

July/August 2014

Mayborn Insider

A green light to greatness.®



Mayborn Conference celebrates 10th year

The 10th annual Mayborn Literary Nonfiction Conference kicks off July 18 in Grapevine, where more than 300 participants will immerse themselves in Narratives on the Cutting Edge: Writing about Science, Technology, Medicine and Innovation. This year's keynote speakers include David Quammen, Lawrence Wright and Sheri Fink. To celebrate 10 years, George Getschow, conference director, and Mayborn tribe workers have put together a collection of highly valued and prized books -- a signed, first edition collection of Larry McMurtry's books, and signed books published from our keynote speakers over the last decade.

This year, you can take a piece of the Mayborn home with you, and participate in the benefit auction to win one of these signed artifacts. Prior to the conference, you can participate in the online auction: <http://historical.ha.com/c/auction-home.zx?redirectOk=1&saleNo=576&type=surl-576>. McMurtry's collection will be auctioned off Saturday night.

the mayborn
literary nonfiction conference

A note from George Getschow:

"It began with a little germ of an idea and it's evolved into something that matters deeply to everyone connected to the conference...love may sound like a strange word. But it's true, at the Mayborn Conference, the love of craft, the love of story, bounces off the walls from the moment the conference gets under way. The Mayborn is a place where people can come together and share their love of storytelling. And that's why we've succeeded over the last decade in creating something special, something enduring, because everyone involved in the conference shares a common belief -- call it as tribal mentality -- that we're all in this together."

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MAYBORN
School of Journalism



A message from the Dean

For some folks, summer is a time to slow down for vacations. At UNT's Frank W. and Sue Mayborn School of Journalism and the Frank W. Graduate Institute of Journalism, the summer 2014 travel season is as busy as I-35 at rush hour.

Did you know Brandee Hartley, our terrific administrative coordinator, is juggling travel arrangements for more than 30 speakers associated with the 10th annual Mayborn Literary Nonfiction Conference July 18-20 in Grapevine and the Mayborn has doubled the number of students studying abroad this summer in London? Thanks to tremendous recruiting by faculty members Peter Noble, Tracy Everbach, Gwen Nisbett and Neil Foote, a total of 36 students are studying abroad in London this summer and another eight are traveling with Thorne Anderson, an assistant professor, to Mexico to strengthen their multimedia storytelling skills.

Closer to home, George Getschow, the Mayborn Conference director and principal lecturer, will take nine students to Archer City in late July to expand their narrative nonfiction storytelling skills. And let's not forget Professor Sheri Broyles, who took 18 students to New York City ad agencies and a Broadway show for Maymester. Yes, experiential learning and our faculty members' commitment to students are just two of the strengths of the Mayborn.

For ambitious students, summer internships have long been an option. I'll never forget my first newspaper internship chasing fire trucks and writing about tourists at Graceland in Memphis for a solid week the year after Elvis Presley died in the 1970s. Fast forward to the Mayborn in 2014, and it's good to see we have more than 30 students working as interns this summer. Some have stayed in the Dallas-Fort Worth metroplex. For example, Matthew Wood is at the Dallas Observer; Rebecca Lex is with KDFW Fox TV plus David Carson and Dexia Smith are with CBS KLRD Radio. Others have taken assignments as far away as New York City. Cora Davis is working as a social media intern at the Freedom Foundation in Selma, Ala. Laura Peavey landed an internship working for U.S. Rep. Michael Burgess in Washington, D.C. Calah Kelley is the first UNT student to work as an intern at CBS Newspath in New York City as part of the CBS Diversity Intern Fellowship Program.

I pray they all represent UNT's Mayborn School of Journalism well and learn lots. In case you haven't heard, internships will be required as part of the Mayborn undergraduate curriculum starting in the fall 2014. Our students will be better because of the experiences and exposures gained on the job.

Onward and upward,



Dorothy M. Bland
Dean



• Archer City Writers Workshop participants this summer include graduate students Lindsey Bertrand, Aaron Claycomb, Gregory Hasman, Michele Leone, Lauren Levine, Mindy Levine and Jo Ann Livingston. The group began meeting in June to begin their writing projects for this literary journalism course, which is taught by

Mayborn writer-in-residence George Getschow. As part of their classwork, they will attend the 10th annual Mayborn Literary Nonfiction Conference before traveling to Archer City to spend a week in workshop in the hometown of Texas author/UNT alumnus Larry McMurtry.

Mayborn receives new director

New faces at the Mayborn this fall include Cory L. Armstrong, Ph.D., who starts Aug. 1 as the journalism faculty director and a professor. She comes here after serving as an associate professor in the University of Florida's College of Journalism and Communications and graduate coordinator in the Department of Journalism.

"This is a fantastic opportunity to work alongside faculty with a strong professional pedigree and in a program that puts students first," Armstrong said. "The atmosphere here is inviting and so much potential exists as we transition into the next phase of journalism education."

"Cory is a top-notch researcher and nationally-recognized professor who brings a strong blend of experience in the academy and professional journalism," said Dorothy

Bland, dean of UNT's Frank W. and Sue Mayborn School of Journalism and director of the Graduate Institute of Journalism. "We are counting on Cory to help move us forward in the digital age and in our quest to become a Tier 1 research university."

Armstrong is the editor of the book "Media Disparity: A Gender Battleground" and has published 29 journal articles and more than 30 conference papers. Her research has focused on race, gender, class and media. She has taught a variety of classes and secured more than \$40,000 in research grants since 2003.

Armstrong participated in the Scripps Howard Academic Leadership Academy and is active in the Association for Education in Journalism and Mass Communication, where she serves on the Standing Committee on Research. She

"This is a fantastic opportunity to work alongside faculty with a strong professional pedigree and in a program that puts students first."

— Dr. Cory L. Armstrong

is associate editor for Mass Communication & Society, is on the Newspaper Research Journal editorial board and is a member of Investigative Reporters and Editors.

Her professional experience includes working for several Ohio newspapers. She earned her Ph.D. and master's of arts degrees in mass communication at the University of Wisconsin-Madison.

Celebrate Mayborn: *The future and beyond*



Each spring, the Celebrate Mayborn awards program is preceded by networking roundtables where students can engage professionals in conversations about media careers. This year's roundtable leaders included Virgil Smith of Gannet Company Inc.; Dawn Taylor of Marketwave; George Foster, Foster Marketing; Kristi Nelson of NBC5 News; Rebecca Gibson of Mary Kay; Scott Baradell of Idea Grove; Brittany Tabor of Denton Record-Chronicle; Trent Walters of Richards Group; and Nick Ricco, Ricco Family Partners. "Making and maintaining connections is what a healthy journalism school should do," said Dean Dorothy Bland, who also expressed her appreciation to Celebrate Mayborn 2014 sponsors Nicholas and Anna Ricco, Coca-Cola Company, Denton Record-Chronicle, Dallas Morning News, Wendi Strong and Angela Smith.

"Making and maintaining connections is what a healthy journalism school should do."

— Dean Dorothy Bland



Students participate in roundtable discussions with media professionals at Celebrate Mayborn.

Mayborn students take on Madison Avenue

Dr. Sheri Broyles and 18 advertising students became New Yorkers for two weeks in May. “It’s always an amazing class,” said Dr. Broyles. “In the beginning they almost want to hold hands to make sure everyone is on the subway. By the end of the two weeks they own the city. You can see them grow with their confidence.”

The class visited top agencies including Grey, 360i, Anomaly, Ogilvy & Mather and Translation. They saw how the Ad Council produces, distributes and promotes public service campaigns and each student sought out two shadowing opportunities to learn about an aspect of the business one on one. They also connected with alumni.

There was more to the class than just the formal visits. Students walked all over, from Times Square through the Soho and Tribeca neighborhoods, across the Brooklyn Bridge and through Central Park. They ate in Hell’s Kitchen, took in Broadway shows, saw the Statue of Liberty, visited Coney Island and viewed the 9/11 Memorial Pools.

What did New York mean to the students? E.J. Stancil said it was “this fantastic opportunity to develop myself not only as a professional, but as an individual as well.” Corina Luna noted, “I know why people say they love New York! What’s not to love!” And Blake Geary said, “I’ve learned a lot about culture and a lot about advertising, but more importantly a lot about myself.”

When you ask Dr. Broyles what she likes most about taking students to New York she states simply, “It changes lives.”

The nine juniors and nine seniors taking part were Ethan Benson, Dayra Espinosa, Blake Geary, Haley Gluch, Jahcarrdi Grant, Jennifer Long, Corina Luna, Olivia Mayes, Shannon McCoy, Jordan Parker, Taelor Pawnell, Hannah Sandle, Marcey Seebaran, Tucker Smith, Lucas Spann, E.J. Stancil, Parnia Tahamzede and Briatni West.

“In the beginning they almost want to hold hands to make sure everyone is on the subway. By the end of the two weeks they own the city.”

— Dr. Sheri Broyles, journalism professor



Mayborn advertising students in New York City.

• Gravitas won Best Media Plan for the third year and placed fourth in the overall Region 10 National Student Advertising Competition. The student ad team includes Austin Allen, Juan Bell, Alex Berry, Kirstin Boatto, Sean Boldt, Leigh Campbell, Stephanie Clausen, Michael Felder, Josue Garcia, Courtney Garza, Jennifer Long, Shena

Ly, Marie Mahanna, Heather Mastrin, Tam Nguyen, Jordan Parker, Hannah Sandle, Willie Sneed, Lucas Spann, E.J. Stancil, Su Tran, Nick Vasilyev, Ali Weiss, Rachel West and Jonathan Woodul. Professor Peter Noble oversees Gravitas; Bill Ford and Dr. Sheri Broyles also serve as mentors.



2014 Gravitas team members and mentors.

Student News & Awards

- Awo Eni, public relations major ('15), served as the UNT Public Relations Student Society of America delegate for the 2014 National Assembly in Charleston, S.C. "Being a part of a pre-professional organization of over 10,000 students gives us a chance to network with our peers and professionals in the field," Eni says. "It also provides us with various resources to be successful in the work that we do as students and as young professionals. By using the resources provided to us by PRSSA National, we can enhance the skills that our teachers at the Mayborn give us in the classrooms."

- The Emerald Eagle Scholar program, which is based upon academic talent and financial need, provides up to four-years of support to participants, including these Mayborn students:

- Journalism majors – Savanna Bragg, Lindsay Byars, Paloma Chamero, Dominic Cheatam, Robert Dominguez, Thomas Greene, Tyler Hennes, Mariam Khan, Chinazo Onwukaike, Bernadette Orona, Samuel Oviedo, Jordan Parker, Sebastien Perez, Janae Pulliam, Tamela Riley, Earl Stancil and Briatni West.

- Pre-journalism majors – Jose Alvarez, Taylor Brown, Miriam Calixto, Skylar Carter, Kimberly Curry, Valarie Gold, Levi Golding, Tiara Green, Mary Gutierrez, Shamyia Henderson, Sabrina Hill, Jhanae Kelley, Valorie King, Solene Le, Tahjeira Lewis, Holly Norris, Joshua Olivares, Kenedi Schroeder, Tristan Sedita, Helen Sowa, Shelby Sprague, Morgan Whittenburg, Chelcee Williams, Joshua Wright and Rance Yordy.



Jason Cress

- The Mayborn has more than 50 students in UNT's Undergraduate Honors Program, including May 2014 graduate Jason Cress of Framingham, Mass., who shares: "I benefitted from the dedication the honors students in the classes had. I also enjoyed the professors who took extra time to teach us valuable concepts and practical applications." As a Mayborn student, he "really enjoyed the main PR courses and learning from an experienced, knowledgeable and friendly faculty. The professors were always kind, helpful and willing to help me excel." Cress encourages student involvement: "Whether that's SWOOP, PRSSA or SPJ, be a part of an organization in your field of study because you sometimes learn a ton more than in your classes."

Cress' Mayborn Favs

- Favorite honors class: Popular Music in American Culture
- Favorite honors teachers: Thomas Sovik and Diane Verrill
- Favorite Mayborn class: Strategic Social Media or anything with Samra Bufkins
- Favorite Mayborn teacher: Samra Bufkins
- Career goal/aspiration: Video promotions/production



Fey Sandoval

- Fey Sandoval, a news-photojournalism major from Dallas, also is in the Honors College. "The honors program has given me the opportunity to explore other fields of studies within my academic plan," she says. "The program allows me to have the freedom to be able to learn about many things and also equips me with a stronger academic background. I fall in love with journalism even more with every class I take ... and every professor influences me in a very positive way. Even if a class is not major-related, you can always learn something new and find a way to make yourself stand out."

Sandoval's Mayborn Favs

- Favorite honors class: Popular Music in American Culture
- Favorite honors teachers: Dr. Ed Dzialowski
- Favorite Mayborn class: Photojournalism
- Favorite Mayborn teacher: Thorne Anderson
- Career goal/aspiration: Freelance photojournalist

Student News & Awards

“Meet the interns, Staci and Kathryn...”

Staci Parks
D Magazine



“D is the perfect environment to experiment with story ideas. The editors want and encourage interns to pitch their ideas... Why not take advantage of this with supportive and experienced editors behind you?”

This summer, graduate student Staci Parks of Deatsville, Ala., ('15) is working as a part-time editorial intern and fact-checker at D Magazine. “Each day I step into D’s 21st-level offices and admire the 360-degree view of downtown Dallas, I’m reminded of how fortunate I am to have this opportunity,” says Parks, whose summer also includes serving as a teaching assistant for JOUR 3321. “I’m learning so much. D takes an invested interest in their interns. In fact, there are several current staff members who are former interns. From what I have observed, this will be the internship I’ve always wanted, as I’m able to see, first-hand, how a magazine of this magnitude is produced as well as how the different departments work together.”

She believes the internship will strengthen her abilities in generating story ideas. “D is the perfect environment to experiment with story ideas. The editors want and encourage interns to pitch their ideas,” Parks says. “Why not take advantage of this with supportive and experienced editors behind you?”

Parks previously interned for The Dallas Morning News during her first semester, when she also carried a full course load and served as a teaching assistant for JOUR 2310.

Kathryn Krevo
dd’s Discounts



Mayborn senior Kathryn Krevo (strategic communications major/fashion merchandising minor/Honors College) is working this summer as an assistant buyer intern for dd’s Discounts, which is a branch of Ross Stores. During her 10-week internship in New York City, she will shadow a buyer and also explore the city, where she aspires to move and work after her graduation this December.

“I am so excited for this unique opportunity and I am very grateful to UNT for helping me get this position,” says Krevo, of Carrollton, Texas. “Ross has an amazing company culture and a great internship program,” says Krevo, of Carrollton, Texas. “I feel like I have a small family away from home. In just the first week, I learned so much. I have gotten so lucky with this opportunity and words cannot describe how excited I am to be here. Ross is a great company to work with and I am excited to see how things will pan out this summer – and hopefully lead to a position in the future.”

This is Krevo’s second internship; her first was serving as a social media intern with the Honors College.

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Faculty News & Research

- Please welcome Traci Wheeler, whose background is in event marketing and media sales, as the marketing specialist or ad sales manager for NT Daily. “She is going to do great things and has already hit the ground running with excellent ideas,” said Jacqi Serie, NT Daily publication director.

- Dr. Tracy Everbach and former graduate student Lori Dann (’13) will present their paper, “Opening the sports closet: Media coverage of the self-outings of Jason Collins and Brittney Griner,” at the AEJMC conference in August.

- Please welcome Gary Ghioto, who will be a lecturer and serve as NT Daily adviser. His experience includes the Arizona Daily Sun, Boston Globe, New Hampshire Public Radio and Pensacola News Journal. He has taught at the University of West Florida and Northern Arizona University. He earned his B.A. in English literature from Plymouth State University and his M.A. in English studies from

Northern Arizona University.

- Also joining us is Meredith Clark, who’s completing her Ph.D. this summer at the University of North Carolina. Clark will be an assistant professor on the tenure track. Her experience includes several North Carolina newspapers and the Tallahassee Democrat. She earned her M.S. in journalism and her B.A. in political science at Florida A&M University. Her dissertation is on Black Twitter.

- Dr. James Mueller’s nonfiction book, “Shooting Arrows and Slingshot Mud: Custer, The Press, and the Little Bighorn,” is a finalist for the High Plains Book Awards, which will be announced in October. His book is also a finalist for the Western Writers of America’s Spur Award, which will be presented this summer.

- Congratulations to Cathy Turner, administrative specialist IV, who has earned her Supervisory Skills

Certification from UNT.

- Dean Dorothy Bland attended the Harvard Institute for Management and Leadership in Education from June 15-27 in Boston.

- Many thanks and best wishes to Kathie Hinnen, lecturer and NT Daily adviser, who retires as a full-time faculty member Aug. 31 and plans to return in an adjunct role.

- Kudos and best wishes to Jennifer Porras, an academic adviser, who resigned May 31 to move to Graham with her fiancé.

- Dean Dorothy Bland has been elected to the Accrediting Council for Education in Journalism and Mass Communications to represent the Association of Schools of Journalism and Mass Communication. She also received a Certificate of Honor in May from the DFW chapter of the National Association of Black Journalists for her service.

Alumni News

- Josh Narofsky (MJ ’10) is now a copywriter with Shoptology, one of DFW’s newest and fastest growing ad agencies. He writes, “We’re in the Business of Building Ideas That Bond.”

- Brad Riddell (MA ’13) has accepted an offer to be managing director of regional communications for Teach For America. “This opportunity would not have been possible without my experience at the Mayborn,” he says.

- Angela P. Smith, the Campus Chat’s first female editor, has a new book out entitled “Steel Drums and Steel Bands: A History.” Here is the link: <http://goo.gl/I2zSrJ>.

- Among the alumni attending the Advertising/Public Relations Mixer at the Universities Center Dallas were Emily Edwards, a digital strategist with Tractorbeam; Alex Arrick, a marketing communications assistant with Bulletproof; Trent Walters, a principal with Richards Group; John Wolfe, associate copywriter with Tracy Locke; and Rashad Assadullahi, a freelance designer.

- Former Mayborn graduate student (MJ ’12) Mike Mezeul II’s combination of time-lapsed photos of April’s “blood moon” eclipse with an image of a field of bluebonnets went viral. The image was seen by 3.5 million people on Facebook alone and Mezeul’s website

received 300,000-plus hits on the first day. Mezeul has since sold prints around the world – as far as Wales, New Zealand, Germany and more. He was featured on news networks nationwide, local newspapers and on the “The Broadcast” morning show in Dallas. See the amazing image at <http://goo.gl/ESfkC5>.

- Krystal Maestas (MJ ’14) returned to Ghana in June, where she is working alongside photographer, Apag Annankra, and also a team from Rockwall, Texas, that’s involved with medical missions and village evangelism. Keep up with Maestas’ adventures on blog <http://girlgonetoghana.wordpress.com/>.

The future is now...

Who says summers are a down time, a time for reflection? For the Mayborn, it's a time for celebrating the best of professional, award-winning writers along with the best of young journalists who will be the storytellers of the future.

The Mayborn Literary Nonfiction Conference celebrates its 10th year. And, from July 17-24, Mayborn hosts its first Multimedia High School Journalism Workshop for 12 top young area journalists eager to learn the art of storytelling from the best in the business. On the first day they will mingle with the best storytellers in the country, while blogging and tweeting reports from the conference. They will be taught college-level writing, photography and editing from Mayborn journalism professors and then use their storytelling skills on multilevel platforms.

Dean Bland and workshop director Dave Tracy selected the MHSJW students for their abilities as high school journalists, their grade point averages and their interests in pursuing careers in journalism.

"All areas of journalism interest me," says Rachel Whitaker of Irving High School, "and I believe this all-encompassing program will be the best way to narrow those areas that will best suit me."

Jordan Gill of Denton High School says, "I have the drive, the passion and the talent to be a successful journalist. I am so excited to jump into this wonderful world of journalism!"

For these young, aspiring journalists, the future is now, at the Mayborn. We're excited to begin the adventure with them.



Upcoming Events:

- July 17-24 - Multimedia High School Journalism Workshop
- July 18-20 - 10th annual Mayborn Literary Nonfiction Conference
- July 18-28 - Archer City class
- Aug. 25 - First day of classes (fall semester)



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Onward and Upward!

themayborn.com