



SWOOP director and senior lecturer Bill Ford works with SWOOP members on United Way of Denton County account.

## *SWOOP Helps United Way of Denton County Swoop Up Donors*



A STUDENT-MANAGED ADVERTISING AND PUBLIC RELATIONS AGENCY

Students at SWOOP, the Mayborn School's in-house advertising agency, are working with the United Way of Denton County to heighten awareness and also attract new clients, donors and volunteers. SWOOP is currently developing campaign materials to help the not-for-profit agency to more of what it does best to serve the Denton area.

The campaign will include a core set of 12 short videos tailored to reach students, young

professionals and others through digital media. Viewers will be pointed to the United Way's website and encouraged to learn more: [www.unitedwaydenton.org/](http://www.unitedwaydenton.org/)

"It's great that we're working with SWOOP," said Teddy Yan, Marketing Director for United Way of Denton County. "They definitely understand how to reach our constituents and bring tremendous energy and enthusiasm to what we're doing."

SWOOP and the United Way are working to find the best ways to reach target audiences with powerful messages that convey the scope and urgency of the need in Denton County. "Money is certainly needed," said SWOOP Director Bill Ford. "But talent is as important as treasure, so volunteering is a key focus of the campaign."

The campaign is set to launch in late April.

# A Message from the Dean

With spring flowers comes Celebrate Mayborn, our annual student awards recognition ceremony, and spring commencement.

Please save the evening of April 30 as we'll mark the fifth anniversary of Celebrate Mayborn, our annual awards celebration. It's a wonderful event in the UNT Gateway Center and we celebrate our students with scholarship announcements totaling more than \$150,000. Our students will get a chance to network with some amazing alumni and professionals including, Kristi Nelson, an NBC5 News reporter/anchor, Stephanie Chan, an account coordinator with SHIFT Communications, Trent Walters, a principal with the Richards Group, Kimberly Sims of OCG PR and Dennis Wilson of Splash Media to name a few. We also appreciate the generous sponsorship support from Marketwave CEO Tina Young as well as Anna and Nick Ricco of Ricco Family Partners.



We will recognize and honor outstanding student leaders as well as professionals during Celebrate Mayborn. Bob Mong, the longtime editor of the *The Dallas Morning News* who is retiring from Belo this spring, will be presented the C.E. "Pop" Shuford Award. Shuford was the founding professor for the journalism department at North Texas State University back in 1945. Mong is being recognized because he's a terrific leader, news champion and innovator. Under his leadership, the *The Dallas Morning News* has earned nine Pulitzer Prizes and been a Pulitzer finalist 16 other times. Mong also is a skilled fundraiser as he has served as chairman of the *The Dallas Morning News* annual charities campaign, which has consistently raised more than \$1 million a year, and he won a \$250,000 Knight Foundation grant to create a Hispanic Families Network. He also has been a tremendous supporter of the Mayborn Literary Nonfiction Conference and an asset to the Mayborn School of Journalism over the years. He is a strong recruiter and has hired a variety of UNT alum including Pulitzer-Prize winner Leona Allen, award-winning columnist Steve Blow and sports columnist David Moore to name a few.

I'd also like to take a moment to celebrate several employees who were recognized for reaching major employment milestones this semester. Hats off to Chuck Weatherall, media manager, who was recognized for 25 years of service to UNT on Feb 5. Julie Buchanan, the graduate adviser, Bill Ford, a senior lecturer and SWOOP adviser, plus Thorne Anderson, an assistant photojournalism professor, all earned their five-year UNT plaques.

As we prepare for spring graduation, keep in mind there will be no commencement in August. The Honors College Medallion Ceremony will be at 6:30 p.m. on May 14 in the Gateway Center Ballroom. 2015 marks the start of UNT's 125th anniversary celebration and we will create a new tradition with a Mayborn School of Journalism undergraduate recognition ceremony at 2 p.m. Friday, May 15, in the Murchison Performing Arts Center. It will be a fun event with students and faculty decked out in regalia. We owe a special thanks to our Alumni and Advancement Committee members Mark Donald, Cathy Turner, Bill Ford, Kelly Briggs, Gwen Nisbett, Michelle Redmond, Monique Scales, Junebug Clark and Committee Chair Samra Bufkins, who is a PR lecturer and earned her M.A. in journalism in 1987 from UNT.

Yes, all faculty are expected to attend the undergraduate recognition ceremony May 15 and commencement in Apogee Stadium on May 16. The master's and doctoral ceremony will be May 15 at 7:30 p.m. in the UNT Coliseum. Here's the link to the UNT commencement website: <http://www.unt.edu/commencement/schedule.htm>.

More details about the commencement speaker will be posted on our website, [www.journalism.unt.edu](http://www.journalism.unt.edu), and [www.facebook.com/MaybornUNT](http://www.facebook.com/MaybornUNT) soon.

Onward and upward,

A handwritten signature in black ink that reads "Dorothy Bland". The signature is fluid and cursive, written in a professional style.

Dorothy Bland  
Dean and Graduate Institute Director

## Introducing NTDailyradio.com



(Left to right) Faye Darku, Stephen Elliott, Matthew Behrndt, Jordan Sanders, Alcynna Lloyd, Jared MacDuff, Lance Ragland, and Allyson Morris

**N**TDailyRadio.com will create the opportunity for journalism students currently enrolled in journalism classes to produce daily local news, interviews, special topics of interest, and sports programs for listeners in the local community

Additionally, NTDailyRadio.com will offer listeners local music created and performed by Denton-area musicians through a partnership with Dentonradio.com to supplement student-produced programming.

NTDailyRadio.com will serve UNT and Denton with 24/7 programming that can be enjoyed by anyone using a computer, tablet, or smartphone.

### Program Schedule

All shows air **Monday** through **Sunday** at **7 a.m. – 8:45 a.m.**, **11 a.m. – 12:45 p.m.**, and **4 p.m. – 5:45 p.m.**

#### 1st Hour

00:00 – 15:00 Sports Scene – Host Lance Ragland

15:00 – 30:00 The Eyes of Denton – Hosts Alcynna Lloyd, Faye Darku

30:00 – 45:00 Eagletainment – Hosts Allyson Morris, Jordan Sanders

45:00 – 00:00 Eagle Issues – Host Andrew Freeman

#### 2nd Hour

00:00 – 15:00 Business of Sports – Hosts Matthew Behrndt, Stephen Elliott, Jared MacDuff

15:00 – 30:00 Top 20 Trending – Host Jeniece Harper

30:00 – 45:00 Global Connections (bi-weekly starting Feb. 16) – Host Alcynna Lloyd

## Upcoming Events:

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

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

**April 16** – AD Team/SWOOP Reception, UCD

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

**May 15-16** – Spring Commencement

**May 18** – Summer Semester Begins

## *Mentor Program Pairs Mayborn Alumni With Students*

The inaugural Mayborn Alumni Mentor Network is up and running with seven undergraduate students matched with seven outstanding alumni as mentors.

The undergraduate students selected for the 2015 program are listed below along with their mentors:

- **Kara Salazar** is a broadcast/digital journalism student from El Paso. Her mentor is **Leona Allen**, a deputy managing editor at the *The Dallas Morning News* and a Pulitzer Prize winner.
- **Kristen Watson** is a photo journalism student from Waxahachie and is expected to graduate in 2016. Her mentor is **Vernon Bryant**, a photographer with the *The Dallas Morning News*.
- **Shania Jackson** is a senior public relations student from Cincinnati. Her mentor is **Steve Soltis**, group director for leadership and employee communication at Coca-Cola's corporate headquarters in Atlanta.
- **Brittany Fholer** is a senior digital/print journalism student from Copperas Cove. Her mentor is **Rebecca Gibson**, who is a manager in corporate communication for Mark Kay Inc. in Dallas.
- **Scott Sidway** is a digital/print journalism student from Plano and is expected to graduate in May 2016. His mentor is **David Moore**, a sports reporter/columnist with the *The Dallas Morning News*.
- **Jennyfer Rodriguez** is a digital/print journalism student from Caracas, Venezuela, and is expected to graduate in 2018. Her mentor is **Peggy Simpson**, a freelance reporter who retired from The Associated Press and lives in Washington, DC.
- **Tiara Green** is a broadcast/digital journalism student from Garland and is expected to graduate in May 2017. Her mentor is **Katrina Gutierrez**, a video photojournalist with WFAA-TV in Dallas.

Watson said she is "so glad I got a mentor that has the same passion for his work that I do. I am very excited to continue to get to know Vernon and he's promised a tour of the *DMN* newsroom as well as a portfolio review at the end of the semester with the *DMN* photo editor and himself."

She said the mentor program is a blessing because it gives her "this inside eye to the business I am hoping to break into. It's like that friend who happens to know all of the right people and has the ability to make things happen. I am excited to pick his brain on anything and everything photography and to get an inside perspective of the evolving news business."

Mentors are asked to interact with only one mentee at least once a month via email, telephone, Skype or in person for this year. "This is a tremendous opportunity for our students to learn from the best in their fields of interest," said Dorothy Bland, the Mayborn School of Journalism's dean and graduate institute director. "We really appreciate our alums being so generous with their time and sharing their wisdom."

If there are more students who would like to engage with mentors for 2016, they are encouraged to go to <http://journalism.unt.edu/mayborn-alumni-mentor-network> and complete an application form by Nov. 15, 2015. Alumni, if you'd like to serve as a mentor, please go to the link above or contact Bland at [dorothy.bland@unt.edu](mailto:dorothy.bland@unt.edu). "We need your help to ensure this program's success," she added.

Do you have alumni news you'd like to share with us? Email us at [mayborninsider@unt.edu](mailto:mayborninsider@unt.edu) and let us know how you are!



## Hal Hilliard

**H**al Hilliard, B.A. '06, received the Highly Commended Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2014, held June 3-6, at The Hong Kong Polytechnic University, Hong Kong for his paper, "AP' Stands for 'Associated Press:' Defining the Success of the World's Oldest Media Company's First Rebranding." **Picture: Hal Hilliard (center) receives the Highly Commended Applied Paper Award at CCI's Conference on Corporate Communication, June 5, 2014. Standing with him are Christina Genest, CCI Associate Director and Michael B. Goodman, Ph.D., CCI Director.**



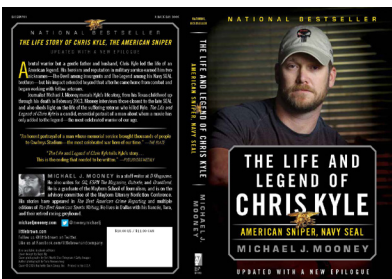
## Theresa Gage

**T**heresa Gage, B.A. '90, has been promoted to vice president for the western Region of Undertone, a digital advertising firm. She'll be based in Southern California. She is pictured with Roy Busby, one of her former professors and a mentor, at her going away party in Dallas in January 2015. She will continue to serve on the Mayborn School of Journalism Board of Advisors. **Picture: Dr. Roy Busby and Theresa Gage at her going away party in Dallas in January 2015.**



## Mollie Jamison

**M**ollie Jamison, B.A. '14, graduated from the Mayborn last May and was hired on as Arts + Culture editor during her internship at DFWChild Magazines. During her time at the Mayborn, she served as a Mayborn Ambassador, worked for *NT Daily* and *Denton Live*. **Picture: Mollie Jamison at UNT commencement in May 2014.**



## Michael J. Mooney

**M**ichael J. Mooney, M.A. '07, released his critically acclaimed book, *The Life and Legend of Chris Kyle* (pictured), on April 23, 2013 by Little, Brown and Company. The paperback will be released on March 24. He is currently a writer at *D Magazine* and has written for *GQ*, *ESPN* the *Magazine*, *Grantland*, and *Outside*.

# Faculty/Student News & Awards

## Updates

- **Amanda Ogle**, a grad student, is working at D Magazine as an intern during the spring 2015 semester. "I will be doing fact checking, editing, pitching story ideas and hopefully some writing," she said. "Also, researching things for stories as well."
- Journalism alums, **Stephanie Daniels Knight** and **Jo Ann Livingston**, as well as student, **Mehri Yavari**, have been accepted into UNT's Interdisciplinary Ph.D. program. Associate Professor Tracy Everbach is listed as the major adviser in journalism for Knight and Yavari. Dean Dorothy Bland is the journalism adviser for Livingston.
- Congratulations to adjunct professor **John Sparks** who has been named to The Top-100 Social Media Power Influencers on Statsocial. Visit <http://www.statsocial.com/#!/social-influencers> to learn more.



Grad students at Mayborn Mixer at Dean Bland's home on Jan 15. Front left center to right: Megan Middleton, Elvia Limon, graduate adviser Julie Buchanan, Lucy Lopez, Damian Atamenwan, Jo Ann Livingston, Morganne Cameron, Staci Parks and Ashlea Sigman.

## GSA/TA Pairings Spring 2015

**Kyle Blankenship**  
**Morganne Cameron**

TA 1210 Jim Mueller  
TA 2310 labs Gary  
Ghioto

**Chase Carter**

TA 2310 labs Gary  
Ghioto

**Aaron Claycomb**

TA 3310 George  
Getschow

**Jim Dale**

GSA Marketing

**Lauren Levine**

TA 3200/4470 Gwen  
Nisbett

**Elvia Limon**

TA 2310 labs Gary  
Ghioto

**Jo Ann Livingston**  
**Ashlea Sigman**

RA Dorothy Bland  
TA 4270/4460 Samra  
Bufkins

**Lucinda Lopez**

TA 2310 labs Gary  
Ghioto

**Megan Middleton**

TA 3400/4440 Koji Fuse

**Jennifer Nassar**  
**Staci Parks**

TA 1210 Jim Mueller  
TA 3321 labs Gary  
Ghioto

**Dakota Baggett**  
**Matthew Martinez**  
**Mehri Yavari**  
**Tyler Murphy**

RA Cory Armstrong  
TA 4250 Tracy Everbach  
TA 3340 Neil Foote  
Hourly Assistant 2000  
Sheri Broyles

**Damian Atamenwan**

Hourly Assistant 2300  
Neil Foote

**Nathan Battaglia**

Hourly Assistant 2000  
Gwen Nisbett

# Faculty/Student News & Awards

## Employee Service Awards



Mayborn staff and faculty (pictured from left to right) **Bill Ford, Thorne Anderson, Julie Buchanan and Chuck Weatherall**, all celebrated significant milestones with UNT recently. Ford, Anderson and Buchanan were recognized for five years of service while Weatherall was acknowledged for his 25th year here at UNT. Congratulations and thank you for all your hard work and dedication.

## Young Spurs Marks Its Fifth Year



Smith signs copies of his book for participants.

Several hundred highly attentive students from high schools around Bryan-College Station descended upon the President George Bush Library and Museum on Texas A&M University's campus in January as part of the University of North Texas' Mayborn Literary Nonfiction Conference's Young Spurs Program. For the fifth year, under the direction of Conference Director George Getschow, the Mayborn Conference partnered with the library, Big Thought of Dallas, and Biographers International Organization to offer young writers the opportunity to meet ambassadors, authors, educators and experts in foreign affairs. Each high-powered

speaker riveted students' attention describing original, factual accounts of historical events or people who left a legacy. Biographer Curt Smith, who distributed autographed books for each student, shared his behind-the-scenes look at writing speeches for President George Bush. Dr. Arnold Krammer captivated the students with stories about the more than 5,000 Nazi prisoners of war who were held in campus near the A&M campus. U.S. high school or community college students, between 14-20 years old, can submit an essay, focusing on producing historical narratives. The 10 winners will attend the annual Mayborn Conference, July 17-19. The deadline for submissions is March 31, 2015. The top 10 essayists will be notified May 1, 2015. For more information, visit [www.themayborn.com/young-spurs-writing-contest](http://www.themayborn.com/young-spurs-writing-contest).

# UNT Spotlight: Roy Busby, Ph.D.



After 53.5 years of service to UNT, Roy Busby is retiring from his full-time faculty position effective May 2015.

“Dr. Busby is a tremendous and priceless UNT asset as he has been with UNT nearly as long as I’ve been living,” said Dorothy Bland, the Frank W. and Sue Mayborn School of Journalism dean and director for the Mayborn Graduate Institute of Journalism. “I think he has held almost every administrative and faculty position at UNT except president and provost. He will certainly be missed, and I am very thankful he has agreed to be a champion for online learning. He will teach at least one graduate course each semester during the next three years of modified service.”

Current and former students rave about Busby’s work. “Dr. Busby is the kind of professor who not only cares about his students’ success but also helps identify opportunities in the real world for them to put their talents to use,” said Megan Middleton, who earned her bachelor’s degree in journalism in 2003 and is expected to complete her M.J. degree in May 2015. “His guidance and encouragement helped lead me back to UNT for my master’s degree in journalism, which has changed my life for the better in many ways. His dedication to the journalism program at UNT has helped make the Mayborn what it is today.”

Busby earned his bachelor’s degree in 1959 in journalism, and his MBA in marketing in 1966 from UNT as well as his Ph.D. in business administration from the University of Oklahoma in 1974. He has worked his way up through the ranks. He was director of public information and publications plus an assistant professor journalism from 1968-73. From 1973-76, he was assistant to the president and administrative assistant to the Board of Regents from 73-79 as well as an assistant professor. From 76-79 he also served as vice president for university relations. From 2010-2011 he was interim associate dean and director for the Mayborn Graduate Institute of Journalism. For 2012-13, Busby was interim dean for the Mayborn School and associate dean for the Graduate Institute. Over the last half century he has earned numerous accolades including being named a UNT Regents Professor in 2001. He and his wife Jo Ann Ballantine, who retired from UNT in 2014, served as official NCAA Final Four hosts for the Nation Champion University of Connecticut men’s basketball team in March 2014. Going into modified service will allow Busby more time to spend with family and travel.

Two former students, Theresa Gage, who earned her bachelor’s degree in 1990 and is now vice president with Undertone in California, and Samra Bufkins, who earned her M.J. in 1987 and is now a lecturer at the Mayborn, will co-chair the campaign to raise \$25,000 to endow a scholarship to honor Busby’s legacy this spring. He’ll be honored with a video tribute at the April 30 Celebrate Mayborn Program in the UNT Gateway Center. If you’d like to donate to the Roy Busby Endowed Scholarship Fund, please go to <http://journalism.unt.edu/about/support>. Please list “Roy Busby Endowed Scholarship Fund” in the subject line with your pledge or contact [Dorothy.bland@unt.edu](mailto:Dorothy.bland@unt.edu).



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*Onward and Upward!*