

Mayborn Insider



Retiring Regent's Professor Roy K. Busby works with journalism students during an earlier decade of his remarkable 51-year career at UNT. If you're in this photo, please contact us at journalism@unt.edu to claim a free Mayborn Journalism t-shirt.

UNT celebrates 125 years of excellence

For 125 years and counting, the University of North Texas has fulfilled its mission to create leaders and visionaries. From admitting women from the outset to pioneering water quality research for the region, establishing the nation's first jazz studies program and becoming one of the first universities in Texas to desegregate, UNT always takes the road less traveled on our path to excellence.

As part of UNT's 125th anniversary year, students at the Mayborn School of Journalism are commemorating the university's commitment to excellence by celebrating the achievements of noted alumni. Students also have gained valuable experience by creating public service announcements promoting "Did you know?" facts and profiles about alumni for a collaboration with the *Denton Record-Chronicle*. Their work also is featured on our Mayborn website, www.journalism.unt.edu. Also, check out 125.unt.edu.



UNT will formally kick off its 125th anniversary by celebrating Founder's Week from Sept. 12-20. Events include the season's first football game Sept. 12 at SMU, Family Weekend Sept. 18-20 and the first home football game Sept. 19 against Rice University.

Homecoming Week is Oct. 5-10. Help us celebrate UNT's spirit, history, traditions and achievements through a series of activities, including UNT's Alumni Awards, Spirit March and bonfire that Friday, and parade and football game on Saturday.

Other milestone events this fall include the grand opening of the new University Union, open houses and tours, concert series, and the Wingspan Gala in the spring. The Mayborn School welcomes all alumni and guests to join us for a tailgate party in the stadium parking lot on Oct. 10. Please drop by and say hello!

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. & SUE MAYBORN
SCHOOL OF JOURNALISM



A Message from the Dean

Happy 125th Anniversary!

UNT is celebrating 125 years, and I want to thank our students, faculty and staff for helping tell the story. Under the leadership of Lecturer Gary Ghioto, journalism students have produced mini-profiles for a special section commemorating our university's 125th anniversary that will appear in print and online in the Denton Record-Chronicle and NT Daily the week of Sept. 16, which is also Founder's Week. Thanks to Lecturer Michelle Redmond for working with broadcast students to produce "Did You Know?" public service announcements for NT Daily TV, NT Daily Radio and online. Here is the link to the 125th anniversary website: 125.unt.edu.



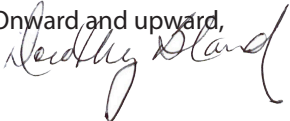
I am proud to share that our fall 2015 enrollment is up again with more than 1,200 students forecast for the Frank W. and Sue Mayborn School of Journalism and Frank W. Mayborn Graduate Institute of Journalism.

In addition to the Mayborn Mixer on Sept. 1 for students, faculty and staff, the fall semester is packed with lots of fun events that are rich with networking opportunities. Save the date of Oct. 6 for National News Engagement Day and check out 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 #aejmc15 on Twitter.

As part of National News Engagement Day, I encourage you to get involved and post on Twitter or Facebook how you are using social media tools on Oct. 6 to help others with news literacy. Here is the link to the Mayborn Facebook page: facebook.com/MaybornUNT. You can find the Mayborn on Twitter @maybornUNT. Don't forget: #newsengagementday. As an incentive for student groups, I will donate a pizza party to the student group in the Frank W. and Sue Mayborn School of Journalism with the most posts focused on a news engagement project.

Students, please bring your résumés and wear business attire to the Internship/Career Fair Oct. 7 from 1-4 p.m. in the UNT Gateway Center. Also, don't forget there will be a Mayborn Tailgate Tent near Apogee Stadium of the Homecoming Party on Oct. 10 starting at 2 p.m. The Homecoming theme: "Forever Mean Green: A Journey Through Time." Fall Preview for prospective students will be Oct. 31, and Fall Commencement is Dec. 11-12.

In case you haven't noticed, the NT Daily and Journalism websites were redesigned over the summer. Please go to ntdaily.com and journalism.unt.edu. Thanks to Jacqi Serie, Jake Straka, Jim Dale, Kelly Briggs plus the University Relations, Communications and Marketing team for their help with all the design changes. I would love to hear from you, so please send feedback to dorothy.bland@unt.edu.

Onward and upward,


Dorothy Bland
Dean and Graduate Institute Director

Fall 2015 Adjuncts and TAs/GSAs

Our new adjuncts teaching classes at the Mayborn for Fall 2015

Chris Apaliski, a social media director in Addison, Texas, will teach a section of JOUR 4270 Strategic Social Media. He is a 2005 UNT alumnus and has a master's degree in marketing from UT-Dallas.

Kassandra M. Bentley, who received her juris doctorate from the University of Arkansas, will teach our Mass Communication Law and Ethics course. She is a practicing attorney licensed in Oklahoma, New Mexico and Texas and was previously an adjunct instructor of media law and ethics at the University of New Mexico. Bentley practices primarily transactional law, with a particular focus in mergers and acquisitions and business formation, including the intellectual property registration and licensing issue.

Danny Fulgencio will teach a section of JOUR 3700 Photojournalism. He received his MJ in 2010 and has an undergraduate degree in creative writing from UNT. Since 2009, Fulgencio has worked as a freelance photojournalist and writer for various local and national publications. He also serves as chief photographer and photo editor for the Advocate Magazine in Dallas.

Thomas D. Leininger is teaching ASTU 4260 Photography and the Web for the College of Visual Arts and Design and JOUR 3700 Photojournalism for the Mayborn School of Journalism. He has a MFA in photography from UNT College of Visual Arts and Design. Leininger spent his professional newspaper career in Indiana, first for the *Times of Northwest Indiana*, Munster, Ind., and 10 years at the *Journal and Courier*, Lafayette, Ind. He has won numerous awards from the Indiana Press Photographers Association, Indiana Associated Press Managing Editors, the Best of Gannett, the Hearst Journalism Awards and CPOY. He works as a photographer and educator, teaching at a variety of institutions in the DFW Metroplex along with writing reviews of photography books for photoeye.com and managing the photography lab for the College of Visual Arts and Design at UNT.

Mayborn Graduate Institute 2015 alumni **Staci Parks** and **Gayle Reaves-King** will teach JOUR 2310 Introduction to Media Writing this fall. Parks was a former newspaper reporter and magazine editor who now works as the online magazine editor for DMagazine.com. Reaves-King has been a journalist for 40 years, including time at *The Dallas Morning News* and the *Fort Worth Weekly*.

Randall Presson, who received his MFA in visual communication from Texas A&M University-Commerce, will teach JOUR 4051 Advertising Creative 2. His son received a bachelor's degree in business marketing at UNT. Presson is an active communication designer and educator plus a senior manager and design lead for the marketing communication division at AT&T. His design career in Dallas has spanned more than three decades and has also included positions as associate creative director, creative director, designer, senior designer, manager and supervisor in a variety of internal design and marketing departments. In addition, Presson held a position as managing partner and creative director for ECCO Design & Communications LLC, a Dallas-based design studio.

Fall 2015 Teaching Assistants, Research Assistants and Graduate Services Assistants

Kyle Blankenship, TA
Azia Branson, TA
Clinton "Chase" Carter, TA
Jacqueline Fellows, TA
Emily Goldstein, TA
Kevin Ryan, TA
Elvia Limon, TA
Tyler Hicks, TA
Kate Skinner, TA
Rita Unogwu, TA

Frank Franco, RA
Jessie Laljer, RA
Jo Ann Livingston, RA
James Dale, GSA

2015

Mayborn Literary Nonfiction Conference



Dean Dorothy Bland addresses the crowd at Friday night's Southwest Soiree reception and dinner for speakers and conferees.



Panel discussion with writers Michael J. Mooney, Caleb Hannan, Hanna Rosin and S.I. Rosenbaum.



UNT President Neal Smatresk at the Literary Lights Awards Dinner.

Hundreds of writers and journalists representing virtually every field gathered July 17-19 for the 11th annual Mayborn Literary Nonfiction Conference. The event, held each year at the DFW Lakes Hilton & Conference Center in Grapevine, Texas, brings together a who's who of aspiring writers, Pulitzer Prize winners, authors and others with a shared interest in narrative storytelling.

The event theme – The Great Divide – served as a platform from which presenters shared insights on how narrative writing digs deep into the widening gulf between haves and have-nots, rich and poor, plus the included and excluded in today's society. Attendees and speakers alike found the theme to be particularly relevant given the major news events of the past year.

Several participants in the 2015 conference have attended the gathering since its inception in 2005. One person attended this year all the way from Amsterdam in the Netherlands.

The 29 featured speakers represented all major areas of narrative nonfiction writing. This year's Mayborn Conference also included a variety of writing contests and workshops. Panelists during the three-day event covered the spectrum from well-known reporters from major daily newspapers, to first-time authors of best selling books.

For the second year, the conference hosted a high school multimedia workshop that enabled students from throughout the region to apply principles of audio and video in a professional journalistic environment. Overall, \$26,000 in prize money was awarded to entrants in Ten Spurs, Manuscript, Biography and Best American Newspaper Narrative writing contests.

Friday night's keynote address, which followed the traditional western-themed Southwest Soiree at the Hilton's Austin Ranch, was delivered by author Anne Fadiman. Her book, *The Spirit Catches You and You Fall Down: A Writer's Journey*, sheds light on the great divide that can exist between cultures, and also



Conference Director George Getschow speaks.

2015 Ten Spurs Winners

Personal Essay Awards

- First Place - Tim Miller
- Second Place - Virginia Riddle
- Third Place - Philip Kelly

Reported Narrative Awards

- First Place - Amy Burgess
- Second Place - Amanda Ogle
- Third Place - Jonathan Auping

Manuscript Contest

- First Place - George Bowden
- Second Place - Seema Yasmin
- Third Place - David McSwane

Mayborn Fellowship in Biography

- Judith Bula Wise

Best American Newspaper Narratives (BANN)

- First Place - Dan Barry, *The New York Times*
- Second Place - Christopher Gofford, *The Los Angeles Times*
- Third Place - Stephanie McCrummen, *The Washington Post*

BANN Runners-Up

- Nathan Bomey
- Monica Hesse
- Sarah Schweitzer
- Sarah Kleiner Varble

highlighted the value of setting aside preconceived ideas and learning from each other.

Saturday night's awards dinner featured keynote speaker Barbara Ehrenreich, who provided an in-depth look at the gap that exists between various groups in society.

Sunday morning featured keynote speaker Alex Tizon. His memoir, *Big Little Man: In Search of My Asian Self*, tracks his exploration of the divide that can exist between different ethnic groups in today's world.

Numerous Mayborn Conference award winners were recognized during the highlight of the event, the Saturday Literary Lights Awards dinner, emceed by WFAA anchor John McCaa.



2015 Mayborn magazine—
a publication about writers
by writers

Mayborn Study Abroad



Mayborn students and faculty at BBC offices in London.

Heart of Mexico students and faculty.

London

Thirty-one Mayborn School of Journalism students learned to “mind the gap” this summer in London. They studied the British media and international advertising/public relations during the third year of the Mayborn in London program. Students lived in flats (apartments) in Central London, just steps from the British Museum. Although they spent time in the classroom, the city, its museums, media and history also served as their campus. They rode the Tube and trains as part of their education in public transportation. They visited news organizations, including the BBC and the London bureaus of CBS News and NBC News. They also visited agencies including Mother, Weiden + Kennedy and Frank, Bright and Abel.

But the excitement didn't end there. Students also day tripped to Hampton Court Palace, home of King Henry VIII; Liverpool, home of The Beatles; and Manchester/Media City to tour a huge BBC complex there. Other activities included two plays, Shakespeare's “Richard II” at The Globe, where the students got to be “groundlings,” and interact with the cast from the standing area in front of the stage, and Oscar Wilde's “The Importance of Being Earnest.” Faculty leaders for the trip were Tracy Everbach, Gwen Nisbett and Bill Ford.

Heart of Mexico

In June, 2015, students from the Mayborn School of Journalism teamed up with students from Mexico for the third year in a row in the award-winning “Heart of Mexico” summer study abroad program. Directed by Mayborn Associate Professor Thorne Anderson and Associate Professor Lenin Martell from the Autonomous University of the State of Mexico, the team took a deeper dive into this unique immersion journalism project. Guided by the research and classroom instruction of ethnographers, Dr. Pedro Lewin Fischer and Estela Guzman, students immersed themselves for weeks, sleeping in hammocks in local homes in Tunkas, a small town in Yucatan state.

Student translators, writers, photographers and videographers worked in small collaborative teams to produce narrative story packages, which touched on themes of the emotional and psychological impact of migrant labor among the indigenous Mayan population of the Yucatan peninsula. Their stories were shaped by the instruction of *The Dallas Morning News* reporter Dianne Solis and the mentorship of *The Dallas Morning News* Mexico City Bureau Chief, Alfredo Corchado. No other journalism school offers a program like “Heart of Mexico,” which involves cross-cultural multidisciplinary collaboration with social scientists to produce narrative immersion journalism in a foreign country. Look for our bi-lingual website publication in mid October at heartofmexicostories.com.



Mayborn Dean Dorothy Bland, Lecturer Dave Tracy and Director Cory Armstrong at AEJMC in San Francisco.

The Mayborn was well represented at the Association for Education in Journalism and Mass Communication's annual conference, held Aug. 6-9 in San Francisco. Presenters and award recipients included:

Associate Professor Thorne Anderson

"Creative Works" Visual Communication session: KERA's "One Crisis Away" project.

Director Cory Armstrong

Research presentation: "It's on us." The role of social media in individual willingness to mobilize against sexual assault for the Commission on the Status of Women.

Panel presentation: "Paul J. Deutschmann Award for Excellence in Research. Honoring Pamela J. Shoemaker."

Dean Dorothy Bland

Panel presentation, pre-conference workshop: "Empowering Junior Faculty: Pathways to Success in the Academy." Third annual program in conjunction with Lillian Lodge Kopenhagen Center and the Commission on the Status of Women.

Panel presentation, pre-conference session on academic leadership, sponsored by the Scripps Howard Foundation, the LSU Manship School of Mass Communication and Elon University.

Professor Sheri Broyles

Research presentation: "Gold is the new pink: A qualitative analysis of GoldieBlox retail ratings and feedback," Sara Blankenship and Sheri Broyles, University of North Texas.

Research presentation: "Would I go? US citizens react to a Cuban tourism campaign," Jami Fullerton, Oklahoma State University, Alice Kendrick, Southern Methodist University, and Sheri Broyles, University of North Texas.

Co-organizer, pre-conference teaching workshop for the Advertising Division: "Digital Bootcamp."

Assistant Professor Meredith Clark

Award, Mass Communication and Society Top Dissertation: "To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'Black Twitter'."

Associate Professor Tracy Everbach

Moderator and organizer, pre-conference workshop: "Empowering Junior Faculty: Pathways to Success in the Academy." Third annual program in conjunction with the Lillian Lodge Kopenhagen Center and the Commission on the Status of Women.

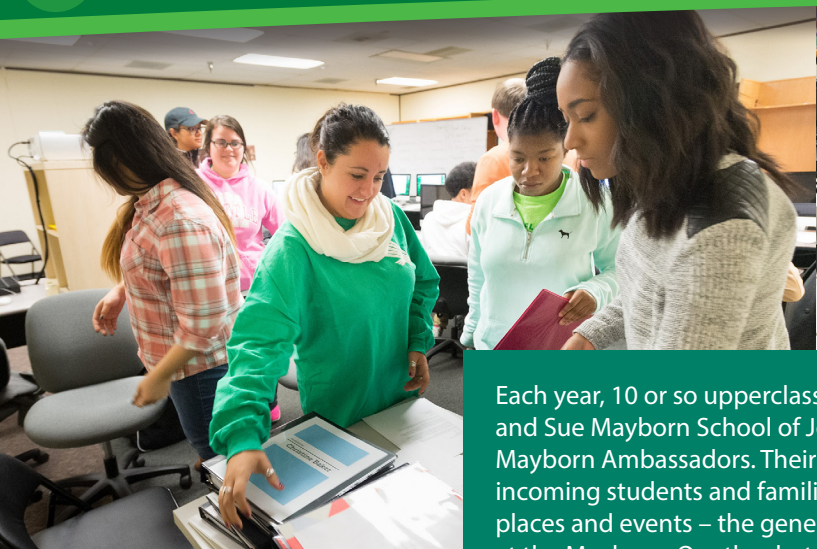
Moderator and organizer, PF&R panel: "I Have Tenure, What's Next? A Panel for Midcareer Women," sponsored by the Commission on the Status of Women and the Minorities and Communication Division.

Panelist, teaching panel: "Infusing Gender in Journalism and Mass Communication Curricula" sponsored by the Commission on the Status of Women and the Minorities and Communication Division.

Lecturer David Tracy also attended the conference.

Background photo: Mayborn faculty member Thorne Anderson addresses the audience at this year's AEJMC Conference in San Francisco.

List of Mayborn Ambassadors



Each year, 10 or so upperclassmen from the Frank W. and Sue Mayborn School of Journalism are selected as Mayborn Ambassadors. Their role is to mentor and assist incoming students and familiarize them with the people, places and events – the general vibe – that make up life at the Mayborn. Our thanks to the outgoing group of ambassadors and welcome to this year's incoming team.



Exiting Mayborn Ambassadors for 2014-2015

- Aubri Elliott
- Thalia Briones
- Jon Hernandez
- Derica Jackson
- Kendra Kinion
- Jennifer Meza
- Awo Eni
- Helen Hernandez
- Dawn Chevalier
- Dexia Smith
- Elizabeth Webb
- Samantha McDonald



New Mayborn Ambassadors for 2015-2016

Front Row

- Shitara Taylor
- Aylin Sozen
- Omolade Bangudu
- Cassandra Lewis
- Shamyia Henderson

Back Row

- Connor Gray
- Gabrielle Ebron
- LaSheta Skinner
- Ashlea Ramirez
- Trerell Hearn

Student and Faculty News/Awards



Samra Bufkins at Teachapalooza. Hint: she's wearing green.

Can you find Professor Samra Bufkins among the 100-plus educators who attended Poynter Institute's Teachapalooza in June in St. Petersburg, Fla.? She was one of 10 Texas-based teachers who attended the conference via funding from the Headliners Foundation of Texas. Follow her on Twitter @Samjb.

Mayborn students continue to land wonderful internships. Congratulations to **Breylin Becton**, who will be a fall intern at KERA in Dallas. Kudos to **Rhiannon Saegert** and **Julian Gill**, who will join **Dalton LaFerney** and **Kristen Watson** as interns at the *Denton Record-Chronicle* this fall, too.

Since 2011, Mayborn students have earned more than 120 state, regional and national awards, with more than 30 of those during the 2014-2015 school year. During the 11th annual Mayborn Literary Nonfiction Conference in July, Mayborn graduate student **Amanda Ogle** won second place and \$2,000 in the Ten Spurs contest for her reported narrative, "A River Trickles Through it."

Graduate students **Shannon Baker** and **Christen Dennis** were runners up in the same competition and their work, along with Ogle's, will be featured in Volume 9 of the *Ten Spurs* publication, slated for publication in July 2016.

Congratulations to UNT's National Association of Black Journalists chapter for being a finalist for the NABJ 2015 Student Chapter of the Year. Hats off to **Dawn Chevalier**, the 2014-15 UNT-NABJ chapter president, and all of its members. Principal Lecturer Neil Foote serves as the chapter adviser.

Alumni News



Rebecca Lex



Brenna Arthur



Alex Housden



Jared Rodriguez

The Mayborn is well represented by alumni at KTEN-TV in Sherman, Texas, where four of our graduates are now working. **Rebecca Lex ('14)**, **Brenna Arthur ('15)** and **Alex Housden ('15)** are all reporters and **Jared Rodriguez ('15)** is a producer.

Congratulations to **George Bowden (M.J. '15)**, who won first place and a \$3,000 prize for literary excellence for his manuscript, "That I Must Tread Alone," at the 2015 Mayborn Literary Nonfiction Conference.

Jane LeBlanc (M.J. '13) has been hired as a proofreader/copy editor for Sally Beauty's corporate offices in Denton.

Gregory Hasman (M.A. '15) has been hired as a general assignment reporter for the *Rocket-Miner* newspaper in Rock Springs, Wyo.

Mackenzie Yelvington is the evening editor and copy desk chief for the *Steamboat Pilot & Today* in Steamboat Springs, Colo. She graduated from UNT in May 2013 with a bachelor's degree in strategic communications.

Mary Pharris is the assistant director of marketing for *Texas Tribune*, a digital-first, nonpartisan news outlet in Austin. She is a UNT graduate with degrees in political science and journalism. Her past experience includes working for Texas and federal PACs, organizations and presidential, state and municipal campaigns.

Alumna **Lisa Maria Garza**, who works at *Reuters*, has been selected as one of the 2015 Emerging Journalist Fellows. She will travel to Whitefish, Mont., in October for a training camp, where she and the other Fellows will be mentored by some of the best female reporters in the industry.

Theresa Gage (B.A. '90) has been promoted to vice president for the western Region of Undertone, a digital advertising firm. She is based in Southern California.

Michael J. Mooney (M.A. '07) will serve as the co-director of the Mayborn Literary Nonfiction Conference with Principal Lecturer Neil Foote in 2016. Mooney is a staff writer for D Magazine and he turned his D Magazine article into a New York Times best-selling e-book and a Little, Brown and Company print paperback entitled, "The Life and Legend of Chris Kyle: American Sniper, Navy Seal."

Life at the Mayborn



SWOOP students perfecting another advertising video shoot.



Photojournalism alum, Morty Ortega, sharing some professional wisdom with current photojournalism students.

As the Mayborn School of Journalism swings into its 70th year of teaching excellence in journalism at the University of North Texas, faculty, students and staff shift into high gear – accelerating the pace of living, learning and loving what it means to be journalists and communicators in the fast-paced world around us.



Mayborn faculty ramping up for another semester.



Growth leads to expansion into neighboring Sycamore Hall.



Mayborn magazine student Aaron Claycomb.

New Faculty and Staff



Sara Champlin, (Ph.D., University of Texas at Austin, 2015) is an assistant professor of advertising. Her research interests include health communication and literacy, eye tracking, strategic communication, statistical modeling and scale development. Her dissertation examined how to measure healthy literacy to improve health outcomes. Champlin has worked on a number of health-related grants and her research group has published nine scholarly articles. She will teach classes in research methods and account planning.



After several years serving as a visiting lecturer and adjunct at the Mayborn School of Journalism, **Mark Donald (M.F.A., Trinity University, 1984, and J.D., Southern Methodist University, 1975)** joins the full-time faculty as a lecturer in the print and digital sequence. He teaches classes such as feature writing, news writing and mass communication law. Donald is a former editor-in-chief of the Dallas Observer and media consultant for UNT-System Chancellor Lee Jackson.



Juli James (M.A., Arizona State University, 2010) joins the faculty as a lecturer in the advertising concentration. She will teach classes in news gaming and applied design in strategic communications. James most recently worked at ASU in the Center for Games and Impact. She served as the public information officer for the Arizona-Mexico Commission from 2006-2008 and served in the U.S. Army as a broadcast specialist.



Andrew Tanielian, (M.A., University of Illinois-Springfield, 2007) will teach classes in online journalism and broadcast and web writing as a lecturer in our broadcast and digital track. He previously taught journalism classes at Texas Christian University and Richland Community College. He also worked at KXAS-TV (NBC 5) in Fort Worth and at WICS-TV in Springfield, Ill.

Consider a gift to the Mayborn School of Journalism

For your convenience give online at journalism.unt.edu/give. For more information contact Myrshem George at myrshem.george@unt.edu or call him at 940-369-7260.

Fall Events:

- Sept. 1 – Mayborn Mixer
- Sept. 16-19 – Founder’s Week*
- Oct. 5-10 – Homecoming Week*
- Oct. 6 – National News Engagement Day
- Oct. 7 – Internship/Career Fair
- Oct. 10 – Homecoming Tailgate Party & Game
- Oct. 31 – Fall Preview
- Dec. 11-12 – Fall Commencement

***To access UNT 125th’s anniversary events, go to 125.unt.edu.**



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

journalism.unt.edu

Onward and Upward!