating Board to launch a 100 percent accelerated online master’s degree program in digital communication analytics, which will include classes from the College of Information and the College of Business. We are targeting working professionals in public relations, advertising, marketing and communication. We will have a soft launch this fall with classes such as Introduction to Digital Communication Analytics, Research Fundamentals in Digital Communication I and Research Fundamentals in Digital Communication II all offered in eight-week modules.

In response to student demand for more online class offerings, classes such as Media Literacy, Strategic Social Media, Comparative International Media Systems plus Applied Design in Advertising and Public Relations are being offered online. At the graduate level, students also can take Media Studies and Theories as well as Readings in Mass Communication online this fall. We expect there will be more interdisciplinary collaborations, and we’re also offering a Music Criticism class this fall.

Thanks to a generous gift from the Colegrove family over the summer, the Barbara Colegrove Memorial Research Fund has

been established to encourage and support more faculty research. Mrs. Colegrove, who was one of the first female journalism instructors at UNT, loved her students and her students adored her as well. Their alumni bond is so strong that many stay in touch more than 50 years after they graduated.

Speaking of alumni, this is a reminder that we are planning for our annual Celebrate Mayborn Program on April 26, 2018, and the call for various Professional and Alumni Award nominations is now open. Check out: <http://journalism.unt.edu/professional-journalism-awards>.

The deadline for nominations is Nov. 15, and we encourage Mayborn alumni, faculty, staff, students and other supporters to nominate folks in the following categories:

- C.E. “Pop” Shuford Hall of Honor
- Mayborn Medallion
- Distinguished Professional Achievement
- Alumni Appreciation
- Career Service
- Super Alum
- Rising Star

Students, faculty and staff, please save the date of Sept. 7 for the Mayborn Mixer. It’s just one of the fun events scheduled to encourage networking and hands-on learning. Save the date of Oct. 3 for National News Engagement Day and check out [www.newsengagement.org](http://www.newsengagement.org). The National News Engagement Day was just one of the many topics covered at the Association for Education in Journalism and Mass Communication Conference in August. For a quick read on other conference highlights, check out #aejmc17 on Twitter.

Please save the date of Oct. 11 for our next Internship/Career Fair from 1-4 p.m. in the UNT Student Union. Also, don’t forget there will be a Mayborn Tailgate Tent near Apogee Stadium for the Homecoming Party on Nov. 11.

In closing, most of the renovation work for Journalism in Sycamore Hall has been completed. Please keep in mind that the Counseling and Higher Education Department is scheduled to move in September, and about 20 percent of the north end of Sycamore Hall will be a construction zone this fall. Work should be completed prior to the start of the spring semester in January, when the Sociology Department will move into that space.

I would love to hear from you, so please send feedback to [dorothy.bland@unt.edu](mailto:dorothy.bland@unt.edu) or call 940-565-4917.

Onward and upward,

Dorothy Bland  
Dean



# 2017 Mayborn Hackathon

## Mayborn Hackathon pits top journalism students with mobile solutions for sports, healthcare.

**T**ake a dozen top teams from journalism programs all across the nation and give them tough assignments over a weekend. Support them with industry experts and mentors. Give them the tools they need to develop killer solutions to challenging media problems in areas like healthcare and sports. They're bound to come up with brilliance.

That's the idea behind Hackathon, an event sponsored by MediaShift and hosted by the Mayborn School on October 20-22.

The fifth annual Hackathon will convene a group of top students (graduates and undergraduates), faculty and professionals for the weekend Hackathon, with a real-world mission of **creating startups in the sports and health areas**. Students will have a



chance to collaborate on diverse teams of students with faculty and pro facilitators.

Mayborn Lecturer Juli James, a specialist in the field of journalism and gaming, and others on the Mayborn team are coordinating the event for UNT.

"It'll be incredible to see these best and brightest from all across the country come together at UNT to develop innovative solutions for these challenging, real-world problems," said James. "I'm looking forward to their presentations at the end of this very intense event."

# 2017 News Engagement Day

## News Hounds unleashed again for 2017 News Engagement Day.

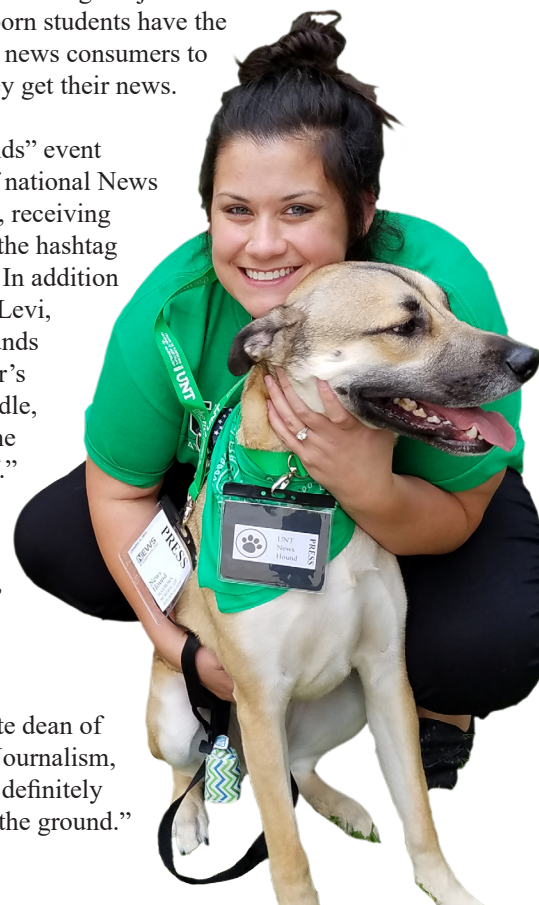
**H**ow do you get your news? That's the question Mayborn journalism students are asking again for this year's News Engagement Day on October 3. Last year's activity, held on October 4 adjacent to the General Academic Building, gave Mayborn students an opportunity to learn about news habits from students all across the UNT campus. Why the interest? The Mayborn's tail-wagging ambassadors, to be sure.

Coordinated by Mayborn adjunct professor Sara Blankenship Reynolds, last year's "news hounds" helped to propel the Mayborn School to the forefront of national News Engagement Day efforts. Sponsored by the Association for Education in Journalism and Mass Communication (AEJMC), News

Engagement Day is designed to create heightened awareness of the importance of good journalism and reliable news. Mayborn students have the opportunity to interview news consumers to learn where and how they get their news.

Last year's "News Hounds" event spiked toward the top of national News Engagement Day events, receiving hundreds of retweets of the hashtag #NewsEngagementDay. In addition to Blankenship's pooch Levi, the Mayborn's news hounds included Dr. Jim Mueller's German shorthaired poodle, Libbie, who described the day's interviews as "ruff." All pups participating in News Engagement Day are adorned with a special "News Hound" press badge and UNT bandana.

Mueller, interim associate dean of the Mayborn School of Journalism, says that the 2017 event definitely features "more paws on the ground."



# 2017 Mayborn Literary Nonfiction Conference



Award-winning author Sebastian Junger shared his thoughts on how adversity brings people together for common goals and mutual support during the Literary Lights dinner at the 2017 Mayborn Literary Nonfiction Conference. Nearly 500 people attended the event, which also included the awarding of more than \$26,000 in prizes for the Mayborn's writing contests.

## Capacity crowd experiences “The Power of Words” at the 13<sup>th</sup> Annual Mayborn Literary Nonfiction Conference.

**T**he heat of July was offset by the coolness of some of the nation's top storytellers at this year's Mayborn Literary Nonfiction Conference, held July 21-23 in Grapevine, Texas. Dozens of newcomers joined conference attendees who've been attending from the very beginning to hear greatness from keynote speakers Katherine Boo, Sebastian Junger and Charles Johnson, in addition to two dozen other literary notables.

“The Mayborn is an outstanding conference, truly the best in its field in the U.S.,” wrote one respondent. “Thank you for letting me hear from many wonderful authors and writers of all sorts,” wrote another. Pointing to Sunday morning's closing keynote address from Pulitzer winner Charles Johnson, yet another said, “What a gift he is to us all. I could listen to his wisdom all day.”

This year's conference featured a stellar lineup of panelists and speakers ranging from agents and freelance writers to noted biographer James McGrath Morris and legendary ESPN writer Wright Thompson. All presentations featured personal anecdotes and insights into how the words we use as journalists and writers have direct, meaningful and powerful impact on the world around us.

Saturday's full day was capped by a memorable keynote address by award-winning author and journalist Sebastian Junger, author of “The Perfect Storm,” “Tribe,” “War,” “A Death in Belmont”

and “Fire.” In a poignant message shared with an audience of 500, Junger added relevance to the Mayborn's “tribe” by discussing how groups are unified and made stronger by a common interest and shared struggle.

A Sunday morning panel featuring The Dallas Morning News team behind the recent seven-part “Aryan Princess” series – Mike Wilson, UNT alum Leona Allen, Scott Farwell and Dana Amihere – discussed in detail how the story came together over 18 months and evolved into a multi-platform storytelling opportunity that ran in print, digital, audio and video formats.

Pointing to New York Times bestselling author Sara Hepola, KERA Executive Producer Jeff Whittington and others, one attendee said, “You have amassed a powerful group of talent for the conference.”

The Mayborn Literary Nonfiction Conference, produced by the Frank W. Mayborn Graduate Institute of Journalism at UNT and supported by The Dallas Morning News, Texas Monthly and others, brings together hundreds of writers, journalists, authors, agents and publishers each year to celebrate the power of storytelling in all its forms. Planning is already underway for the 2018 event, to be held July 20-22 at the DFW Lakes Executive Conference Center in Grapevine, Texas. The theme for 2018 is “Are You Not Entertained?”

For more news on the 2017 Mayborn Literary Nonfiction Conference, check out #maybornlitcon17.

For more information and to register for 2018, visit [www.themayborn.com](http://www.themayborn.com).





Students attending the Mayborn Conference as part of the Multimedia High School Workshop program check out camera equipment prior to interviewing panelists.



Author Sara Hepola offered insights into storytelling while entertaining the audience with her experiences writing her New York Times bestselling book, "Blackout: Remembering the Things I Drank to Forget."



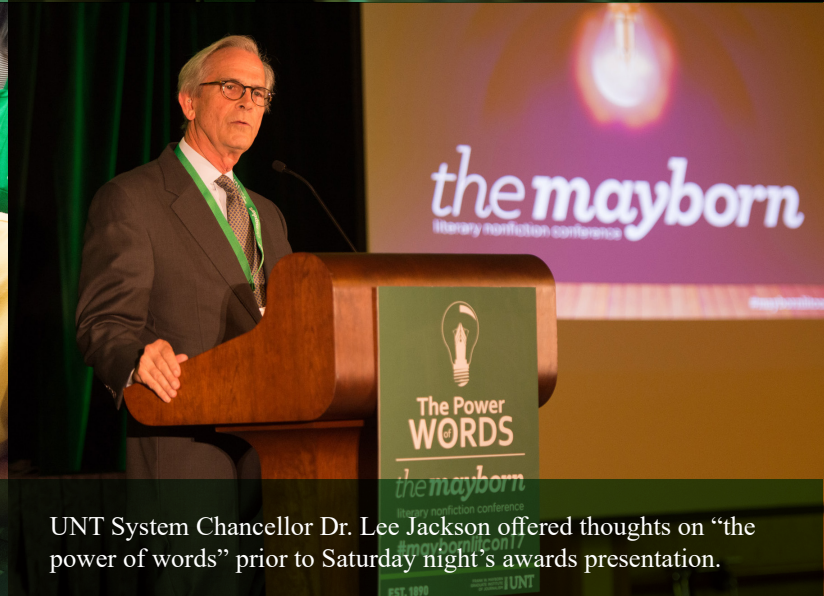
Sue Mayborn, Editor and Publisher of the Temple Daily Telegram and the Killeen Daily Herald, enjoys the Friday night keynote address by author Katherine Boo.



Mayborn graduate students Amanda Talbot and Ashley Porter attend the reception honoring Mayborn Scholars at the conference. Mayborn Scholars receive up to \$10,000 per academic year while in graduate school.



Pulitzer winner Dr. Charles Johnson shared advice on writing with conference attendees after his Sunday morning keynote address.



UNT System Chancellor Dr. Lee Jackson offered thoughts on "the power of words" prior to Saturday night's awards presentation.



# Faculty, Student and Alumni Updates

## Faculty Updates



Advertising professor Dr. Sheri Broyles received a number of awards over the summer, including recognition from AEJMC in Chicago for years of outstanding service.

• We salute Advertising Professor **Sheri Broyles**, who received the Taft KTA Outstanding Adviser Award, and was honored for leading the AEJMC Advertising Pre-Conference workshop for a dozen years with Jan Slater from the University of Illinois in Chicago. Broyles will be honored Oct. 20 at the UNT Salute to Faculty Excellence Awards Dinner for earning the Distinguished Teaching Professor Award.

• Hats off to **Jim Dale**, now an adjunct professor and Mayborn marketing director, who earned both his undergraduate and graduate degrees in journalism from UNT. He earned second place in the AEJMC magazine contest as a student for his 2016 article headlined “A Road Well Traveled” about Pulitzer Prize

winning author Gilbert King. As part of

the Mayborn magazine class of 2016, he also picked up three other awards for the class that included Ashley Porter, Britney Tabor, Jacqueline Fellows, Emily Toman and Aaron Claycomb. The adviser was Adam Pitluk. Other AEJMC awards earned by category for the 2016 Mayborn magazine were:

- » General Excellence: Single Issue of an Ongoing Magazine – Third Place
- » Design: Single Issue of an Ongoing Magazine – Honorable Mention
- » Editorial: Single Issue of an Ongoing Magazine – Third place

• **Juli James**, a Mayborn lecturer for applied design and game design, is among the speakers for the Online News Association Conference in Washington, DC, in October. She will lead a session titled “Playful Tech in the J-School Classroom” on Oct. 7. To learn more about ONA, please check out: <https://ona17.journalists.org/>

• The Mayborn has 18 adjunct professors this fall semester and they bring more than 300 years of collective industry experience. Did you know there are at least nine UNT alums who are working as part-time professors in the Mayborn? Here’s the adjunct professor list and alums with with M.A. or M.J. from the Mayborn are listed by their graduation year:

- » **Dana Amihere**, interactive editor at The Dallas Morning News, will teach Digital Media for Journalists.
- » **Sara Blankenship**, M.A. 2014, will teach Media Literacy, Mass Communication and Society plus Comparative International Media Systems.
- » **Bo Carter**, M.J. 2006 and a National Football Foundation consultant, will teach Sports Media.
- » **Joanna Cattanach**, a multimedia journalism instructor and award-winning writer, will teach Intro to Media Writing.
- » **Jim Dale**, M.J. 2016 and Mayborn marketing director, will teach Broadcast Advertising.
- » **Jacqueline Fellows**, M.A. 2017 and a former reporter with NPR, will teach Intro to Radio and Intro to Media Writing.
- » **Michael Jackson**, a former Dallas Morning News reporter and PR practitioner, will teach Public Relations Writing.
- » **Stephanie Knight**, M.A. 2012, will teach Strategic Social Media.
- » **Bryan Lochhead**, owner of Texson Productions and video producer, will teach Intro to Visual Communication.

- » **Clay Rivenbark**, owner of M2 Design with an MFA in Communication Design from Texas A&M University-Commerce, will teach Applied Design for Advertising and PR plus Creative Media Illustration.
- » **David McPhate**, M.A. 2014 and an award-winning reporter whose work has appeared in The Dallas Morning News, Dallas Observer and other publications, will teach Intro to Media Writing.
- » **Freda Metoff**, a former senior art director for JCPenney, will teach Advertising Creative and Visual Strategy.
- » **Kelly Mitchell**, a PR professional, will teach PR for Non-Profits.
- » **Eric Nishimoto**, M.J. 2013 and a public information officer in Collin County, will teach Magazine Production.
- » **Gayle Reaves-King**, a Pulitzer Prize winner who earned her M.A. in 2015, will teach Principles of News and Intro to Media Writing.
- » **Annette Nevins**, M.J. 2014, will teach News Reporting, Writing and Editing.
- » **Dotty Griffith**, a cookbook author and writer, will teach Food Journalism.
- » **Vivian Unger**, M.J. 2013 and president of Broadcast Resources, will teach Advertising Strategy.

## Student Updates

Eighteen graduate students, including three who are working on their doctoral degrees, will work with the Mayborn faculty as teaching assistants, research assistants or graduate assistants this fall. See the summary below for the student names:

- **Brian Anthon**
  - **Andrea Arterbery**
  - **Dave Barnett**
  - **Jade Byers**
  - **Mi Young Chong**
  - **Alex Copeland**
  - **Reagan Elam**
  - **Evelyn Gonzalez**
  - **Tabitha Gray**
  - **Scott Hamilton**
  - **Nicole Hooi-Rodriguez**
  - **Jo Ann Livingston**
  - **Joy Omokore**
  - **Catherine Streng**
  - **Hailey Sutton**
  - **Paul Valamides**
  - **Amanda Talbot**
  - **Jaya Wagle**
- Congratulations to **Jesika Fisher**, who has been hired full-time as a digital content specialist for the city of Carrollton. She is expected to take her comp exams and complete her M.J. by December 2017.

## Alumni Updates

- **J.K. Nickell**, M.J. 2012, is now the senior editor at Texas Monthly
- **Adrian O’Hanlon**, M.J. 2015, has been promoted to news editor for the McAlester News-Capital in Oklahoma. Here’s the link: <http://bit.ly/2hi9mJd>
- Did you know that **Michael J. Mooney**, the Mayborn conference co-director who earned his master’s degree from the Mayborn in 2009, has a cover story on Dak Prescott, the Dallas Cowboy quarterback, in the August issue of American Way magazine? Here’s the link: <http://bit.ly/2whQwcd>



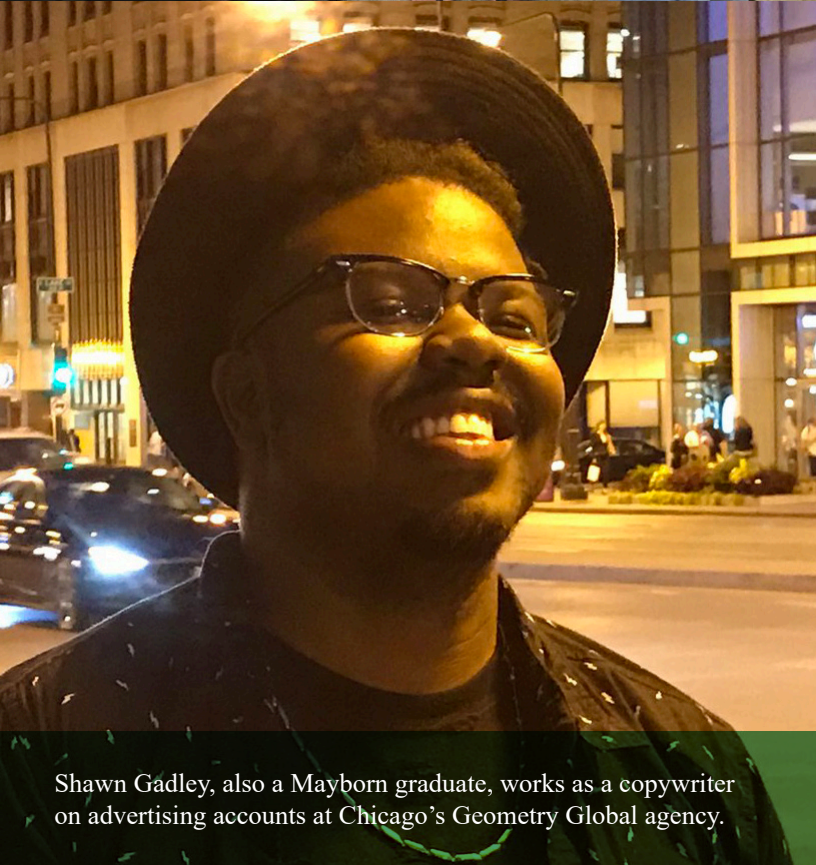
The staff and faculty prepared for the 2017-18 academic year at an all-day retreat in August.



# Life @ the Mayborn



Mayborn graduate Randy Romero is a digital media strategist at DigitasLBi in Chicago, a premier social media advertising agency.



Shawn Gadley, also a Mayborn graduate, works as a copywriter on advertising accounts at Chicago's Geometry Global agency.



# Upcoming Events in 2017

**Sep. 4**

Labor Day (no classes; university closed)

**Oct. 3**

News Engagement Day

**Oct. 11**

Fall Journalism Internship and Career Fair

**Oct. 20 - 22**

Hackathon

**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](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.

*the mayborn*  
literary nonfiction conference

**Real people.**

**Real stories.**

**Real storytelling.**

Every day, 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. No longer can journalists count on the routine story. They must cast their nets wide, writing about the usual issues - crime, courts and politics - but also athletes, entertainers and internet celebrities.

This type of storytelling, when done well, requires good reporting combined with rich, interactive graphics, videos and podcasts that lead to informative stories that engage readers in print, online and on air. The 2018 conference will address storytelling in an era where journalists must not only inform, but entertain.

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

Visit [themayborn.com](http://themayborn.com) to register now.



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