

March/April 2014

Mayborn Insider

A green light to greatness.®



Expanding alumni engagement. In three words, that sums up one of our goals for the year ahead.

That's why I am so thankful to alums like George Foster, class of 1972 and now chief executive officer for Foster Marketing, and Shirley Barr, class of 1955 and owner of Shirley Barr Public Relations, for offering to host the alumni reception in Houston on Feb. 27.

I understand the Mayborn School of Journalism and Graduate Institute of Journalism alumni nation is nearly 5,000 strong, and we have tracked alums as close as Roy Busby, class of 1959 and now associate dean at the Mayborn School of Journalism, and as far as Christena Dowsett, class of 2010 and a photojournalist based in Kenya.

Did you know The Campus Chat and NT Daily Reunion is March 22 from 11 a.m. to 2 p.m. in the General Academic Building's NT Daily Office on the first floor? Alumni, we would love to see and/or hear from you. Feel free to share your favorite NT Daily or Campus Chat memory on the Mayborn School of Journalism's Facebook page. The Celebrate Mayborn reception, sponsored by alumna Tina Young of Marketwave, on April 16 is another opportunity for alumni to encourage and inspire students.

One of the great things about serving as dean is I often get to visit with alums. In early February, I was blessed to have lunch with Barbara Colegrove, a former journalism professor and two of her former students Bill Hobbs, a Department of Defense Overseas Educators coordinator now based in Tyler, and Mary Tatum Taylor. It also was a treat to meet Whitney Kelley, now an English teacher in Plano.

Also, thanks to Paul Recer, an alum who worked for the Associated Press for more than 40 years. For many years, he has made a year-end gift to support a student scholarship. Also, hats off to alumna Sarah Whyman, who now works as the part-time grammar, spelling and punctuation coordinator and tutor at the Mayborn. Thanks to her diligence and dedication, 98 percent of students who took the GSP test passed it last fall.

The Mayborn is stronger because of alumni who give generously of their time, talent and treasures. One idea that I'd like to bring to fruition is creating a mentor network for students, and Steve Soltis, class of 1986 and group director for employee and leadership communication at The Coca-Cola Company in Atlanta, is willing to help lead the Board of Mentors. If you're an alum and would like to serve as a year-long mentor to a student starting in the fall 2014, please email me at dorothy.bland@unt.edu.

Onward and Upward,

Dorothy M. Bland
Dean



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Mayborn News

Barbara Jordan Media Awards



Mayborn will host the 31st Barbara Jordan Media Awards Luncheon on March 20 at UNT's Apogee Stadium in collaboration with the Texas Governor's Committee on People with Disabilities, UNT's Division of Institutional Equity and Diversity and the UNT

College of Public Affairs & Community Service. The event will feature keynote speaker Bob Phillips of Texas Country Reporter.

The Barbara Jordan Media Awards recognize accurate and positive reporting on individuals with disabilities in photographs, print, books, television and online. The award was named in honor of Houston native, U.S.

congresswoman Barbara Jordan, a recipient of the Presidential Medal of Freedom.

This year, Jo Virgil ('94 M.J.), Community Outreach and Information Coordinator for the

Committee on People with Disabilities, is celebrating her 20th anniversary as a UNT School of Journalism alum. Virgil has worked for the governor's committee for five years and also helped coordinate the 2010 Barbara Jordan Media Awards program held at UNT. Sponsorships and ticketing information for the event are available at <http://goo.gl/YPwxIJ>.

Jo Virgil



Students travel to Austin, New York and London

- Mayborn advertising majors have a chance to go to New York to learn from the pros in the advertising industry in New York, a three-credit-hour course offered during the May mini-semester May 11-25. Professor Sheri Broyles will lead the 16 selected students through visits to major agencies, companies and magazines to meet Mayborn alums working in the field. Students will also have an opportunity to shadow professionals in various positions in a one-on-one arrangement, allowing an up-close and personal look at what it takes to make it in the Big Apple. Student applications are being reviewed now.
- The Mayborn in London study abroad program is expanding to include two course options in each five-week summer 2014 semester. Students can choose either International Advertising or British News Media, and classes will be taught by Peter Noble, Tracy Everbach, Neil Foote and Gwen Nisbett. Last summer, Mayborn students

reported on the birth of Prince George and visited the BBC CBS News London bureau, Publicis London, the British Museum and the Museum of Brands. Courses are held at Regents University in the heart of London. The application deadline is March 1. Apply online at the UNT study abroad website: <http://goo.gl/QW1W6U>.

- Mayborn's award-winning advertising team, Gravitas, will compete in the American Advertising Federation's National Student Advertising Competition. The team will be one of 20 universities competing at the district level in Austin April 15-17. The national competition will be held in Boca Raton, Florida in May. Faculty adviser and coach Peter Noble will guide the team of students in developing an integrated communication marketing plan and presenting it to this year's client, Mary Kay, the independent beauty consultant company based in Dallas.

Graduate student Jo Ann Livingston, Dean Dorothy Bland and graduate student Sara Ortega attended the Gender in Media Forum & Dinner hosted by the Dallas Women's Foundation on Feb. 13. The event focused on changing curricula and gendermisrepresentations in media of all types, including social media and television commercials.



Mayborn Conference

Update

the mayborn

literary nonfiction conference

Early Bird Registration Rates

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

The Mayborn Literary Nonfiction Conference is gearing up for a great 10th anniversary conference July 18-20 at the Hilton in Grapevine, Texas. Nearly 30 writers have been booked, and more are scheduled to participate in panels and serve as contest judges. All the details are on the web at <http://themayborn.com>. Here are a few exciting additions to this year's program:

Best American Newspaper Narratives anthology coming soon

May 2014 will see the publication of the Mayborn Literary Nonfiction Conference's first anthology recognizing the best of published longform journalism. Works within *The Best American Newspaper Narratives of 2012* were selected as part of an annual, juried competition established and funded by *Dallas Morning News* Publisher Jim Moroney in coordination with Mayborn writer-in-residence George Getschow. The 2012 anthology includes the three inaugural winners, three runners-up and four notable entries as judged by the awarding panel and

Front cover



announced during the July 2013 conference. Pre-orders can be made online at <http://untpress.unt.edu/catalog/3591>. As Getschow



George Getschow

writes in the book's introduction, "I hope that in reading the collection you'll come to the same conclusion I did: That your

story and my story and all the stories in the collection are part of each other's story – one vast story about what it means to be human."

Multimedia High School Workshop brings future journalists to Mayborn

This summer, Mayborn will host its first Multimedia High School Workshop, a weeklong residential program for high-school juniors and seniors co-sponsored by the Dow Jones News Fund. The workshop includes the three-day Mayborn Literary Nonfiction Conference, where students will tweet and write blogs as they experience some of the best writers in the country. At the close of the conference,

students will continue to UNT for four days of intensive hands-on training, and they will create a multimedia production by the end of the week. The program will be directed by lecturer Dave Tracy. The deadline to apply is April 1. See <http://journalism.unt.edu/mayborn-school-journalism-multimedia-high-school-workshop> or call Cathy Turner at 940-565-2205 for more information.

Faculty & Student Research



Thorne Anderson

- Assistant Professor Thorne Anderson won a Joint UAEM-UNT Research Seed Grant from the UNT Office of Research and Economic Development. The award is for \$10,000 each to Anderson and his Co-Principal Investigator Lenin Martell at the Autonomous University of the State of Mexico (UAEM). Anderson took a group of students to Mexico in June 2013, and the students produced the *HeartOfMexico2013.com* multimedia website. A hard-copy book is in process, to be published by UAEM. In 2014, students will travel to Valle de Bravo in a course

bringing together translation students, visual and print journalism students. “I see this project developing into something even bigger than what it is now,” Anderson said. “It’s an archaeological dig type of model for investigation and attracts the expertise of various fields to collaborate and come together around a central topic. It’s good for journalists to gain deeper understanding of subjects we explore, good for social scientists to learn how to reach a wider audience with their work, and great for translators to get real-world experience.” In the future, Anderson hopes to attract expertise of various fields including sociology and anthropology. Students will receive three-credit-hours for the five-week summer course. “I don’t know of any other project like this that provides students an understanding of narrative storytelling in an international context,” Anderson added. Email Thorne.Anderson@unt.edu for more information.

- *Method 7 Magazine* is a biannual fashion magazine designed and produced by a large team of UNT students across disciplines. Mayborn students including Parnia Tahamzadeh, Alexandra Karen Hall, Kathryn Krevo, Ashley Gongora and James Coreas have participated in the creation of M7M issues. The magazine, a 100-page publication geared toward fashion for all different body types, was founded by junior merchandising student Adriana Solis, who won a \$20,000 first-place prize in the fall 2013 UNT Murphy Center for Entrepreneurship’s New Venture Creation Contest to create Method Seven Enterprises, LLC. View the magazine online at: <http://issuu.com/methodseven>.

- Associate Professor Dr. Tracy Everbach traveled to the “murder capital of the world” in Ciudad Juarez, Chihuahua,

Mexico in fall 2013 to study the role of women journalists in reporting on violent drug wars. What she found was astonishing courage. “It was an honor to meet, interview and follow [the women] on assignments,” Everbach said. Graduate student Samantha Guzman accompanied Everbach and conducted her own thesis research, served as photographer and assisted with translation. “These women were in the trenches, experiencing the fear and danger the public was experiencing during the time,” Everbach said. “They served as a voice for the public and voice for the victims. They showed the human side of what was happening to these communities.” The trip was made possible by a faculty research leave and a competitive UNT grant awarded to Everbach to cover modest travel expenses and allow for an assistant. Everbach’s report and Guzman’s photographs were published in the Nov./Dec. issue of *Quill* magazine, a publication of the national Society of Professional Journalists. View her article, pp. 16-22 online at <http://goo.gl/elOMW1>.



Ciudad, Juarez - Photo by Samantha Guzman

Faculty & Staff News

The Thank a Teacher program sponsored by the Office of the Provost and UNT's Center for Learning Enhancement, Assessment, and Redesign (CLEAR) allowed students to write public notes thanking their favorite teachers. Here are some highlights on student feedback for Mayborn professors:

James Mueller, "It was a pleasure to be in your class this semester. Thank you for your commitment to teaching. Best wishes!" –Hope Watley

Bill Ford, "I just wanted to send a huge thank you to you for being such a wise professor and hard-working role model! . . . You teach us so much about real world experiences and life skills. All of your students will appreciate and be able to apply the knowledge they gain from you." –Sarah Bettis

Nann Goplerud, "You are a wonderful journalist and we are all lucky to have such a knowledgeable professor. But you do more than just teach. Your passion for this business is very inspiring." –Claire Barber

- Mayborn Advisory Board Member William "Bill" Lace ('87 Ed.D.), a longtime administrator and faculty member at Tarrant County College is embarking on a research project to capture the 50-year history of that college. Lace has served as full-time administrator or part-time faculty for TCC for 33 years, so he has seen a lot of that history firsthand. "Community colleges are very special places," Lace said. "They provide educational opportunities to people who otherwise might not have them." Lace is tracing the history of the college through newsletters, reports and documents. His work will be published next year for TCC's 50th anniversary celebration. Lace has also written 54 non-fiction books on a wide variety of subjects for young adults. He speaks each semester in the graduate course Readings in Mass Communication.

- Senior lecturer Bill Ford's first ebook has hit the digital bookshelves: *How to Write a Marketing Plan* was published Jan. 21 online as part of the Advertising Age Essentials series. "I made the commitment to do it, and I sent the editor an outline and the first couple of chapters," says Ford, who started the project in October. "She liked everything I sent so I continued working and sent her the finished book." The 70-page ebook, which is geared toward the small business owner, features material from Ford's lectures as a university professor. This is Ford's third book. His first, *Mascaras*, is about Mexican wrestling

masks and represents research compiled from about 20 trips to Mexico over a three-year period. His second book, *Adphorisms*, is a collection of advertising-related inspirational passages. The book's sales benefit SWOOP, the Mayborn's student-managed advertising and public relations agency Ford oversees.



Noah Bunn

- The *Denton Live* magazine will continue its tradition of providing student-authored content to Denton visitors and tourists under the fresh leadership of editor/adjunct professor Noah Bunn ('11 M.J.) who will bring a strong digital component to the student publication experience. *Denton Live* is produced by undergraduate and graduate students in cooperation with the Denton Convention & Visitors Bureau and its Vice President Kim Phillips. Students interview, write, photograph, learn publishing software and cooperate with Design Director Wendy Moore and Publisher Dean Dorothy Bland.

A circular portrait of Bill Ford, a man with a grey beard and balding head, wearing a dark patterned shirt. He is smiling and holding a tablet computer that displays the cover of his book, "How to Write a Marketing Plan". The portrait is set against a light blue background and is framed by a decorative circular border with a dotted pattern and radiating lines.

Bill Ford

Faculty & Student Research

- Principal Lecturer George Getschow was selected to receive the George Bush Presidential Library and Museum's Outstanding Educator Award, which will be presented April 10 by Mrs. Barbara Bush at the Awards Ceremony of the Education Department in College Station, Texas.

- The Mayborn snagged a gem when it hired Jo Ann Ballantine as marketing specialist, and after five years of excellent service, Ballantine has announced her retirement. In addition to marketing for the Mayborn School of Journalism and Mayborn Graduate Institute, Jo Ann also became the mastermind behind the scenes of scheduling the nation's premier Mayborn Literary Nonfiction Conference, with responsibilities ranging from overseeing design of conference brochures to VIP guest logistics. "She has always been someone in our program who's warm, engaging and caring. The Mayborn conference has wide recognition for that personal touch, and that's Jo Ann's legacy," said George Getschow, conference director. "Mayborn is an intimate gathering of people who care about each other and about

storytelling. It really is a tribe, and Jo Ann understood that. It will be hard to find someone as incandescent as she is." Ballantine holds degrees in journalism and received a Master of Science degree in library science from UNT in 2008. Her retirement plans include volunteering, part-time work on various projects, relaxation and travel.

- Mayborn's Director of Development Brenda Fanara is taking off at the green light, headed for the UNT Division of Advancement, where she accepted a position as data analyst. Her contribution to the Mayborn is lasting, and her positive spirit will be an asset in her future endeavors.

- The Mayborn School of Journalism Undergraduate Advising Team, including Jennifer Porras, Monique Scales and Stephanie Garza, was selected as one of the Outstanding Department Award recipients. The team was recognized at the President's Staff Sack Lunch on Feb. 25 in the UNT Coliseum.

- We sincerely thank Erin Day, who served as assistant director for advising and resigned in December

after six years of excellent service in journalism advising. Day was active in student success initiatives both with the Mayborn and UNT as a whole. She is known for her approachable nature, extensive knowledge of courses and options for students and her incredibly helpful service, as noted by students and peers alike. Since leaving, Day decided to accept an advising position with the UNT College of Business. She provided tremendous service to the Mayborn School of Journalism and its students.

- Welcome to Stephanie Garza, who joined the Mayborn staff in January as academic adviser. Garza earned her master's degree in education in post-secondary administration and student affairs from the University of Southern California in 2010 and her bachelor's degree in music performance from UNT in 2004. She previously worked in UNT's College of Arts and Sciences as an academic advisor, and she was employed at USC's Keck School of Medicine in a variety of roles in student counseling, career advising and admissions.

Journalism/Media/Communication/Design Internship & Career Fair

The internship and career fair was offered to communications students by the Mayborn School of Journalism and the UNT Career Center on Feb. 19 at Chestnut Hall. The fair featured 25 representatives from nonprofits, advertising agencies and more. Students found employers who could offer experience in the form of a job or an internship for summer and fall.



Alumni Updates

• Robert Darden ('78 M.J.) is associate professor of journalism, public relations and new media at Baylor University. He co-founded the Black Gospel Music Restoration Project at Baylor. It is now the world's largest initiative to identify, acquire, digitize, catalogue and make accessible America's fast-vanishing legacy of gospel music vinyl from 1940-70. The project is now working with the Smithsonian's in-progress National Museum of African American History & Culture. It is set to open 2015 at the mall in Washington D.C. Darden

also has a two-volume book coming out from Penn State University Press: "Nothing But Love in God's Water: The Influence of Black Sacred Music on the Civil Rights Movement." Volume I will be released in October.

• Cynthia Izaguirre ('97), WFAA News 8 Daybreak anchor, was promoted to replace longtime late news anchor Gloria Campos. Izaguirre will also add anchor duties for News 8 at 5 when she takes over for Campos in March.

• David Wachanga ('04 M.J.) received tenure at the University of Wisconsin-Whitewater and welcomed a new baby girl into the family. Wachanga will be speaking about his documentary, *Ali Mazrui: A Walking Triple Heritage*, at Princeton, Rutgers and Columbia in March.

• Holly Dutton ('09) is now working as a photojournalist in New York. She covers commercial and residential real estate in the city for real estate trade paper *Real Estate Weekly*. Her freelance work includes photography for the magazine *The Wild*

and weddings. While attending the annual Real Estate Board of New York banquet on January 16, Hansen had her photo taken with new mayor Bill de Blasio.

• Renee Hansen ('13) recently began reporting for Community Impact Newspaper. Renee covers Grapevine, Colleyville and Southlake and works with the Frisco branch paper.

• Megan St. John ('13) is now a public relations and corporate communications coordinator at Brinker International.

Alumni make A-list in Advertising Age magazine

Mayborn alums are making a difference at four of the top five ad agencies named in the Advertising Age A-list, released in early February. Valeria Sosa ('11) is an account manager at Ad Age's number-one Agency of the Year, Grey, a 96-year old company that has rebuilt itself with steady wins over the last six years and longtime management of brands including Canon, Energizer and Aquafresh. Elise Wyatt ('08) is a planner for the number-three agency, 360i, the company behind the hugely popular 2013 Super Bowl Oreo tweet "You can still dunk in the dark." Graham Douglas ('05) was creative director/writer for the number-four agency, Droga5, where he led a number of highly successful campaigns for Spotify, Adidas, Sony, Ford, UNICEF and others. Katy Alonzo ('08) and Anthony Falvo ('05) work for the number-five agency, Anomaly, which has led successful campaigns for Budweiser and Converse sneakers. View the list online at <http://goo.gl/DUibxo>.

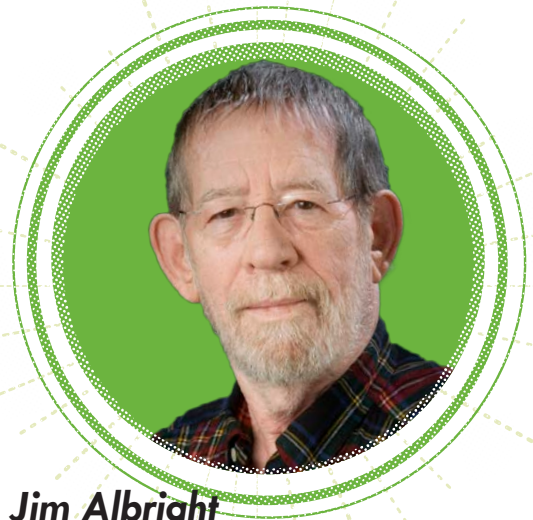


Goobye, winter ice. Hello, sunshine.

Help students succeed through scholarships ● ● ● ●

The Mayborn School of Journalism is offering 21 scholarships for students to attend college at UNT, and some of these include multiple gifts. It is only through the generosity of family, friends and alumni that Mayborn can continue funding this endeavor. One scholarship on hold this academic year is the Jim Albright Memorial Scholarship. This fund was created to honor a former Mayborn faculty member and longtime advertising copywriter. Jim died in 2012.

If you had Jim Albright as an advertising professor, you may want to consider a special gift to this fund to assist potential advertising students become bright stars in the ad business. Please connect with Dean Dorothy Bland at dorothy.bland@unt.edu to arrange a contribution.



Jim Albright

Upcoming Events:

- Feb. 27 - Meet the Dean (Houston and San Antonio)
- March 1 - Mayborn Spring Preview Day
- March 22 - The Campus Chat & NT Daily Reunion
- April 16 - Mayborn Board of Advisors Meeting
- April 16 - Celebrate Mayborn
- May 9-10 - Spring Graduation
- July 17-24 - Mayborn Multimedia High School Workshop
- July 18-20 - Mayborn Literary Nonfiction Conference



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Onward and Upward!

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