

Mayborn Insider



Mayborn advertising students took to the streets - and agencies - of New York City and London to experience the business first hand.

Mayborn students go big time.

Dozens of Mayborn advertising students enjoyed the opportunity to learn day-to-day life at major international ad agencies in New York City and London. Dr. Sheri Broyles led a group on a whirlwind three-week trip to Madison Avenue, and Dr. Tracy Everbach escorted a group to Europe's advertising mecca, London. Assistant Professor Gwen Nesbitt and Lecturer Bill Ford also taught in the London program this summer.

"This may have been the best trip ever," said Broyles. "It's always great to have Mayborn alums talk to the students and give them a feel for what it's like to live and work in a mega-city at the very heart of the advertising field." In NYC, students visited the headquarters of industry-leading publication AdAge before heading out to tour a dozen well-known agencies, including Ogilvy, Droga5, 360i, Anomaly, d esposito & partners, and Translation.

"The trip gave me an awesome perspective and I returned full of drive and excitement," said student Justin Salva Cruz. "We saw people from all cultures and background thriving in New York's advertising world – full of passion and challenge. I'm ready to pack my bags and go now!"

Students on the London trip enjoyed similar experiences. "It's not only a global focal point for advertising, but it's an amazing city," said Everbach. "Students were wide-eyed the entire time – and now as determined as ever to get out there and make good things happen." Associate Professor Thorne Anderson also led a study abroad team of 10 students to Mexico. This is the third year for the Heart of Mexico project.

A Message from the Dean

Many presenters stressed that the national media center is shifting from New York and Los Angeles to Silicon Valley during the Broadcast Education Association Conference last April in Las Vegas. Silicon Valley is tech heaven with Google, Facebook, LinkedIn, Yahoo, Pinterest and Cisco all having headquarters in the area and lots of Texas connections. That's why I toured Google, met with UNT alumni in the San Francisco Bay area and networked with Hearst Championship winners, the Hearst Foundation team and the Hearst Journalism Awards Steering Committee in June.

I learned there are more than 400 UNT alumni in Northern California, and UNT journalism grads range from Yuki Cruse, who recently completed her law degree at the University of San Francisco, to Raymond Miles, who earned his B.A. in journalism and English in 1954. Miles shared that journalism was his first love and UNT's journalism program was the gateway to help him launch his academic career. Miles also got his MBA at UNT and his Ph.D. at Stanford University in organizational behavior and industrial relations. He later became the dean of the Walter Haas School of Business and is now professor emeritus at the University of California Berkeley.



Jordan Dodson, who earned his B.A. in 2010 and now works as a copywriter with Goodby, Silverstein & Partners, offered great advice to students: "If you want to be a creative, and you do not have a digital website or portfolio, you will not get hired." Facebook, LinkedIn and networking matter, he added.

Speaking of networking, I am proud to share that about 50 Mayborn students are working as interns this summer ranging from four interns at Social Media Delivered in Carrollton to Dexia Smith at CBS in New York. One alum who is a great networker is Roy Busby, Ph.D., and I want to say thanks to him for more than 53.5 years of service to UNT, plus all of the alumni, friends and family members who helped raise more than \$35,000 to endow the Roy Busby scholarship.

In June, I reviewed exit interviews with Cory Armstrong, our journalism director, and heard our students love our faculty and advisers. Yay team! However, some broadcast students expressed concern that print gets more attention. Lord knows, I love you all whether you are in print/digital, broadcast/digital, photo journalism, advertising or public relations.

We are ramping up opportunities for our broadcast/digital students, including NT Daily TV and NTDailyradio.com. This August, we welcome four full-time faculty hires – Andrew Tanielian in broadcast/digital, Sara Champlin and Juli James, both in advertising, and Mark Donald in digital/print. Thanks to Dave Tracy for spearheading the NTDailyradio.com launch earlier this year. I appreciate Michelle Redmond becoming UNT's BEA adviser as well as teaching the broadcast practicum class.

I am reminded that all our students need to know the seven steps to "mojo magic" that Alissa Richardson covered at BEA. For the record, they are research, shoot, edit, write, geotag, store and socialize. Lots of growth potential exists for social media and mobile optimization jobs. I trust you all have heard Periscope and Meerkat are among the latest digital storytelling tools. There is far too much to unload in this column, so here is the link to my Storify that captures highlights from BEA and National Association of Broadcasters Show: <https://storify.com/dorothybland/bea-and-nab-show-2015-in-las-vegas#publicize>

In the words of Dan Kimbrough, always remember, "No matter how you deliver content, the story still matters." I hope to see many of you at the Mayborn Literary Nonfiction Conference July 17-19 at the Hilton DFW Executive Lakes Conference Center in Grapevine to continue the conversation.

Onward and upward,

A handwritten signature in black ink that reads "Dorothy Bland". The signature is fluid and cursive, written over a light green circular graphic with a dotted border.

Dorothy Bland
Dean and Graduate Institute Director



Dean Dorothy Bland addresses the sold-out crowd at Celebrate Mayborn.

The Mayborn celebrates!

More than 300 Mayborn students, faculty and guests attended the fifth annual Celebrate Mayborn awards festivities at UNT's Gateway Center on April 30. Mayborn students received more than 60 scholarships and awards, and many alumni and special guests were honored.

The event emcee was Principal Lecturer Neil Foote. Award winners included: *Dallas Morning News* Editor Emeritus Bob Mong, the C.E. Shuford Hall of Honor Award; Nick and Anna Ricco, the Mayborn Medallion; Rick Gershon, Distinguished Professional Achievement in Advertising and PR; and Scott Parks, the Alumni Appreciation Award. Other honorees were Stan and Barbara Levenson, Alfredo Carbajal, Anita Foster, Theresa Gage, Tyler Curry, Kim Phillips, Nedal Ahmed and Tina Young.

The evening began with roundtable discussions led by more than a dozen Mayborn teaching partners representing virtually every field of Journalism and communications. Mayborn students enjoyed the opportunity to meet professionals, make industry contacts and hear first-hand how academics at The Mayborn translate into vital skills in the working world.

"It was an amazing evening all around," said Jessie Laljer, a graduate student at the Frank W. Mayborn Graduate Institute. of Journalism "Being surrounded by top experts and interacting with students, faculty and guests in a social environment affirms that The Mayborn is the place to be for journalism." Laljer joined nine other graduate students receiving the prestigious Mayborn Scholarship.



More than 150 students join the ranks of UNT Mayborn graduates.

Spring 2015 marked the first time the Mayborn School of Journalism has conducted its own undergraduate recognition ceremony. During recognition festivities in May, 136 undergraduate and 16 graduate candidates were recognized by Dean Dorothy Bland and members of the Mayborn faculty and staff.

The Mayborn undergraduate recognition ceremony took place at UNT's Murchison Performing Arts Center at 2 p.m. on May 15, followed by a ceremony for masters and doctoral candidates at 7:30 p.m. that evening at the UNT Coliseum. A university-wide commencement ceremony took place May 16 at the UNT Coliseum.

"It was an awesome ceremony – an ideal way to wrap up many semesters of hard work," said Megan Middleton, Mayborn Institute graduate. "To don regalia after so many sleepless nights and challenging assignments was a great way to let go with a huge sigh. Of course, now the real fun begins."

Texas governor Greg Abbott provided the commencement address to all UNT students. The location for the ceremony was changed two days prior to the event due to inclement weather.

In Memoriam

The Mayborn School of Journalism is saddened by the loss of two family members in recent months. Carmen Mitchell, retired journalism teacher and director of student publications, passed away April 18 in Austin, and Connie Jo Hofer, a longtime *North Texas Daily* staffer, died April 6. Hofer retired from UNT in 2013.

"It's always a very sad thing to lose anyone who's played a crucial part in helping to make The Mayborn what it is today," said Dean Dorothy Bland. "We will always remember them and thank them for the wonderful gifts they brought to students and others whose lives they impacted. Our thoughts continue to be with their families."

Faculty/Staff News & Awards

Mayborn faculty and staff members continue to make positive headlines by presenting papers, garnering honors and awards, and sharing the Mayborn story with our many constituencies.



Meredith Clark

Meredith Clark, a UNT Mayborn School of Journalism assistant professor, is part of the team that secured a \$30,000+ grant from the Spencer Foundation and will be the co-investigator on “Social Media for the Social Justice: #BlackLivesMatter as 21st Century Civic

Engagement,” a project that will examine the use of hashtags in civic protest. She will be working with colleagues from American University and New York University on the project. She will be conducting in-depth interviews with social media communicators and protesters who organized around the #BlackLivesMatter hashtag in Ferguson, Mo., Staten Island, NY, and Cleveland, Ohio.



Myrshem George

The Mayborn welcomed **Myrshem George** on May 11 as our part-time senior development officer. George brings more than 15 years of experience in strategic marketing, marketing research, brand development, nonprofit administration and fundraising. Prior to joining

UNT, he was the director of donor development at the Leukemia & Lymphoma Society in the Dallas-Fort Worth area. He has focused on major gifts, foundation relations and individual giving programs. George also has worked as a senior development officer for the Collin County Community College District. His M.B.A. is from the University of Phoenix and he earned a B.A. in Business Administration for the University of the Virgin Islands.



Juli James

New Mayborn faculty member **Juli James**, who joins us from Arizona State University's New Media Innovation Lab and Center for Games and Impact, also has received a

grant from the Knight Prototype Fund. Her research will explore interactive, mobile-ready news experiences based on the principles of gaming and journalism. She will explore how audiences interact with stories to choose sides, make decisions and see outcomes.



Seated left to right: Anna and Nick Ricco, George Getschow. Back row: Neil Foote, Edward Balusek, Dorothy Bland, Nicholas Friedman, Dalton LaFerney.

UNT's Mayborn School of Journalism was well represented at the Volunteer Now luncheon, thanks to alumna Nadia Hill, public relations and marketing manager for Volunteer Now.

The organization is looking for interns. If you'd like to be an intern, please contact Hill at nhill@volnow.org.

Faculty/Staff News & Awards

AEJMC in San Francisco

Mayborn faculty will be well represented at the Association for Education in Journals and Mass Communication (AEJMC) conference in San Francisco Aug. 5-9. Research Presentations:

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 Advertising Division.

Tracy Everbach

Moderator and organizer, Pre-conference workshop. "Empowering Junior Faculty: Pathways to Success in the Academy." Third annual program in conjunction with Lillian Lodge Kopenhagen Center and 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 CSW and Minorities and Communication Division.

Panelist, teaching panel. "Infusing Gender in Journalism and Mass Communication Curricula" sponsored by CSW and MAC Division.

Thorne Anderson

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

Cory Armstrong

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

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 Commission on the Status of Women.

Panel Presentation: Pre-conference session on academic leadership, which is sponsored by the Scripps Howard Foundation, the LSU Manship School of Mass Communication and Elon University.

Mayborn New Hires

The Mayborn is pleased to welcome **Andrew Tanielian**, who joins us as a lecturer in broadcast journalism. Tanielian holds a master's degree in public affairs reporting from the University of Illinois Springfield, as well as bachelor's degrees in radio/television and political science from Southern Illinois University. He has participated in a number of professional workshops. Tanielian has previously been an instructor at Richland College and Texas Christian University, where he taught students how to write, shoot and edit stories for television and the internet. His professional experience includes freelance work for the New York Times plus content production and anchor positions for several media outlets including KXAS-TV in Fort Worth.

Brice Campbell, an award-winning former advertising and marketing executive joined the UNT Frank W. and Sue Mayborn School of Journalism faculty as a visiting lecturer in January. He will stay another year, teaching three sections of the Ad Campaigns class and serve as adviser to Gravitas, UNT's award-winning ad team. Campbell has more than 30 years of sales, marketing and advertising account management experience and has earned a variety of awards. He earned his B.S. in Advertising from the University of Texas at Austin and his executive M.B.A. from Colorado Tech University.

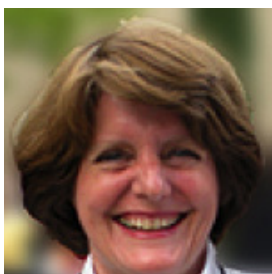
Student News/Alumni News



Robyn Brown

Robyn Brown, B.A., '05, is President & co-founder of Bold Idea/ideaSpark, a social impact organization where inspired code inspires change. The organization is focused on developing young minds to execute bold ideas as a team through the power of coding. Based in Dallas, the firm

provides education in fundamental coding concepts and programming languages, mentoring and an individualized learning environment. As a result, student members are empowered to take action in their communities and the world through the innovative use of technology, while developing the critical thinking, confidence and teamwork required to succeed in the 21st century.



Rev. Karen Clark Ristine

Rev. Karen Clark Ristine, B.A. '81, says her UNT journalism degree served her well for more than 20 years in daily journalism as a reporter and editor at papers including *The Dallas Times Herald*, *The San Diego Tribune*, and *The San Diego Union-Tribune*.

Ten years ago, Ristine left the newsroom to study for a master's degree in theology and became an ordained minister in the United Methodist Church.

This year, she began a Ph.D. program in spiritual care and counseling at Claremont School of Theology, while continuing to lead in ministry at Mission Hills United Methodist Church in San Diego, Calif.



Carter Cromwell

Carter Cromwell, B.A. '73, is a global analyst relations manager with Cisco in San Jose and lives in San Francisco.



Terea Rodriguez

Teresa Rodriguez, B.A. '11, is a talent partner (merchandising and education) for Sephora - North America. Rodriguez is project lead for Sephora's new recruiting system and will begin to work on the brand's employer branding. She has been responsible for Sephora's formalized undergraduate internship program since its inception in 2014.



Graham White

Graham White, M.J. '12, accepted a media content coordinator position in November 2014 with Austin Industries, a Dallas-based construction firm specializing in commercial construction, bridge and road construction, and industrial construction.



Elvia Limón (pictured left)

Elvia Limón, a graduate PR student, received the Mary Kay scholarship in May 2015. Mary Kay awarded the \$2,500 scholarship to Limón in a partnership with the Hispanic Communicators DFW association to recognize the outstanding performance in the field of communications for Hispanic PR and Journalism students.

To participate in this scholarship program, Limón submitted two essays. The first essay was an autobiography and the second essay addressed the issues that Latinas are facing in the United States. As a future PR professional, her main focus is the role of Latinas in the media, a topic that she also chose for her master's thesis.

Terry Scholarships among opportunities available to UNT students.

Students, if you're looking for scholarships, there are lots of opportunities and the Terry Scholarship Program is just one of the many available to UNT students.

Did you know there are more than 100 Terry Scholars at UNT and five Terry Scholars were Mayborn School of Journalism students in the spring 2015? They were Ranjani Groth, John McHenry, Kiley Miles, Anaisa Kalita and Alexis Lauritzen, who will graduate in summer, 2015. "The Terry Foundation gave me the opportunity of a lifetime" with a college degree debt-free, said Lauritzen. "What's great about the Terry Scholars program is that you are never alone. You always have a family who are always there to support you, encourage you and motivate you to be the best you can be."

The Terry Scholars Program is funded by the Terry Foundation, and highly competitive. It is open to freshmen and transfer students. Terry Scholars graduate with no debt. As part of building a strong network, freshmen Terry Scholars at UNT live on the same floor of a residence hall their first year. The Terry Scholars have a UNT organization with meetings every other week and social events and community service projects.

The Terry Scholars also can get an additional semester for study abroad funding. Terry Scholars get \$5,000 for a 2-3 week trip, \$10,000 for a 5-10 week trip, and \$15,000 for a semester long trip. For more information about the study abroad component, students should contact Amy Shenberger, director in UNT's Study Abroad Office, at amy.shenberger@unt.edu or visit <http://terryscholars.unt.edu/>. Also, here is the link to other scholarship opportunities on the Mayborn website: <http://journalism.unt.edu/scholarships>.

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.

Upcoming Events:

July 4 – Independence Day
July 17-19 – Mayborn Nonfiction Literary Conference
August 24 – Fall Semester Begins
September 1 – Mayborn Mixer
September 16-19 – Founder's Week
October 5-10 – Homecoming Week



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Onward and Upward!