

Mayborn Insider

A green light to greatness.®



First, I want to congratulate the spring 2014 graduates!

As the spring semester draws to a close and summer approaches, I am amazed at how quickly my first year as dean flew by.

In the spirit of fun, I've been called the "Dancing Dean" as well as the "Evil Bean Counter," because I value accountability and assessment. The lyrics from Janet Jackson's "What Have You Done for Me Lately?" bounce in my head.

As June 1 marks my one-year anniversary at UNT, below is a quick recap of highlights from the 2013-2014 school year .

The Mayborn has...

- Raised \$100,000+ for the Frank W. and Sue Mayborn School of Journalism and Graduate Institute of Journalism. Thanks to Anna and Nick Ricco, Tina Young, Joe Dealey Jr., Theresa Gage, Bill Lace, Lee Hanock and Bill Patterson of the Denton Record-Chronicle for generous multi-year pledges.
- Increased scholarship commitments, including the endowed Charles and Madge Dameron Journalism Fund Scholarship. Did you know we announced more than \$140,000 in scholarship commitments for the 2014-15 school year at Celebrate Mayborn in April?
- Placed the Mayborn Literary Nonfiction Conference on stronger financial footing by raising prices and expanding the number of "asks." In the famous words of musician Stevie Wonder, "If you don't ask, you don't get."
- Expanded industry, alumni and community outreach efforts, including signing the eighth year agreement for our students to produce Denton Live on multiple platforms as a partnership with the Denton Chamber of Commerce. Did you know we hosted the Barbara Jordan Media Awards Luncheon on March 20 as well as the NT Daily and Campus Chat Reunion on March 22?
- Secured a Dow Jones News Fund grant to launch our first Multimedia High School Workshop, which will run July 17-24, in collaboration with the 10th anniversary of the Mayborn Literary Nonfiction Conference.
- Expanded our research and grant writing profile as well as interdepartmental collaborations. Kudos to Thorne Anderson for securing a \$20,000 grant to Mexico this summer.
- Increased the number of students entering contest and receiving awards. This school year, our students have earned 35 awards including the Mayborn Magazine earning the Society of Professional Journalists' top Mark of Excellence Award for Region 8 and the Texas Intercollegiate Press Association Overall Excellence Award.

Onward and upward,

Dorothy M. Bland
Dean



Mayborn News

UNT Outstanding Student Honors

On April 4 Mayborn joined UNT in honoring students and professors at the 65th annual UNT Honors Day Convocation, a university-wide honors event held in Winspear Hall at the UNT Murchison Performing Arts Center. In a room full of influential people across campus, 18 Mayborn graduate students and 20 undergraduate students, including six in the news and 14 in the strategic

communications disciplines, were recognized for excellence by Dean Bland and President Smatresk. In addition, Dr. Roy Busby, associate dean of the Mayborn, was a recognized faculty member, and Samra Bufkins, Mayborn lecturer, received the SGA Honor Professors Award, both student-selected honors. See our awards page at <http://journalism.unt.edu/mayborn-awards-2014>.

NT Daily and Campus Chat Reunion

Alumni of The North Texas Daily and Campus Chat gathered March 22 for a college newspaper reunion, the first in more than six years. More than 50 former staff members attended along with several past faculty advisers.

The Mayborn is already looking ahead to the next reunion, which will coincide with the college newspaper's 100th anniversary in 2016.

To see video interviews from the event, visit <https://vimeo.com/90717652>, and check out the Mayborn's Flickr photo album, too: <http://goo.gl/r6jeVA>.



A promotional flyer for the "Campus Chat and NT Daily Reunion". The flyer features a green header with the text "A green light to greatness." and "MAYBORN School of Journalism UNT". The main text is written in a handwritten style on a piece of lined paper: "Campus Chat and NT Daily Reunion" and "Celebrate 98 years of edits." Below this, it says "Where: NT Daily office - GAB117", "When: March 22, 11a.m. - 2 p.m.", and "Food? Of course. Finger foods and drinks." The flyer also includes a picture of a coffee cup and a newspaper clipping with the headline "Bridgroom Takes..." and another clipping with the headline "The North Texas...". At the bottom, there is a logo for "NT DAILY".



Mayborn News

Keynote Speakers



David Quammen



Lawrence Wright



Sheri Fink



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 themayborn.com.

Don't miss this year's conference. Register now.

Celebrate Mayborn

Each April Mayborn students, alumni, media professionals, faculty, staff and friends of the Mayborn will gather at the UNT Gateway Center for Celebrate Mayborn, an

annual networking and awards ceremony event. Celebrate Mayborn 2014 handed out more than forty scholarships totaling \$140,000.



This year's theme: The Future and Beyond.



Student Testimonial

"Thank you, Dr. Foote, for encouraging us to go to the Internship/Career Fair earlier this semester! I will be working with Social Media Delivered virtually from San Antonio, and by the end of my internship will receive the Social Media Business Equation Certification, a \$2,500 value."

— Sydney Wilburn

Faculty & Student Research

The Hero's Journey



More than two-dozen writers, editors, media personalities, and book lovers gathered in Santa Fe, NM on March 17 to hear Mayborn graduate Eric Nishimoto ('13 M.J.) read portions of his manuscript

detailing the remarkable World War II story of his uncle Arthur Nishimoto's service in the segregated Japanese-American regiment known as the 442nd, a narrative titled "The Hero's Journey."

The event marked the close of Nishimoto's tenure as the third Mayborn Fellowship in Biography. The annual fellowship offers a creative residency in Santa Fe in a casita at the home of biographer James McGrath Morris. Nishimoto's student accomplishments include a Society of Professional Journalists Mark of Excellence award, Texas Intercollegiate Press awards for feature writing and illustration, and a Texas Associated Press Managing Editors community service award as part of an in-depth reporting team from the Mayborn.

Association for Education in Journalism & Mass Communication Midwinter Conference Feb. 28 -March 1

Gadley/Fuse attend Conference

Shawn Gadley and Dr. Koji Fuse attended the midwinter AEJMC conference to present Gadley's thesis paper, titled "Hip-hop's Tanning of a Postmodern America: A Longitudinal Content Analysis of Paradoxical Juxtapositions of Oppositional Identities within U.S. Rap Song Lyrics, 1980-2013."

Assistant Professor Gwen Nisbett also presented a paper on college community newspapers:

"Creating community or alienating readers? The role

of community in newspaper readership" Gwendelyn S. Nisbett (UNT) & Lindsey A. Harvell (Southern Utah University).

Nisbett also attended the Eastern Communication Association Conference in Providence, RI April 23-27 and presented a paper on the political uses of Facebook during the 2012 election:

"Framing and Sensegiving in Online Politics: An Evaluation of the 2012 Presidential Campaign Facebook Messages" Stephanie G. Schartel (University of Oklahoma) & Gwendelyn S. Nisbett (UNT) and provided a section on the politics of sports in a short course on Sports Communication Theory.

Student News & Awards

- Mayborn magazine, an annual 80 page publication produced by graduate students in cooperation with the Mayborn Literary Nonfiction Conference added 12 awards to its amazing track record for a total of 34 awards in its first six years.

- Several Mayborn Graduate Institute of Journalism students were recognized for 2013 work during the Society of Professional Journalists Region 8 (Texas and Oklahoma) Conference held March 28 in League City, Texas. Winners advance to the national competition.

Mayborn magazine was honored with the first place

award of Best Student Magazine. Graduate students G. Morty Ortega ('13 M.J.) took first place in the Nonfiction Magazine Article category, and Christian McPhate was named a finalist in the Nonfiction Magazine Article category.

Other winners included: Adrian O'Hanlon, Newspaper Sports Writing, and North Texas Television winners Blane Skiles, Television Breaking News; Taylor Lindholm, Television Sports Reporting; and Aaron Greene, Blane Skiles, Brianna Whaley and Katelyn Murray, Best All-Around Television Newscast.

Student News & Awards



Mayborn Magazine Awards:

2013 Best Student Magazine, Society of Professional Journalists

2013 Sweepstakes (in Magazine), Texas Intercollegiate Press Association

- Mayborn swept the competitions in the 2014 Texas Intercollegiate Press Association awards in categories from radio news writing to general magazine, and from feature photography to best blog and television commercial, including 11 first place, 7 second place, 5 third place and 3 honorable mention winners. See our awards round up at <http://journalism.unt.edu/mayborn-awards-2014> for a full list of SPJ & TIPA winners.

- Kappa Tau Alpha inductees include Elizabeth Boyle, Carli Chapman, Lauren Frock, Sanette Ludick, Annette Nevins, Monique Scales and Earl (EJ) Stancil.

Hats off to the newest Phi Kappa Phi inductees from the Mayborn School of Journalism and Graduate Institute of Journalism: Samantha McDonald, Annette Nevins, Joshua Perry, Sammy Young and Monique Scales.

- Calah Kelley, a broadcast journalism student from Cedar Hill, will be UNT's first student to participate in the CBS News Intern Fellowship Program in New York City. The program is part of CBS News' national diversity initiative. Kelley is one of six fellows from across the nation selected by CBS. Each fellow will receive a stipend of \$6,500 and work as a full-time paid intern with the news network from June to August 2014.

- Student photographer Jun Ma received an eighth-place certificate in the William Randolph Hearst Foundation's Journalism Awards Program, in which

105 undergraduate journalism programs at universities across the nation are eligible to participate in the Multimedia Enterprise Reporting category.

- Graduate student Amelia Jaycen won the Arctic Journalism Internship Award from the Barents Observer in Kirkenes, Norway. The nationally competitive, five-week internship is awarded to two American students each year and jointly sponsored by the Royal Norwegian Embassy in Washington, D.C., and the U.S. Embassy in Oslo.

- Student work produced during the 2013 Heart of Mexico project won top awards in National Press Photographers Association (NPPA) competitions and the Camayak Student Media Competition. Please visit <http://journalism.unt.edu/2013-heart-mexico-project> for the complete list of Mayborn winners.

- The winner of the 2014 Ricco Media Ethics Award Scholarship is Mayborn graduate student Staci Parks. Her essay is titled "The Thin, Gray Line: Journalists' Ethical Struggle with Naming Victims of Sexual Assault." Parks discussed her work as a crime reporter for the Monroe Louisiana News-Star and a story on sexual assault. "The Ricco Ethics Award Scholarship is another example of how the Mayborn continues to shape its students through opportunities," Parks says. "I'm honored to be named a recipient."



Staci Parks, Ricco Media Ethics Winner

Faculty & Staff News



Kelly Briggs, Marketing Specialist

- Kelly Briggs, Mayborn's new marketing specialist, comes to UNT after working as an advertising manager and corporate communications manager for the Dallas Stars. She has experience in social media marketing, media planning and placement, event planning, project management, copywriting, content development and broadcasting. She has also worked with Susan G. Komen for the Cure, Citadel Media, Radio Disney, KZPS, and CBS Radio. Briggs is a Denton native, attended UNT and earned her bachelor's degree in speech communication from Metropolitan State University in Denver.

- Professor Tracy Everbach attended the International Symposium on Online Journalism at the University of Texas at Austin. The annual event, which drew nearly

400 participants from 42 countries, convenes scholars and professionals to discuss emerging trends in the media world. A panel on ethics, moderated by Tom Rosentiel, executive director of the American Press Institute, debated whether long-held ethical standards in journalism present a method of resistance to change or remain a critical foundation for the profession. Another discussion on entrepreneurial journalism highlighted ways to build innovative media outlets in the digital age and concentrated on millennials' distrust of mainstream media and corporations. A third focus was emerging journalistic practices in the digital age, including journalism products developed by NGOs such as Human Rights Watch and Amnesty International, and research on how technology is changing sports journalism.

- A hearty congratulations to Stephanie Garza, who has been promoted to an Academic Adviser III. She will oversee the academic advising team and serve as the senior academic adviser for the Mayborn School of Journalism's undergraduate program.

- Writer-in-residence George Getschow received the George Bush Presidential Library and Museum's Outstanding Educator Award from former First Lady Barbara Bush on Thursday, April 10, 2014. The ceremony was held at the George Bush Presidential Library and Museum in College Station, Texas. The awards show "appreciation for consistently supporting the enrichment and creativity of students through outstanding dedication, inspiration and encouragement."

Mayborn Photojournalism Gallery

The Mayborn Photojournalism Gallery installed in the Mayborn conference room and the dean's suite features 26 prints from student photographers and alums. "We're all about highlighting great student work, and what beautiful work it is!" Dean Bland said. The exhibit was curated by assistant professor Thorne Anderson and the prints were produced by photography consultant Junebug Clark. Student volunteers Maggie Saucedo and Christina Ulsh assisted with installation of the exhibit. The selected

photographs were also used in a lively class discussion in Anderson's photography class.

Students whose work is included in the exhibition are Ryan Bibb, Christena Dowsett, Danny Fulgencio, Mikel Galicia, Spike Johnson, Stephen Masker, Mike Mezeul II, G. Morty Ortega, Kyle Phillips, Roberto Rodriguez, Chip Somodevilla and Brandon Thibodeaux.

Alumni Updates



Graham Douglas receives Distinguished Young Alumni Award.

- Mayborn alum Graham Douglas ('05 B.A.) spoke at the 2014 UNT Alumni Awards ceremony April 11, where he was awarded the Distinguished Young Alumni Award. The annual awards are presented by the UNT Alumni Association and UNT Vice President for Advancement in honor of those who have made a great impact in society and industry as well as impacting the UNT community. Douglas was named one of Forbes 30 Under 30 in Marketing and Advertising, led a campaign named one of TED's 10 Ads Worth Spreading and revolutionized the bone marrow registry with a campaign combining bandages with donor kits.

- Graham White ('12 M.S.) is now a writing consultant for Big Thought, writing stories for the website, e-newsletters and various education outlets focusing on strategic and creative writing.
Angela Smith

- Angela Smith ('67 B.A.) released her book, "Women Drummers: A History from Rock and Jazz to Blues and Country." Smith is also a participant in the Mayborn's mentor program, where alums are connected to current students to help bridge the gap from dreaming to doing.

- Rick Gershon ('05 B.A.) won third place prize in multimedia in the World Press competition for a 38-minute video about dementia.

- Mayborn alumna Katrina Gutierrez ('09 B.S.), photojournalist for WFAA-TV, Channel 8, is shown with Mayborn Associate Dean Roy Busby at the

NCAA Final Four. Busby and his wife, Jo Ann Ballantine, former Mayborn marketing specialist, served as hosts for NCAA team members and got to see Mayborn alums in action at the event.



- The UNT Foundation hosted its second annual Emerald Eagle Honors: Recognizing a Lifetime of Contributions to the American Landscape event March 5 at the Morton H. Meyerson Symphony Center in Dallas. The 2014 honorees included actor and Academy Award nominee Peter Weller; actress, former sportscaster and 1971 Miss America Phyllis George; and Pulitzer Prize-winning novelist and Academy Award-winning screenwriter Larry McMurtry. The event also serves as an opportunity to recognize students selected for the Emerald Eagle Scholars program, which provides each with four years of support based on financial need and high academic abilities. More than 40 Scholars are enrolled as journalism or pre-journalism majors with the Frank W. and Sue Mayborn School of Journalism.

May 2014 Graduation ● ● ● ● ● ● ●

Undergraduates completing their bachelor of arts degrees in May 2014 include 74 students: 27 in news and 47 in strategic communications, each celebrating the completion of their training at Mayborn and the beginning of their impact on the media landscape beyond.

Mayborn graduate students completing master's of journalism degrees in May are Zixian Chen, Mearl Colaco, Christian McPhate, Krystal Maestas, Annette Nevins, Marisa Thomson, Jia Zhao.

Master's of arts degrees and theses include:

Miyoung Chong, "A Cross-Cultural Textual Analysis of Western and South Korean Newspaper Coverage of North Korean Women Defectors and Victims of Human Trafficking;"

Shawn Gadley, "Hip-hop's Tanning of a Postmodern America: A Longitudinal Content Analysis of Paradoxical Juxtapositions of Oppositional Identities within U.S. Rap Song Lyrics, 1980-2013;" and

Samantha Guzman, "En la Frontera Entre la Vida y La Muerte: A study of Women Reporters on the U.S.-Mexico Border;"



Upcoming Events:

May 9-10 - Spring Graduation

July 17-24 - Mayborn Multimedia High School Workshop

July 18-20 - Mayborn Literary Nonfiction Conference

June 15-27 - Dean Bland to Harvard Institute for Management and Leadership in Education



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Onward and Upward!

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