

# Mayborn Insider

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**H**appy 2014! It's a new calendar year and January is often fraught with New Year's Resolutions. If you were expecting a slew of resolutions, surprise! It's not what we say we're going to do but what gets done that matters.

Collaboration and coordination are priorities. Please save the date of Jan. 23 for a 5-7 p.m. mixer in the Environmental Education, Science and Technology Building with Mayborn School of Journalism faculty and staff, the departments of Communication Studies and other units involved in the task force established by Warren Burggren, provost and vice president for academic affairs. The task force is charged with exploring ways to improve collaboration and coordination among journalism, communication and media-related units. The task force is expected to summarize recommendations by May 15. If you have suggestions for improvement, please let me know by Feb. 7 so that I can share them with the task force.



When I joined UNT last June, research skeptics asked whether I would embrace the importance of research. Just as one needs a heart to survive and thrive, research is critical to the future of journalism programs. That's why we have formed a research advisory group that includes representatives from the Mayborn School of Journalism as well as UNT's College of Business, College of Education and the Research Office.

I applaud those faculty members who received research grants in 2013. For example, Gwen Nisbett received a \$5,000 junior faculty research grant for her work on parasocial interactions in celebrity political appeals. She gets the prize and a free lunch from the dean for presenting research papers at four different conferences in 2013. Tracy Everbach earned a \$7,000 research grant for her work on women journalists who cover the U.S.-Mexico border. Sheri Broyles received grants totaling \$3,000 from the Association for Education in Journalism and Mass Communication and from Kappa Tau Alpha for advertising-related research in Cuba.

We have several research grant proposals in the pipeline on topics ranging from community engagement to health communication issues. Most federal research grants have a public dissemination component, and communication is what we do. However, we all know that just because a proposal is pitched, that doesn't mean it is a homerun for funding. I don't want to jinx the process, so I won't say more at this time. I have agreed to serve on the search committee for UNT's next assistant vice president for research/sponsored programs. Yes, it's a service commitment and will give us more insight into how we can work better with other units on potential research projects. Best wishes for a productive and prosperous year ahead.

Onward and Upward,  
Dorothy M. Bland  
Dean

# A Look Back at 2013

## Guest speakers in Mayborn classrooms during the Fall 2013 semester

- Award-winning author Samuel G. Freedman. Freedman's latest book is "Breaking The Line: The Season in Black College Football That Transformed the Sport and Changed the Course of Civil Rights."
- Eve Mayer, president and founder of Social Media Delivered, also known as "the LinkedIn Queen." Mayer's company also offers an internship in which Mayborn students have participated.
- Simon Salt, digital marketer and keynote speaker. Salt provided insight to a social media class. He also discussed how coverage of the Kennedy assassination might be different today with social media.
- UNT alumnus Jeff Schick of Online Performance Marketing. Schick shared tips on social media for journalists.
- Graham Douglas, creative director at Droga5 in NY. Douglas addressed a group at UNT's Innovation Greenhouse this fall. Douglas has been selected as one of nine UNT alumni to receive 2014 UNT Alumni Awards this spring.
- Jim Schutze, award-winning columnist for the Dallas Observer.
- Todd Shapiro, Collin County criminal defense attorney. Shapiro represents high-profile clients.
- Alumna Christena Dowsett, fresh from The Eddie Adams Workshop. Dowsett lives in East Africa and presented her work to a photojournalism class.
- Stephanie Daniels, Mayborn alum who earned both her bachelor's and master's degrees in journalism. Daniels is now communications specialist at the SPCA in Dallas.

In addition, Hugh Aynesworth screened his documentary film "JFK50: Eyewitness to History" at the UNT Gateway Center on Nov. 24. Students, faculty, staff, local professionals and residents attended the event, which was followed by a Q&A with Hugh.

## Awards and Honors

Lindsey Bertrand, a Mayborn master's student, took second place in nonfiction in the Brazos Writers' contest for her story, "What Remains." Congratulations Lindsey! Brazos Writers is a non-profit organization based in Bryan and dedicated to supporting and encouraging area writers.

Kudos to our alum Peggy Heinkel-Wolfe ('02 M.J.) for being selected Critic's Choice best print journalist in Fort Worth Weekly's Best of People & Politics 2013. The Weekly said, "She gets her facts straight, and her stories are a pleasure to read."



Peggy Heinkel-Wolfe

## Fall Preview Day

Mayborn advising staff hosted an undergraduate Preview Day event Nov. 23 to introduce prospective students to all the great possibilities at the Mayborn School of Journalism. The turnout was excellent, with more than 140 in attendance.

"I remember being in their shoes, having no idea what I needed to do," Mayborn Ambassador Michael Felder said. The ambassadors are a group of Mayborn students who volunteer to help with recruitment and promote Mayborn events.

"A lot of them were really excited, and a few already knew where they were headed," Felder said. "And the parents really get a lot out of the preview event. It's peace of mind for them to understand what their kids are signing up for." Congratulations to Mayborn advisors on a successful Fall Preview!

## Fall 2013 Outstanding Students

During each long semester, the Mayborn faculty nominates one student in each sequence to be honored for his or her work. Outstanding students selected by Mayborn Faculty for the Fall 2013 semester are:

- Advertising – Loryn Thompson
- Broadcast News – Tabettha Cain
- News Print and Digital – Taylon Chandler
- Public Relations – Heather Jackson
- Photojournalism – Jun Ma

# Research, Books, Presentations

- Associate Professor Nikhil Moro presented a paper titled “What is Development? A Content Analysis of Two Indian Newspapers,” at the Southwest Conference on Asian Studies Oct. 19 in Houston.
- Professor Jim Mueller attended the Symposium on the 19th Century Press, The Civil War, and Free Expression held at the University of Tennessee at Chattanooga Nov. 8.
- Jia Zhao, a Mayborn graduate student, presented her paper titled “International Justice during the Time of Imperialism: The 19th Century Press Coverage of the Shimonoseki Indemnity Imposed on Japan” Nov. 23 during the National Communication Association Conference in Washington, D.C.
- Associate Professor Tracy Everbach wrote a chapter titled “Women’s (mis) Representation in News Media” in the just-published book “Media Disparity: A Gender Battleground.”



The second edition of “Contemporary Media Ethics: A Practical Guide for Students, Scholars and Professionals in a Globalized World,” edited by former Mayborn dean Mitch Land, Associate Professor Koji Fuse (pictured above), and alumnus Bill W. Hornaday was published in December 2013 by Marquette Books. The book discusses the complex ethical dilemmas that media decision-makers face and how these issues bear on the individual communicator, using analyses unique to the field. The book also contains contributions from Professor Jim Mueller, alumnae Nicole Holland Pierce and Nancy Prodnuk and alumna and former faculty member Jacqueline J. Lambiase.

## Upcoming

Associate Professor Tracy Everbach (left) and student Sarah Blankenship (right) created a poster presentation that won an Association for Education in Journalism and Mass Communication award. The poster will be displayed at the UNT Graduate Exhibition in March 2014.



also...

- George Getschow will conduct a narrative writing seminar for writers and editors at the Colorado Springs Gazette in March. The paper’s editor, Joe Hight, is a former editor at The Oklahoman and a member of the Mayborn Literary Nonfiction Conference Advisory Board. Getschow will also run a workshop for the Highland Park Literary Festival Feb. 27-28, 2014.
  - Getschow will host an exhibitor’s table to promote the Mayborn School of Journalism, Mayborn Graduate Institute and the Mayborn Literary Nonfiction Conference at two conferences in 2014: the Biographers International Organization conference in Boston May 16-18 and the Investigative Reporters and Editors Conference June 26-29 in San Francisco.
  - Professor Jim Mueller, author of “Shooting Arrows and Slinging Mud: Custer, the Press, and the Little Bighorn,” will be working with colleagues from UNT’s Willis Library and the department of Radio, TV and Film to bring a public forum tentatively titled “Custer, Native Americans and Popular Culture” to campus in late February or March.
  - Principal Lecturer Neil Foote attended the Business Journalism Professors Seminar Jan. 2-5 at the Donald W. Reynolds National Center for Business Journalism at Arizona State University’s Walter Cronkite School of Journalism and Mass Communication. Foote was selected in a national competition.
- “The competition for the 14 spots was fierce,” said Linda Austin, executive director of the Donald W. Reynolds center. Foote is expected to take the lead in developing a business journalism course at UNT in the year ahead.
- Foote was also among an elite group of journalism educators selected from an international pool of applicants to receive a fellowship to attend the Scripps Howard Journalism Entrepreneurship Institute, also held at the Arizona school, Jan. 5-9.

## Doug Lewis Ups Mayborn Tech Specs

Technology and Operations Manager Douglas Lewis joined the Mayborn this year and brought with him great improvements for Mayborn computer labs.

“Doug is a great supervisor. He helps the overall fluidity of the lab, he’s very hands-on and comes in to check on printers, computers, and lab techs on a regular basis,” Mac Lab staffer and Mayborn student Woody Paul Lawson said.

Lewis’ contributions are too numerous to list, but here are some of the highlights:

- Replaced many of the computers, printers and furniture and completely rewired all labs.
- Established the Bring Your Own Tech (BYOT) space in the 305 Mac Lab.
- Built interactive software for touchscreen utilizing Adobe Flash.
- Chairs the Technology and Space Planning Committee.
- Created and installed new signage for Mac Lab and re-arranged the lab to improve space usage.
- Helped Dean Bland with the first technology survey emphasizing the mobile experience for faculty/staff.
- Worked with College of Arts & Sciences to purchase space on the Enterprise system.
- Wrote and distributed a new Applescript to classroom computers for easier access to the new file server.
- Worked with faculty on replacement of office computers over the summer.
- Replaced projectors and screens in four classrooms and coordinated installation of keypad door locks.

Thanks Doug!

## SWOOP Spring 2014 Staff

Korey Ambrose, Account Service  
Blair Burney, Account Planning  
Christen Dennis, Copywriting  
Jaclyn Hansell, Account Planning  
Chloe Harper, Art Direction  
Jared Herzog, Copywriting  
Alejandra Iraheta, Public Relations  
Anthony Keller, Social Media  
Heather Mastrin, Art Direction  
Olivia Mayes, Account Service  
Heather Mund, Copywriting  
Tucker Smith, Social Media/ Video  
Production  
Daniella Solis, Account Planning

### Returning:

Aubri Elliott, Account Planning  
Jahcarrdi Grant, Account Planning  
Noemi Manchester, Copywriting  
Tam Nguyen, Graphic Design  
Jessica Papiou, Account Service  
Taelor Pawnell, Art Direction  
Laura Peavey, Public Relations  
Nathan Ryckman, Account Executive  
Parnia Tahamzadeh, Art Direction  
Zachery Wilson, Social Media

## Ice storm made finals exciting, to say the least!



An unexpected wintry-mix storm that hit North Texas and blanketed campus in a heavy sheet of ice days before final exams made an exciting end to the fall semester. The ice, layered several inches deep on everything in sight created a winter wonderland that found many Denton residents traveling by foot while those more daring went out to play and sled on the ice. Others sipped cups of hot cocoa from the warm indoors, but when roads remained frozen solid for days, cabin fever set in.

On the seventh day of ice, campus re-opened and students, professors and UNT leaders jumped in to complete the semester finals. By week’s end, roads were mostly clear as students finished up the last of their finals and continued making Christmas plans.

# Alumni Updates

- Ana Barrera Waggoner ('84) is now the director of communications for AT&T in the Dallas-Fort Worth area.
- Alumna Dana Benton Russell ('92 M.J.) has been named director of marketing and communication at the University of North Texas at Dallas.
- Trent Walters ('97) was made a principal at The Richards Group. Walters earned his bachelor's degree in journalism with an advertising concentration.
- Liz Landry ('05) is now the director of digital marketing at Silverleaf Resorts in Dallas.
- Ashley Hyder ('06) married Brian English in September. After working in nonprofit management for several years, English has returned to UNT to pursue a master's degree in the department of Public Administration.
- Taylor Stephenson ('08) is in national account sales for Standard Meat Company. Standard supplies those delicious steaks to Outback Steakhouse.
- A story by Michael J. Mooney ('09 M.J.) was selected for the 2013 Best American Sports Writing compilation. This is Mooney's second year to be selected. Jesse Sidlauskas ('12 M.J.) received a notable mention in the same edition.
- Charlie Heck ('09) is editor-in-chief and creative director of Luri & Wilma, a blog and online magazine aimed at delivering an eco-friendly mixture of fashion and lifestyle content.
- Shaina Zucker ('10) has taken a new position as public relations copywriter at Gensler, a global design firm.
- Cory Mageors ('10) has a full-time radio show at CBS Radio 105.3 The Fan. The show airs weeknights from 6 to 11 p.m. Mageors gives much of the credit for to his professor, Nann Goplerud. "Thank you so much, Nann, for everything you instilled and taught me while I was in school," he wrote to her in an email. "Without your passing on so many of your own philosophies about this whole media business I wouldn't have survived."
- Rebecca Hoeffner ('10 M.J.) married Stewart Smith in Tyler Nov. 2. She will keep her maiden name on her byline at the Tyler Morning Telegraph, where she is the religion and nonprofits reporter.
- Josh Pherigo ('11) was promoted to business editor of the Williamson County Sun.
- Broadcast graduate Tamara Williams ('12) appeared on "The Voice" on NBC this fall. Chauniece was eliminated on Nov. 8. Her stage name is Tamara Chauniece.
- Lola Obamehinti ('13 M.J.) is now a technical writer at Nationstar Mortgage.
- Nadia Hill ('13), who was NT Daily editor-in-chief for fall 2013, starts work this month at the Laramie Boomerang in Laramie, Wyo.
- Annie Westmoreland Wood was promoted to vice president of corporate communications at PlainsCapital Bank.

## Award Nominations Sought for Celebrate Mayborn

The Mayborn School of Journalism requests names for journalism awards. Nominations can be current students, alumni or professionals from the communications industry. Awards will be made at Celebrate Mayborn April 16 at the Gateway Center in Denton. Award categories can be found on our website ([journalism.unt.edu/award-nominations-mayborn-school-journalism-2014](http://journalism.unt.edu/award-nominations-mayborn-school-journalism-2014)). To nominate a candidate, send the following in an email to Cathy Turner ([cathy.turner@unt.edu](mailto:cathy.turner@unt.edu)).

- Your name and contact information
- Name of person being nominated and his/her contact information
- Note the award for which you are nominating this person.
- Briefly explain why this person is deserving of the award.
- Deadline for nominations – Friday, Jan. 31, 2014.

# the mayborn

literary nonfiction conference

The 2014 Mayborn Literary Nonfiction Conference will be July 18-20 in Grapevine. The event will feature keynote speakers David Quammen, Lawrence Wright and Sheri Fink. The 2014 event marks the 10th anniversary of the annual conference.

Online conference registration will open in early 2014 on [www.themayborn.com](http://www.themayborn.com). General admission and educator fees have been increased for the first time since 2008. The following rates apply if registered by May 1, 2014.

#### Early Bird Registration Rates

- General Admission \$374
- Educator Admission \$354
- Student Admission \$324

### 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 Development Officer Brenda Fanara at [brenda.fanara@unt.edu](mailto:brenda.fanara@unt.edu) or call her at: 940-369-7420.

New rates include one copy each of Mayborn magazine and Ten Spurs literary journal.

After May 1, 2014 registrants will pay \$425 for conference registration. Registration is closed when full or by June 1, 2014. Fees are non-refundable.

Conference Director George Getschow will attend the Texas Book Festival in Austin, Oct. 25-27, in order to promote the Mayborn Conference. In the coming spring, he will also promote the conference at events including the Texas Association of Managing Editor's Conference, The Texas Institute of Letters, The Writers' League of Texas, The Writer's Garrett, and the "Great Conversations" dinner gala hosted by the UNT Honors College.

### Upcoming Events:

- Jan. 20 MLK Day – University Closed
- Jan. 23 Task Force Mixer in EESAT, 5 to 7p.m.
- Feb. 8 Library Bootcamp for Journalists, 10a.m. to 4p.m.
- Feb. 19 Journalism Internship and Career Fair
- March 10-16 Spring Break – No Classes
- March 22 NT Daily Reunion, 11a.m. to 2p.m.
- April 16 Celebrate Mayborn Awards Ceremony

## Congratulations to all our 2013 Graduates!



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