

# Mayborn Insider

November/December 2015



The Mayborn School of Journalism expanded into Sycamore Hall in the fall of 2015 with additional classrooms and office space.

## Growing in size, expanding in scope.

**T**he Mayborn School of Journalism continues to grow, expanding nearly five percent in size over the past year to more than 1200 students. How does the school accommodate the expansion? By stretching beyond the General Academic Building (GAB) into the edifice to the south, Sycamore Hall.

“We’re currently using two classrooms and office space on the second floor of Sycamore,” says Mayborn Dean Dorothy Bland. “Our growth to fill that floor and maybe more is on the drawing board over the next couple of years.”

The Mayborn’s growth benefits students in a variety of ways, including the addition of a new Mac-based computer lab on the third floor of the GAB (see the picture on page 8). This brings the number of full-service creative and writing labs available to Mayborn students to five.

Sycamore Hall was built in 1937 and includes more than 200 rooms spread over four floors. The building formerly housed a variety of international student offices. Parts of Willis Library currently occupy the first floor.



Dr. Tracy Everbach enjoys newly renovated office space on the second floor of Sycamore Hall.

“Reaching out beyond the GAB to develop new space allows us to continue expanding our programs to reach more students,” says Bland. “Busting the seams of where we are is a good thing – as long as we have room to grow.”

# A Message from the Dean

As I wandered through the Journalism, Media and Communication Internship and Career Fair in October, it was heartwarming to see about 200 students and a wide variety of alumni recruiting for their companies in UNT's Gateway Center. They range from Casey Cummins and Patrice Hall, who earned their B.A. degrees in 2014 and are now working as a copywriter and account coordinator for HCK2 Partners, to Scott Parks, who earned his B.A. degrees in journalism and political science in 1973 and is now the managing editor for the *Denton Record-Chronicle*.

Thanks to our faculty and staff for being so encouraging and nurturing. The pride I felt can be summed up in this quote from Teach for America's founder Wendy Kopp: "Teach for America was built on the idea that our best hope of reaching 'One Day' is to have thousands of alumni use their diverse experiences and ideas to effect change from inside and outside the education system."

We are blessed to have more than 4,500 alumni and we are growing. It was wonderful to participate in two UNT Alumni Receptions this fall with a variety of alumni such as Nicholas Ricco, Katie Grivna and Laura Zamora in Dallas as well as Lindsey Williams, Janet Gifford, Allison Klingsick, Scott Saunders and Michael Gibson in Plano. We want to celebrate more alumni and other supporters in the spring as part of Celebrate Mayborn, and we need your help. We ask that you go to [journalism.unt.edu/webform/award-nomination-form](http://journalism.unt.edu/webform/award-nomination-form) by Dec. 2, 2015 and nominate someone you think deserves recognition in the following categories:

- Alumni Appreciation
- Career Service Recognition
- Super Alums
- Rising Stars

We also are also soliciting nominations from alumni, faculty, students and other supporters for the following prestigious awards:

- C.E. Shuford Hall of Honor
- Mayborn Medallion
- Distinguished Professional Achievement
- Career Service Recognition

Our inaugural Mayborn Alumni Mentor/Mentee Program has been a success and we are looking for more mentors for the coming year to serve as mentors to students. If you would like to be a mentor to a student, please email me at [dorothy.bland@unt.edu](mailto:dorothy.bland@unt.edu) by Dec. 15, 2015, and we'll announce mentor/mentee pairings in late January 2016 for up to 20 students and 20 alumni. Mentees must be at least sophomore journalism majors in good



standing and have passed the first news writing class to be eligible for consideration.

To the UNT journalism alumni around the globe as well as our faculty, staff and students and other supporters, I thank you all for being blessings to UNT's Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism.

Also, this is a reminder that we want to hear from more alumni. Got a promotion, new job or a new baby? If you have something you'd like to brag about, please email the news to [mayborninsider@unt.edu](mailto:mayborninsider@unt.edu) or find UNT journalism grads on Facebook and post it. The more postings, the merrier. Enjoy the holiday season!

Onward and upward,

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

Dorothy Bland  
Dean and Graduate Institute Director

# News Engagement Day



The Mayborn's second annual News Engagement Day on October 6 was a rousing success, thanks to the hard work of students and faculty. Using the hashtag #NewsEngagementDay, NTDaily posted several tweets and NTDaily TV did several television spots under the guidance of Lecturer Michelle Redmond.

In addition, Adjunct Professor Sara Blankenship gave her students a challenge to seek out unique news sources and discuss their experiences in class. News Writing and Editing and Online Journalism classes also fanned out across the university to interview members of the UNT community about their daily news gathering experiences. Students returned to the Mayborn to craft and post stories in a variety of formats.

“Students got to choose a ‘beat’ where they spent 45 minutes interviewing students, faculty and employees asking two questions – how do you get your news and from where,” said Principle Lecturer Neil Foote, whose online journalism class gathered stories. Once information was gathered, students used digital media tools to craft brief narratives using their own reporting input and tweets from others around the United States.

A set of stories can be found on [Storify.com](http://Storify.com) and via Twitter at #NewsEngagementDay.

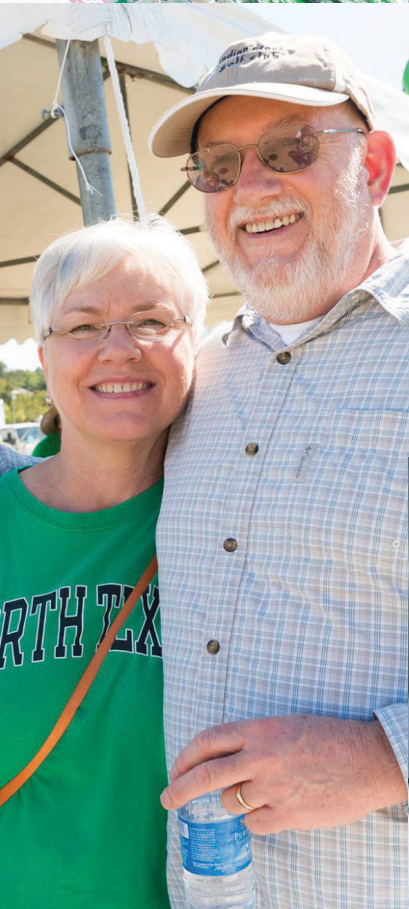
A screenshot of a Twitter feed. The tweets are as follows:

- R.B. Brenner** @rbbrenner · Oct 6: I engage with news most of my waking hours, in print and on screens of various shapes and sizes. #NewsEngagementDay #reportingut
- News Engagement Day** @newsengagement · Oct 6: @mucommarts set up a table to discuss news issues with people for #newsengagementday 2015! [instagram.com/p/8hNo4inmQw/](https://www.instagram.com/p/8hNo4inmQw/)
- Parijat B.** @parijat\_b · Oct 6: Because you can't end the day without catching up with the news #NewsEngagementDay @MaureenEBoyle1
- Casey Malue** @Cas\_Erised · Oct 6: South Carolina is cleaning up, but worries remain from the hurricane according to @AP #NewsEngagementDay #News2Me #ChirpFeed #HendricksBSU
- Timothy Penn** @tspenn22 · Oct 6: #UMDCOMM353 Rocks #NewsEngagementDay with short videos on how students get news. It was excellent #News2Me Well done guys!
- News Engagement Day** @newsengagement · Oct 6: Even Big Al participated in #newsengagementday #rolltide [instagram.com/p/8hNPuyHmf9/](https://www.instagram.com/p/8hNPuyHmf9/)

# 2015 Homecoming



UNT celebrated its 125th anniversary this year and the Mayborn was proud to be a part of the celebration, which featured a campus-wide list of activities and a theme of "Forever Mean Green: A Journey Through Time." For the Oct. 10 Homecoming game, the Mayborn School of Journalism's tent and tailgate party drew dozens of alumni, current undergrads and graduate students, faculty and staff together for some great food, fun and fellowship in the hours leading up to kickoff at Apogee Stadium. Green was the color of the day and everyone had a great time catching up with each other and all of the goings-on at the Mayborn, with "a good time had by all," as the saying goes.



# Fall Interns & Student Organizations

## 2015 Fall Interns

Student	Business Name
Liliana Barreda	Construct Capital
Breylin Becton	KERA
Skylar Carter	1400 Words
Michael Chavez	Episcopal Church of the Annunciation
Victoria Codispoti	Social Media Delivered
Caleb Downs	<i>The Dallas Morning News</i>
Stephen Elliott	<i>Blitz Weekly</i>
Craig Fields	<i>Blitz Weekly</i>
Kiandra Florence	Social Media Delivered
Alysa Franks	GRACE
Nicholas Friedman	<i>The Dallas Morning News</i>
Jenay Fritz	Strauss Marketing & Public Relations (SMPR)
Christina Gaines	Social Media Delivered
Danielle Garcia	People Newspapers
Nicole Harberson	Mean Green Sports
Kresheera Helaire	UNT Student Affairs
Casandra Hernandez	ToldYaa!
Christina Hoover	Pink Jacket Studio
Melissa Jefferson	Online Image Works
Jennifer Justice	Cowtown Graphics & Signs
Stacie McMaster	Salvation Army
Daniela Otero	Aimpoint Sportsman Shooting Center
Jordan Ottaway	UNT Relations, Communications & Marketing
Jennifer Pache	UNT Relations, Communications & Marketing
Shan Panjwani	Social Media Delivered
John Roberson	Agency Entourage
Whitney Robertson	ROI Mantra
Adrian Torres	1310 The Ticket
Julianne Unger	Social Media Delivered
Jarrett Way	Strauss Marketing & Public Relations (SMPR)

## 2015-2016 Student Organization Officers

BEA Interim President Justin Teachman

Ad Club President Ashlea Ramirez

SWOOP President Ashlea Ramirez

NABJ President Victoria Upton; V. President Andrea Masamba

NAHJ President Elvia Limon

PRSSA President Shania Jackson

SPJ President Nicholas Friedman; V. President Dalton Laferney

HATCH President Ranjani Groth

Visuals



Christina Hoover enjoys a colorful internship at Pink Jacket Studio, a full-service Dallas advertising agency.



Nicole Harberson calls a game for Mean Green Sports.

**JULY**  
22-24,  
2016

DFW Lakes Executive  
Conference Center  
Grapevine, Texas

**Pulitzers:**

**A Celebration of Excellence:**  
*Politics, Public Affairs & Society*

Visit  
**TheMayborn.com**

MAYBORN School of Journalism **UNT**

# 2015 Internship & Career Fair



Undergrads and graduate students had the opportunity to meet with nearly three dozen potential employers during the Mayborn's semi-annual Internship and Career Fair on Oct. 7 at UNT's Gateway Center. Students wore professional attire and had their résumés ready to share while visiting with the different representatives.

Held in the fall and spring semesters, the Mayborn Internship and Career Fair allows students to learn more about the career paths they're interested in by networking with people working in the industry. The students make valuable connections that lead to internships and jobs, both during and after their time at UNT. Among the employers at the October event were several TV stations, newspapers, magazines, PR and advertising agencies, government agencies and nonprofit organizations.

## Companies that attended:

- Advanced Coaching & Leadership Center
- Agency Entourage
- Allied Integrated Marketing
- Camp Fern for Boys and Girls
- Camp Lonehollow
- CBS 11 KTVT
- Cigna
- Collabera
- CultureHype
- Dallas Police Department
- *Denton Record-Chronicle*
- Do214
- Energy One
- Fleishman-Hillard
- *Fort Worth Star-Telegram*
- Girls Inc. of Tarrant County
- HCK2 Partners
- Innovative-IDM
- Insight Global
- Invodo Inc
- James R. Thompson, Inc
- KAUZ-TV
- KXII-TV
- MultiView, Inc.
- Pannee Group, Inc.
- PAVLOV, LLC
- Peace Corps
- Raze Media
- Reap Marketing
- Scripture Union USA
- Smart Start Inc.
- Social Media Delivered
- Southlake Style Magazine
- Splash Media
- That A Girl & Friends Speakers Agency
- TPN
- TracyLocke
- TrizCom Public Relations
- *Tyler Morning Telegraph*
- WinStar World Casino



# Mayborn students keep it REAL



Mayborn LLC participants live on campus at Kerr Hall.

**T**he REAL – Residents Engaged in Academic Learning – programs are in widespread use at universities all across the country. Students at the Mayborn School of Journalism benefit from the opportunity to live and learn with like-minded undergraduates at UNT’s LLC (Living Learning Communities) program at Kerr Hall.

Mayborn Advisor Sarah Whyman administers the program for about 40 journalism students. “It’s an opportunity for many of the best students we have in the program to share and learn from each other in an environment that’s built around writing and news,” Whyman said. “They have the same interests, so whether they’re watching TV or discussing the news or having fun or whatever, they can talk the same language.”

Student Marc Frias said the group’s field trips and other activities provide a unique opportunity to do things that shed a broader light on the field of journalism. “Our most recent field trip to the President George W. Bush Presidential Library allowed us to view the events that happened during that period from a public relations perspective,” Frias said.

In addition to field trips, Whyman said the Mayborn’s LLC group also benefits from regularly scheduled presentations and meetings with local media personalities and experts. “We recently had Michael Lozano and Ginger Allen from CBS 11 come and talk



Mayborn junior Marc Frias occupies the Oval Office during a LLC field trip to the President George W. Bush Presidential Library.

to the students,” she said. “We’re planning our next trip to the Sixth Floor Museum at Dealey Plaza. That will enable the students to really focus on journalism and news coverage of a major event in American history.”

Mayborn Ambassador Tre Hearn serves as mentor to freshmen living in the Kerr Hall LCC. “It’s amazing to watch the residents build teamwork and begin to create their networks of connections in journalism,” Hearn said. Working with students there to answer questions about classes and provide other helpful advice about life at campus and at the Mayborn is rewarding work. “I truly wish I had participated in this as a freshman,” said Hearn. “From the events to the study sessions and shared advice about classes, it’s all helpful stuff.”

# News & Notes



Clay Rivenbark working with a student in the new computer lab.



Mayborn photography students explore new techniques.

## Student News

**L**ourdes Vasquez, grad student, is the new parent communications coordinator for Uplift Education in Dallas. She will produce the parent newsletter, social media and some video too.

**Olivia McCarthy**, a broadcast journalism student, participated in the Radio Show Scholars Program in Atlanta Sept. 28-30. The program was sponsored by the NAB and RAB. She is the first Mayborn student to be selected for the national program.

## NTDailyRadio.com

12 UNT journalism students are currently producing ten 15-minute programs a week. That amounts to 2 ½ hours of new radio programming a week.

Content varies from local to national sports, international perspectives, a monthly Q&A with the president of UNT, local entertainment, and issues of interest to students and the community.

These students – ranging from freshmen to graduate students – voluntarily produce and host their programs, receiving no academic credit. They also get broadcast journalism experience.



Advertising students **Milan Murry**, **Adrian Beltran**, **Ashlea Ramirez**, **Luis Cano**, **Marisela De La Cuesta**, and **Delletia Deflora** participated in the Multicultural Talent Pipeline Program at the *New York Times* in New York City. Professor Sheri Broyles organized the trip and served as the chaperone.



# Faculty & Staff News

Several faculty members are traveling to Las Vegas, in November as part of the National Communication Association annual conference.



**Dr. Koji Fuse** is co-presenting a paper titled “Black Male Lives Matter, but Black Female Lives Don’t? A Comparative Textual Analysis of Newspaper Coverage of the Michael Brown and Miriam Carey Cases”

with former Mayborn master’s student Morganne N. Cameron. Dr. Sara Champlin is presenting, “Communication about prescription stimulants: A focus on information providers.”



**Dr. Gwen Nisbett** has four papers and will participate in a panel planned at NCA, including:

## Peer-Reviewed Papers

Nisbett, G. S., & Schartel, S. G. (2015). “Seriously funny: An examination of the perceived influence of *Saturday Night Live* satire.” Mass Communication Division.

Averbeck, J., & Nisbett, G. S. (2015). “Regulatory focus and persuasive sleep messages.” Social Cognition Division.

Wong, N. C. H., Nisbett, G. S., & Harvell, L. A. (2015). “Smoking is So Ew! College Smokers’ Reactions to Health vs. Social-Focused Antismoking Threat Messages.” Health Communication Division.

Nisbett, G. S., & Strzelecka, M. (2015). “Environmentalism and the Consumption of the EcoVolunTourism Experience.”

## Peer-Reviewed Panel

Nisbett, G. S. (2015). “Communicating About Death: A look inside Terror Management Theory and the field of Communication. Panel: Denying Death: The

Future of Terror Management Theory in the Field of Communication.” Social Cognition Division.



Associate Professor **Thorne Anderson** and Lecturer **Mark Donald** participated in an Oct. 2-3 Investigative Reporters and Editors workshop in

Norman, Okla., about data reporting and visualization.



**Dr. Cory Armstrong** attended a conference Oct. 15-17 at the Reynolds Journalism Institute in Columbia, Mo., titled “Trauma Journalists: Training for Educators.”

**Dean Dorothy Bland, Dr. Meredith Clark and Jo Ann Livingston (MJ, ’14)** were panelists at the Broadcast Education Association District 5 Conference in Fort Worth, where they presented “#McKinney and #BlackLivesMatter: Lessons from Social Media and Broadcast TV Coverage of a Pool Party Incident in Texas.” Jobin Panicker, a WFAA-TV reporter, joined the panel as an industry respondent.



## Mayborn Star

Congratulations to Brandee Hartley, the dean’s assistant, who is the recipient of the Star Performer Award. Dean Dorothy Bland nominated Brandee for the award because she did “a

stellar job” coordinating travel for 30+ speakers and special guests for the Mayborn Literary Nonfiction Conference, a signature event that President Smatresk has described as UNT’s “most prestigious event.” She also picked up a multitude of behind-the-scene details to ensure that more than 400 folks at the Literary Lights Dinner and about 300 conference participants enjoyed the 11th annual conference. “Brandee remained calm and efficient as she filled in for the conference manager with only three week’s notice.”

# Alumni News



Mayborn journalists use words “I do.”

Two Mayborn graduate student alumni were married October 11, in Richardson, Texas. Morty Ortega (Gabriel Mortimer Ortega Berger) and Madiha Kark met as students in the Mayborn Graduate Institute, graduated the same year (May 2013) and have been together since then. Morty is originally from Chile, but lived in Storrs, CT, with his family for most of his life. Madiha is a journalist and writer originally from Lahore, Pakistan. Madiha is a freelance writer who is very focused on human rights topics. She is the associate editor of Warscapes, and has contributed to the Community Impact Newspaper and Human Rights Initiative of North Texas, Inc. She is working on an e-book that explores ideas of home for those forced to leave their home countries. Morty, a photographer, is the communications director for The Alexia Foundation for World Peace and a staff member of Foundry Photojournalism Workshops since the first one in Mexico City, 2008.

**A**lumna **Liz Willding** is working as the marketing content director for MedAssets in Atlanta. She calls retired professor Keith Shelton her “favorite professor.” She also earned her MBA from Texas A&M Commerce. She, along with her husband Danny Robbins, is a former Dallas Morning News staffer.

**Loren Bolton**, B.A. '13, is an account executive with Cooksey Communications.

**Amy Evans**, M.J., '99, is executive director for the Collin College Foundation.

**Shawn Gadley**, '14, is a copywriter and content producer with CommongroundMGS. He also was recently honored as part of the ADCOLOR Future Class of 2015.

**Lucinda Lopez**, M.J. '15, has been hired as a marketing coordinator for HealthMarkets in North Richland Hills, Texas.

**Taylor Pawnell**, B.A. '14, is working as art director for CDM in New York City.

**Calah Kelley**, B.A. '15, is working as a multimedia reporter at KELOLAND Television in Sioux Falls, S.D.

**Morganne Cameron**, M.J. '15, has been hired as a junior media buyer for Ad Results, Inc., in Houston.

**Robert “Bob” Bajackson**, B.A. '75, is executive director for the Texas Community College Journalism Association and a senior journalism lecturer at Texas State University in San Marcos.

**Staci Parks**, M.J. '15, has been hired as the online media content editor for D Magazine and she works part-time as an adjunct professor at the Mayborn School of Journalism.

**Annette Nevins**, M.J. '14, is the lifestyles/features editor for the *Temple Daily Telegram*. Her personal essay headlined “Voyage around my mother,” is in the 2015 issue of Mayborn magazine.

**Sarah M. Broom’s** personal essay titled “The Yellow House: A decade after the storm, my mother still can’t go home” was published in *The New Yorker* magazine in August. Broom earned her bachelor’s degrees in Journalism and Anthropology in 2002. Here’s the link to her work: <http://www.newyorker.com/magazine/2015/08/24/the-yellow-house>

**Amber Freeland**, M.J. '14, is an account manager with Insite Interactive.

**Victor Obaseki**, B.A. '03, is a policy coordinator with the Institute for Urban Policy Research & Analysis at the University of Texas at Austin. The institute focuses on issues affecting people of color and the poor.



Dean Dorothy Bland with UNT alumni at the Alumni Reception in Plano on Oct. 13.

# Life at the Mayborn



Tre Hearn presents at the BEA District V Conference in Fort Worth on Oct. 3.



Don McGuire discusses the exciting new frontiers of Journalism with members of the Mayborn BEA chapter.



- WHAT IS BEA?**
- Academic and Professional Organization
  - Open to anyone interested in Broadcast Media (TV, Radio, etc.)
  - BEA give students scholarship opportunities
  - Chance to network with broadcast professionals & other students interested in the Field
  - Provide opportunities for excellence in leadership, community service, & production
  - We meet every other Tuesday @ 7 pm
  - Membership is FREE!

2015 BEA students with broadcast lecturer Michelle Redmond.

The cover of the 2015 Mayborn Annual Report features a woman in a black t-shirt and jeans standing next to a professional video camera. The text on the cover includes "YOUR STORY STARTS HERE" vertically on the left, "MAYBORN JUNT" at the top right, and "Another year of journalistic excellence." in the center.

**The 2015 Mayborn Annual Report** is now available. You can request a hard copy by contacting [journalism@unt.edu](mailto:journalism@unt.edu) or read the digital version online at [journalism.unt.edu/about-us/annual-report](http://journalism.unt.edu/about-us/annual-report).



Adjunct Professor Bryan Lochhead explaining proper camera shooting technique in the Intro to Visual Communication class.



Mayborn student Jordan O'Glee develops video strategy as part of Lecturer David Tracy's Visual News course.

# Mayborn Marketing



Junebug Clark, JoAnn Livingston, Jim Dale and Jake Straka



Kelly Briggs

## Congratulations to Kelly Briggs

Kelly Briggs, Mayborn's marketing specialist, and her husband Clay are pleased to announce the birth of their son, Luke, on Sept. 24. Kelly is on leave and is expected to return to work on Nov. 20.

## Mayborn Marketing

Hats off to Jim Dale, Jake Straka, Junebug Clark and JoAnn Livingston for doing a terrific job in executing on a variety of marketing materials over the last five months, including delivering the Mayborn Conference program, Mayborn Insiders and the 2014-15 Mayborn Annual Report. Did you know there are more than 8,000 images from Mayborn happenings on Flickr?

Visit [www.flickr.com/photos/95058059@N05](http://www.flickr.com/photos/95058059@N05)

## Consider a gift to the Mayborn School of Journalism

For your convenience give online at [journalism.unt.edu/give](http://journalism.unt.edu/give). For more information contact Myrshem George at [myrshem.george@unt.edu](mailto:myrshem.george@unt.edu) or call him at 940-369-7260.

## Upcoming Events:

**Dec. 11-12, 2015** – Fall Commencement

**Jan. 19, 2016** – Spring Semester Classes Begin

**Jan. 24-27, 2016** – ACEJMC Site Visit

**Feb. 24, 2016** – Internship and Career Fair

**March 14-20, 2016** – Spring Break

**April 21, 2016** – Celebrate Mayborn

**April 28, 2016** – Advertising/PR Reception at UCD in Dallas

**May 13-14, 2016** – Spring Commencement

**July 22-24, 2016** – Mayborn Literary Nonfiction Conference in Grapevine, Texas

**July 22-28, 2016** – Mayborn Multimedia High School Workshop



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

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

[journalism.unt.edu](http://journalism.unt.edu)

**Onward and Upward!**