

# Mayborn Insider



Jared Rodriguez and Nicole Harberson

## The new *NTDailyradio.com* is creating a local news buzz



**N**TDailyradio.com is the newest addition to Mayborn's portfolio of multi-disciplinary journalism offerings. It's a place where students can get hands-on experience in radio news reporting and writing, recording and editing audio for the airwaves.

As an online station, NTDailyradio.com encourages innovation. It allows students the freedom to experiment with different types of programming and run a student-centered web station, all with the valuable input and guidance of Mayborn faculty and staff.

The online station will focus on local content including news produced by broadcast journalism students, sports talk shows produced by sports journalism students, interview shows produced by students in journalism performance classes, and other programming produced by any student enrolled in Mayborn courses.

The station's collaboration with DentonRadio.com, a local web radio station dedicated to promoting Denton musicians, will provide quality local music to keep things fresh, plus the potential to develop content on mobile devices in the future.

The NTDailyradio.com is located in the General Academic Building, Room 101C, where passers-by can watch all the action and keep the buzz lively. The lab is fully-equipped with state-of-the-art microphones and all the tools students need to get a real-world experience on-the-air.

There is no other radio station at UNT quite like NTDailyradio.com, so stay tuned!

For more information, contact lecturer David Tracy at [David.Tracy@unt.edu](mailto:David.Tracy@unt.edu).

*"NTDailyradio.com will give journalism students another exciting way to learn their craft. It should also increase their marketability for jobs in the media after they graduate from Mayborn."*

**- Lecturer David Tracy**

# A Message from the Dean

January is often associated with New Year's resolutions and new beginnings.

At UNT's Frank W. and Sue Mayborn School of Journalism, we are proud to share that NTDailyradio.com is expected to launch the week of Jan. 20, the first week of spring semester classes. It's a collaboration with DentonRadio.com and we owe a special thanks to David Tracy and Nann Goplerud, who is retiring effective Jan. 15, for spearheading this initiative. Also, kudos to Jacqi Serie, the *NT Daily* manager, who designed the fabulous radio station logo. NTDailyradio.com will be on air 24 hours a day, showcase local musicians and provide another venue for students to get hands-on experience in news reporting and storytelling.



Hands-on experience is one of the hallmarks of our fully-accredited journalism school program, and I am reminded that one of the greatest gifts a student can get is employment in his or her chosen field of study.

Our students are landing some phenomenal paid internship and job opportunities. For example, Calah Kelley, a senior broadcast journalism student from Cedar Hill, is the first UNT student to be selected to participate in the News21 program. This national initiative is based at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. Students will be paid \$7,500 for the 10-week reporting program and have up to \$2,500 in travel funds available. Only 20 students from 18 universities across the nation were selected for this prestigious program. The 2015 topic for the annual program will be the "ongoing debate and changing attitudes about the regulation of marijuana," according to Kristin Gilger, associate dean at the Walter Cronkite School of Journalism and Mass Communication. Kelley's participation in the program is possible thanks to the generous sponsorship from *The Dallas Morning News*, which will likely publish the work produced later in the year.

Starting this month, the *Denton Record-Chronicle* will launch a year-round paid internship program for UNT Mayborn School of Journalism students. Scott Parks, managing editor for the *Denton Record-Chronicle* and an alum of UNT, screened the candidates and has selected three students to work 20 hours a week this semester. The three student interns selected so far are Melissa Wylie, the former editor-in-chief for *NT Daily*, as a business news intern; Kristen Watson as a photography intern; and Dalton LaFerney as the dentonrc.com intern. The fourth position, arts and entertainment intern, will be announced soon.

In the summer, four students are expected to be selected to work full-time for 10 weeks and during the fall, four students will be selected to work about 20 hours per week. The DRC and Belo Corporation's commitment to this paid internship program represents at least a \$40,000 investment in our students.

Internships are now required for undergraduate students who started at UNT in the fall 2014, and most should plan to have an internship their junior or senior year. To help students, we will videotape an Internship Workshop Jan. 13 from 4:30-6 p.m. in GAB 114 with Mayborn Ambassadors. Don't forget the Internship/Career Fair is Feb. 25 at the UNT Gateway Center from 1-4 p.m. Yes, it's always a good idea to check out the competition. For more details about the internship events and opportunities, please go to [www.facebook.com/maybornunt](http://www.facebook.com/maybornunt).

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

## Celebrating the life of Charldean Newell



**C**harldean Newell, a pioneer for female journalism students who also became a UNT regents professor emerita for public administration, died Nov. 22, 2014.

"Charldean was a trailblazer, a giver and a phenomenal woman," said Dorothy Bland, UNT's Frank W. and Sue Mayborn School of Journalism dean and graduate director. "Charldean had volunteered to serve as a Mayborn alumni mentor to a journalism student in 2015, but I'm sorry she did not live long enough for that to happen."

Newell was a former *Campus Chat* editor and earned her Bachelor of Arts in journalism in 1960 and her Master of Arts in 1962 from UNT. She earned her doctorate from the University of Texas in Austin.

She had served as a mentor and coach to hundreds of students, professors and city managers over the years. Although she retired from UNT in 2002, Newell continued to teach professional development courses online for the International City/County Management Association and her "Texas Politics" textbook was so popular that the 13th edition was expected to be released in early 2015.

During her 37-year career with UNT, Newell worked her way up the ranks to become chairman of the political science department. She also had served as associate vice president of academic affairs and special assistant to the chancellor for planning. She gave generously of her time as she served more than 10 years on the Denton Public Utilities Board and was vice chair of Our Daily Bread, a local soup kitchen.



## Welcome our new ad sales manager

Mayborn is thrilled to introduce our new advertising sales manager, Adela Pace. She has a background in real estate sales and is a successful entrepreneur. We are excited about her joining our team. She will do great things and has excellent ideas. Please stop by the *NTDaily* and introduce yourself.

## A memorable Mayborn Homecoming



UNT alumna Kim Phillips and family visit the Mayborn tent.

**O**n Saturday, Nov. 8, 2014, the UNT Mean Green football team beat Florida Atlantic in the 1,000th game in the history of North Texas football. With a Mean Green circus theme, the event brought students, alumni, faculty and staff together for a downtown parade followed by a memorable mixer at the Mayborn's homecoming tailgate tent before the game. Thanks to all who came "home" to visit Mayborn and join the fun!

## SWOOP, Ad Team announce 2015 members



A STUDENT-MANAGED ADVERTISING AND PUBLIC RELATIONS AGENCY

Korey Ambrose  
Christine Baker  
Luis Cano  
Savannah Collins  
Jumani Cox  
Morgan Dougherty  
Mary Gutierrez  
Alex Hall  
Shannon Hall  
Whitney Hoard  
Jeremy Horton  
Sarah Kasperzyk

Ryan Lange  
Gina Lipschitz  
Candis Moore  
Kely Norman  
Taylor Palmer  
Laura Pavlas  
Ashlea Ramirez  
Courtney Thomas  
Savannah Thomas  
Brittany Villegas  
Christin Workman

# GRAVITAS

SERIOUS. ADVERTISING.

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Justin Cruz  
Kimberly Curry  
Christina Gaines  
Dorothy Irvine  
Tia Knuth  
Brianna Lauriano  
Megan McKay

Jessica Papion  
Luis Reys  
John Marc Roberson  
Olivia Scott  
Matthew Varnell  
Natalie Vosberg  
Natalie White

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[www.swoopagency.com](http://www.swoopagency.com) to find  
out more!

## New Spring 2015 adjuncts

**Sam T. (Bo) Carter** is teaching JOUR 4350, Sports Journalism. He was named to the College Sports Information Directors Hall of Fame in July 2005 and completed a master's degree in journalism from the Mayborn at UNT in August 2006.

**Margaret Bowles DeBosier** is teaching JOUR 3050, Advertising Creative 1. She graduated with a Bachelor of Fine Arts in 1975, when UNT was still known as North Texas State University and is currently pursuing a doctorate in humanities at the University of Texas at Dallas.

**Eric Nishimoto** is teaching JOUR 4850, Magazine Production. He graduated with a Bachelor of Arts from UCLA, where he completed post-graduate work in the School of Visual Arts and the School of Law. He received his master's degree in journalism from the Mayborn at UNT in 2013.

**Sara Ortega** will teach JOUR 3410, Public Relations for Nonprofits. She received her Master of Journalism from the Mayborn at UNT and has seven years of experience across the fields of journalism, education and nonprofit organizations. She also is a 2014-2015 member of *D Magazine's* D Academy.

**Chuck Lustig** will teach JOUR 4052, Advertising Portfolios. A New Jersey native, he received an M.F.A. from the University of Iowa and went on to an award winning career as an advertising copywriter in New York City. More recently he has worked as a corporate writer and has taught storyboard and script design for multimedia, radio, video and TV at Collin College (Spring Creek campus).

# Student News & Awards

## Congratulations, honor grads

**K**udos to **Kathryn Krevo** and **Briatni West**, two UNT Mayborn School of Journalism students who received Honors Recognition Awards on Dec. 12. They graduated with bachelor's degrees in journalism on Dec. 13. Krevo plans to move to New York City, where she will work as an assistant buyer for Ross Stores. She was an intern with Ross Stores in NYC in the summer 2014. West is from Longview, Texas, and graduated magna cum laude with a concentration in strategic communications. She plans to pursue a career in the advertising industry as a copywriter.

## Mayborn among the top 10

The 55th Hearst Journalism Awards competition announced the top 10 winners in November 2014. Submissions were accepted in feature writing, enterprise reporting, sports writing, profile writing and breaking news from students at 108 eligible undergraduate journalism programs across the country. Mayborn student Trent Johnson was among the winners, with a ninth place award. Congratulations Trent!

### Here's the link to his award-winning story:

<http://ntdaily.com/the-dry-life-local-farmers-adjust-to-lack-of-water/>

Dallas  
Independent  
School  
District



Mayborn graduate student **Lucinda Lopez** and **Amber Hamilton**, a broadcast journalism student, have been

selected to work as paid communication student interns for the Dallas Independent School District. They will start in January and handle a variety of tasks ranging from web writing and video production to juggling social media feeds.

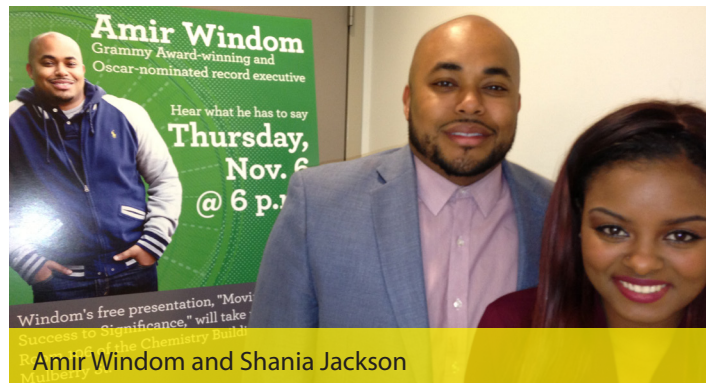
## Student wins big



Alex Housden

The Ellen DeGeneres Show visited the UNT community via satellite on Dec. 9, 2014, when a large crowd of North Texans gathered in the library mall to watch. Ellen was not on site, but she challenged guests to a treasure hunt for gift boxes hidden across the UNT campus. Guests

were also asked to come dressed as Christmas gifts in a competition for gift card prizes up to \$5,000. Mayborn student **Alex Housden** was among the winners and received a \$250 gift card to JCPenney!



Amir Windom and Shania Jackson

## An evening with Amir Windom

Grammy award-winning and Oscar-nominated record executive, **Amir Windom**, visited UNT Nov. 6, 2014 to talk about "Moving from Success to Significance." Mayborn Dean and Graduate Institute Director, Dorothy Bland and students spoke with Windom. Shania Jackson, president of Mayborn's Public Relations Student Society of America, introduced Windom before his presentation.

## Updates

- **Mendy Sass**, B.A. '14, is the community manager and PR specialist for the Balcom Agency.
- **Amber Freeland**, M.J. '14, is an account executive and project manager with QuickSilver Interactive Group.
- **Sarah Duke**, B.A. '12, is the marketing coordinator for the Manhattan Construction Group.
- **Loren Bolton**, B.A. '12, is the assistant director of marketing for the Alzheimer's Association Greater Dallas Chapter.
- **Diana Alvarez**, B.A. '10, is the internal communications specialist at Conifer Health Solutions in Frisco, Texas.
- **Mollie Jamison**, B.A. '14, serves as the arts & culture editor for *DFW Child Magazines*.

Earlier this year, **Lindsey Bacon Bertrand (B.A. '04)**, was hired as a marketing writer for Hill Country Memorial Hospital in Fredericksburg, Texas, solidifying her goal of success as a health writer.

Bertrand has been involved in a number of successful campaigns, including one that earned the hospital the prestigious Baldrige National Quality Award for performance excellence, innovation, improvement and visionary leadership.

Bertrand also worked with a team to produce a video promoting Hill Country Memorial's path to excellence, which features hiking through the hill country as a relationship building exercise between the caregivers and the people they serve. Keep it up, Lindsey!



**Dean and Graduate Institute director Dorothy Bland** shares UNT materials with UNT Mayborn alumna **Ketsaraporn "Kate" Thongphumprueaksa** (above) at Bangkok's Thammasat University November 2014. Thongphumprueaksa earned her master's in journalism at UNT. She is teaching at Thammasat University.



Mr. and Mrs. Reynolds on their wedding day

2014 was a phenomenal year for **Sara Blankenship**. She graduated in December 2014 with her Master of Arts in Journalism and wed her husband Brandon Reynolds on Nov. 7. She will be teaching as a UNT journalism adjunct lecturer in the summer 2015 semester.

# Faculty News

## Legacy of Literacy in Dallas



(Left to right) **Lori Blow**, **Steve Blow** and **Roy Busby** at the Legacy of Literacy Breakfast in Dallas on Oct. 29, 2014.

**S**teve Blow, the award-winning columnist for *The Dallas Morning News*, was the first recipient of the Aberg Literacy Advocate Award in Dallas. He earned his Bachelor of Arts in journalism from UNT in 1974. He joined *The Dallas Morning News* as a reporter in 1978 and has written a popular column since 1989. His columns have earned a variety of awards including being named the best in the state by the Dallas Press Club, the Headliners Club of Austin and the Associated Press. He also works as an Aberg Center for Literacy volunteer, teaching reading skills.



For more commencement photos, go to <https://www.facebook.com/MaybornUNT>.

From left, Mayborn faculty members **Kathie Hinnen** (front), **Samra Bufkins**, **Michelle Redmond**, **Dr. Tracy Everbach**, **Dr. Gwen Nisbett** and **Neil Foote** were on hand to congratulate students during the Dec. 13, 2014, graduation ceremony. Congratulations to the 77 undergraduate students and four graduate students who graduated!



**Neil Foote**, Mayborn principal lecturer, serves as a board member for the National Black Public Relations Society. He and fellow board member, **Deisha Barnett**, senior director of communications at Walmart, helped organize and present at the November 2014 NBPRS annual conference.

More than 150 public relations professionals from around the country participated in the conference, which featured 34 speakers, 10 workshops, four keynotes and master classes, along with a free pre-conference for business owners and a career fair. Foote, who serves as the NBPRS parliamentarian, moderated the panel, "The Power of Storytelling: How to Prep, Pitch and Score Press Like a Pro".

## UNT employees give back

Mayborn faculty and staff raised \$3,904.96 in the State Employee Charitable Campaign in 2014, and that's about a 33 percent participation rate.

"Thanks to Cathy Turner for being the campaign coordinator again," said dean and Graduate Institute director Dorothy Bland.

Preliminary campaign numbers released in December show UNT raising \$157,457.39. The campaign's purpose is to help improve the quality of life for people in communities locally, across the country and around the world.

# the mayborn

literary nonfiction conference

## Announcing our 2015 Keynote Speakers!



Anne Fadiman



Barbara Ehrenreich



Alex Tizon

**T**he 2015 Mayborn Literary Nonfiction Conference will be **July 17-19** in Grapevine, Texas. The event will feature keynote speakers Anne Fadiman, Barbara Ehrenreich and Alex Tizon. The 2015 event marks the 11th anniversary of the annual conference and is shaping up to be our best yet!

### Early Bird Registration Rates:

General Admission \$374

Educator Admission \$354

Student Admission \$324

Early bird registration will be available until May 1, 2015. Beginning May 2, 2015, registrants will pay \$425 for conference registration. Registration is closed when full or by June 1, 2015. Fees are non-refundable.

Online conference registration is now open at [www.themayborn.com](http://www.themayborn.com). We hope you will join us for another annual meeting of "The Tribe"!

### 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 Dean and Graduate Institute Director, Dorothy Bland at [Dorothy.Bland@unt.edu](mailto:Dorothy.Bland@unt.edu) or call her at: 940-565-4917.

### Upcoming Events:

**Jan. 19** – MLK Day, University Closed

**Jan. 20** – Spring Semester Begins

**Feb. 25** – Career Fair, UNT Gateway Center

**March 7** – Graduate Exhibition, UNT Gateway Center

**March 16-22** – Spring Break, No Classes

**April 30** – Celebrate Mayborn, UNT Gateway Center



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*Onward and Upward!*