

Sept./Oct. 2014

Mayborn Insider

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Read more on Mayborn alumnus Michael Felder (center) on Mayborn News, page 6.

File photo/May graduation

Eight Mayborn grad students and 12 undergrads earn degrees in last UNT summer commencement

If you were planning to walk across the stage for commencement in August 2015, plan to do it in the spring 2015 or fall 2015 instead.

UNT President Neal Smatresk has announced that there will no longer be a summer commencement exercise.

For the record, here's the list of students who earned master's degrees in journalism in August: Anna Desiree Cousineau, Alicia Contreras Auping, Caeli Nicole Chapman, Amber Morgan Freeland, Ndukaku Uba Okereke, Sara Francis Ortega, Monique Scales and Jason Yang. Cousineau was the only grad student in the group with a thesis. Her thesis title is *"Madness" in Media: How Can Print Journalists Better Report on Mental Illnesses?*

Here's the list of the students who earned bachelor's degrees in journalism in August: Kirstin Boatto, William A. Darnell, Liana Katrin Demaret, Allison LeAnn Hansell, Kyle Lindsay Kehrwald, Cornia Luna, Shannon Nicole McCoy, Tanja Mihajlovic, Alexandra Smith, Willie James Sneed Jr., Lucas Spann and Michael Ebabu Zewdu.

You can view photos from the last August commencement here: <http://goo.gl/BQuib3>.

The fall 2014 commencement is scheduled for Dec. 12-13. For planning purposes, the UNT spring 2015 commencement will be May 15-16 and the fall commencement will be Dec. 11-12.

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Letter from the Dean

Save the date of Oct. 7 for National News Engagement Day and check out www.newsengagement.org.

Whether you're a student, faculty member, staffer, alum or other supporter, I encourage you to get involved that day. Feel free to post on Facebook and Twitter how you are using that day to help others with news literacy. As an incentive for student groups, I will host a pizza party for the student group in the Frank W. and Sue Mayborn School of Journalism with the most posts focused on a news engagement project. If you'd like to see what others are doing, across the nation, please go to <http://www.pinterest.com/aejmc/national-news-engagement-day-how-to-engage-with-ne/> or simply create your own activity and send it to aejmcwebsite@aol.com for posting. Students are encouraged to post links, photos and video of their projects at <https://www.facebook.com/MaybornUNT> or <http://twitter.com/MaybornUNT>. Don't forget to hashtag it: #newsengagementday

The National News Engagement Day was just one of the topics discussed at the Association for Education in Journalism and Mass Communication Conference held in Montreal in August. The annual conference is an opportunity for many journalism educators to get revived and energized as sessions ranged from "What's Old is New Again: Literary Journalism's Modern Renaissance" to "Where the Jobs Are Now." Yes, digital, data and entrepreneurial journalism are hot topics, too.

The Mayborn was well represented at the annual conference by faculty and alums. Kudos to Professor Sheri Broyles, who moderated a teaching workshop session on "Innovation in Advertising Education" and spoke about student agencies on Aug. 5.

Associate Professor Tracy Everbach earns the AEJMC conference productivity prize as she organized the Lillian Lodge Kopenhagen Fellows Pre-Conference Workshop and moderated a workshop session titled "Finding Your Leadership Voice in the Academy: A Workshop for Women Faculty" on Aug. 5. I served on that panel as well as a panel on the "The Future of Journalism" on Aug. 6. Everbach also served on a panel titled "Reporting on Gender Violence – Ethical Considerations." She joined alumna Lori Dann, who now teaches at Eastfield College, to present a paper, "Promoting Sports Networks' Interest Through Hybrid Messages: A Study of Sportscenter and Fox Sports Live" on Aug. 6. Everbach spoke during the "Ethnic Media in North America, Political Rights & Community Participation" research panel as well as the panel titled "Is Leaning in Sufficient? Or is This the Same Old Story of Blaming the Victim" on Aug. 7.

Journalism Director and Professor Cory Armstrong moderated a panel titled "Hearth and Home Revisited: Where are the Women Now?" on Aug. 7, and she spoke during a refereed paper research session titled "En-gendered in Social Media Ecosystem" on Aug. 9. She also serves on AEJMC's Elected Standing Committee for Research.

UNT alum Shawn Gadley and Associate Professor Koji Fuse made a presentation for the Entertainment Studies Interest Group about their paper, "Postmodern Hybrid Identities: A Longitudinal Content Analysis of U.S. Top-Chart Hip-Hop Song Lyrics, 1980-2013."

It's interesting to note that about 600 of the estimated 2,200 conference participants tweeted. To see more conference highlights from yours truly, follow me on Twitter @dbprof and look for #aejmc14.

Onward and upward,



Dorothy M. Bland
Dean



Dorothy Bland, dean

Mayborn News



Dr. Cory Armstrong, Mayborn director

• Welcome, Dr. Cory Armstrong! Mayborn's new faculty director is also a professor and leader in research focused on race, gender, class and media. Armstrong serves on the Standing Committee on Research at AEJMC, is on the Newspaper Research Journal's editorial board, and is editor of the book "Media Disparity: A Gender Battleground."

• Earlier this year, Dean Dorothy Bland established three new undergraduate scholarships as part of UNT's We Care We Count campaign. The awards of \$1,000 each are funded by the Dean of the Frank W. and Sue Mayborn School of Journalism and UNT President Neal Smatresk.

The First Generation Student Diversity Champion Scholarships are for first generation undergraduate students, with awards in three disciplines: journalism, advertising and public relations. The first recipients of this new award were announced this summer. Winners are:

- Calah Kelley, senior broadcast journalism student from Cedar Hill.
- Helen Hernandez, junior public relations students from Amarillo.
- Nate Ryckman, junior advertising student and former SWOOP president from Plano.

Congratulations to the first three winners of this new scholarship program!

• Mayborn graduate student Staci Parks will serve as the journalism senator at UNT's Graduate Student Council for the 2014-2015 school year. She can be contacted at StaciParks@my.unt.edu

• UNT's Frank W. and Sue Mayborn School of Journalism Dean Dorothy Bland was selected to attend the Harvard Institute for Management and Leadership in Education June 14-26. She earned the competitive position as one of 109 higher education leaders chosen from across the nation and the globe to attend the intensive two-week workshop.

The program focuses on mastering new approaches to leadership, meeting current and future challenges, evaluating the impact of changes in the higher education competitive environment, aligning resources, and evaluating program initiatives and alliances.

Bland recommends the program to all new deans and other key administrators. "You'll learn a lot about yourself and higher education. It was a tremendous global networking opportunity and an intense learning experience that far exceeded my expectations."

Bland joins a list of senior-level UNT administrators who have attended the Harvard Institutes for Higher Education program in the last five years. Support was provided by UNT, the Frank W. & Sue Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute.

• Keith Shelton spoke at the Sixth Floor Museum at Dealey Plaza July 12 as part of the museum's Living History Program. Shelton had a 23-year career at UNT and returns this fall as an adjunct professor at Mayborn to teach a Reporting of Public Affairs course.

In 1963, Shelton was working as a political reporter for the *Dallas Times Herald* covering President Kennedy's trip to Texas. His assignment on Nov. 22 was to cover Kennedy's speech at the Dallas Trade Mart. He was onboard a press bus when he heard shots ring out in Dealey Plaza.

After the president was shot, Shelton's bus continued on to the Trade Mart where he later learned of the president's death. He spent the rest of the day reporting a very different story. He also covered the trial of Jack Ruby in 1964.

At the anniversary event at The Sixth Floor Museum this year, Shelton shared his recollections of covering Dallas the day the president was shot and other insights from his career as a newspaper reporter for the *Lawton (Okla.) Constitution*, *Wichita Falls Record-News*, *Dallas Times Herald*, and managing editor of the *Denton Record-Chronicle*.

Mayborn News



Two Mayborn graduate students were among the 2014 Ten Spurs winners: Lindsey Bertrand (right) won 1st place and \$3,000 for her reported narrative, “What Remains,” and Morganne Cameron (left) won 3rd place and \$1,000 for her reported narrative, “Baked.”

the mayborn literary nonfiction conference

The 10th Annual Mayborn Literary Nonfiction Conference was a great success! “Narratives on the Cutting Edge” brought old friends and new together at the Hilton Executive Lakes Conference Center in Grapevine on an unusually cool July weekend to talk about the craft of writing, give awards to the best submissions and celebrate the Mayborn legacy.

Friday night at Austin Ranch culminated in a lively performance by the Austin-based band Who Do, led by keynote speaker Lawrence Wright. Saturday’s Literary Lights ceremony and dinner was spiced up with a live auction of signed first editions of Larry McMurtry’s books and an online auction of first editions by past Mayborn speakers. The auction raised \$7,400 net.

The Best American Newspaper Narrative Contest, now in its second year, received submissions from newspapers across the country and honored the work of three great reporters with cash awards plus three runners-up and six notable narratives. The winning reports will be published in next year’s edition of the “Best American Newspaper Narratives of 2013.”

In a historical step, publisher Viking/Penguin Group released Doug Swanson’s book, “Blood Aces: The Wild Ride of Benny Binion, The Texas Gangster Who Created Vegas Poker,” during the Mayborn Conference; the author was available to sign copies and also spoke on a panel about his research for the book.

The 2014 conference also launched the first Multimedia High School Workshop, which saw 12 students attending the conference including a week of multimedia training with Mayborn’s Dave Tracy and other faculty.

Mayborn extends many thanks to our 30-plus speakers and panelists for sharing details and secrets of their craft and intimate time with our conferees and also thanks to our moderators, judges and workshop leaders who have helped push the Mayborn to the top over the last decade by bringing their great insights to the table.

Hats off to Kelly Briggs, Mayborn marketing specialist, for coordinating the event after joining the Mayborn just a few months before the conference. And a big Texas thank you to all Mayborn staff who contributed in large ways and small to make the anniversary conference memorable!

Plans are already in the works for the 11th annual Mayborn Literary Nonfiction Conference. The 2015 theme will explore the growing divide between the rich and poor in America. We look forward to gathering the tribe in North Texas again next year! See you there!

Student News & Awards

“Meet the interns, Calah and Jennifer..”



Mayborn senior Calah Kelley is the first Mayborn student intern at the CBS network in New York. She earned the distinction through a competitive application process that drew applicants from across the nation vying for the CBS Diversity Intern Fellowship Program.

“You’re in New York City working with some of the best journalists in the world and all these doors are open,” she says.

Calah lived in New York during June and July, working for CBS Newspath, a video exchange network for correspondents and CBS affiliates across the nation. She also shadowed Scott Pelley and Michelle Miller of CBS Evening News and formed a relationship with Jericka Duncan on “Money Watch.”

Calah assisted on shoots, logged video, wrote stories, did her own shoots with a photographer, performed stand-ups, and practiced on professional news sets, studios and automatic teleprompters.

She says she was well prepared to work in the newsroom, shoot video, edit, and write as well as the correspondents she met.

“The Mayborn program is definitely preparing our students for this field in the right way,” Calah says.

She also worked with a student team to produce a feature segment in a one-week video race. Their production, “Let the Good Times Roll” about the resurgence of roller skating in New York and beyond, was the summer 2014 winning intern project.

“I just hope I did my job well and that I opened up doors for other UNT students to do this program. I would definitely recommend CBS,” she says. “It’s one thing to intern at a small station, it’s another to be at a network with all these different parts – Newspath, the live news center, broadcast floors, marketing floors – and see how it all works, from top to bottom.”

Second-year graduate student Jennifer Nasser of Oxford, Miss., worked full-time as a senior editorial intern this summer for CURE Media Group in Dallas. This is the second internship with CURE for Jennifer, who learned of the opportunity through an undergraduate faculty contact. In addition to gaining additional experience with integrated communications this summer, her duties included fact-checking content for CURE magazine, a national quarterly cancer publication.



“I truly love what I do here because I learn something new every minute...I definitely want to be in the health industry, whether it’s for a publication, media relations, or marketing.”

“I truly love what I do here because I learn something new every minute,” says Jennifer, who has developed a project, Cancertainment, which she is working on with the magazine’s managing editor. “We’re focusing on how cancer is portrayed in the storytelling business. This is a great time for it with movies coming out like ‘The Fault in Our Stars’ and TV shows like ‘Chasing Life.’ We’ll be doing blogs, surveys and story submissions from cancer patients, survivors, and caregivers.”

Jennifer says of her aspirations: “I definitely want to be in the health industry, whether it’s for a publication, media relations, or marketing.”

Alumni Updates



- Barbara Colegrove, retired UNT journalism professor, celebrated her 85th birthday with former students this July. (Pictured above, front row, center.)

- UNT alumnus Bill Perkins is managing partner and co-founder of Potomac Communications Group, which is based in Washington, D.C. Perkins recently made a visit to Texas to celebrate the July 26 birthday of Barbara Colegrove, who he praises as “one of my best professors at UNT.”

- Congratulations to Farrah Cox, a UNT alumna and executive director, global practice leader and digital leader for Golin, who’s been honored in PR Week’s 40 under 40 to watch list. Read more at <http://www.prweek.com/article/1302842/farrah-cox-40-40-2014>.

- UNT Mayborn alumnus Michael Felder is a production artist at Ziosk, which makes interactive tablets for the restaurant industry. “I use the skills I was taught over at the Mayborn every day, through the Adobe Creative Suite,” Felder says. “I’m responsible for maintaining menu updates and changes for multiple franchise restaurants, including Olive Garden, Chili’s and more.”

- Congratulations to UNT Mayborn alumna Rebecca Hoeffner Smith (MJ ’10), who has joined Tyler, Texas-based

Next Step Community Solutions as its coalition coordinator.

- UNT Mayborn alumnus Shawn Gadley (MA ’13) and Dr. Koji Fuse attended the AEJMC conference in Montreal. (Pictured above.)

- Dean Dorothy Bland and UNT Mayborn alumna Lori Dann (MJ ’13) of Eastfield College were also at AEJMC in Montreal. Dann presented a paper with co-author Dr. Tracy Everbach at the conference.

- UNT alumnus and 2007 Archer City Writers Workshop attendee Sarah Junek is working for Catholic Charities, where she teaches ESL classes. Also a freelance writer, Junek is working on a book project. Since first attending the workshop, she has returned several times to Archer City; her book will tell the story of that community’s renowned horsewoman, Jackie Lane.

- J.K. Nickell has been named associate editor at Spirit magazine (in-flight for Southwest). His responsibilities include heading up the feature well, which involves commissioning stories to freelancers, editing features and writing some of his own – “all skills I honed during my storytelling degree at the Mayborn thanks to George Getschow and Cathy Booth Thomas,” he says.

2014-2015 Mayborn Scholars

Imonitie Atamenwan
Nathan Battaglia
Fabianna Blanco
Kyle Blankenship

Morganne Cameron
Aaron Claycomb
William Darnell
Amelia Jaycen

Lauren Levine
Lucinda Lopez
Megan Middleton
Jennifer Nassar

Amanda Ogle
Staci Parks
Sydni Walker

Adjunct Faculty Bios

- Noah Bunn is teaching JOUR 4850, Principles of Magazine Production, also known as the Denton Live class. He has worked at *Southern Living* and *Spirit* magazines. Bunn is a UNT journalism alum.

- Dan Dougherty is co-teaching JOUR 4051, Advertising Creative 2, with adjunct professor Vinny Minchillo. Dougherty received his bachelor of arts degree in journalism from UNT and has co-taught this class for the past five years.

- Kathie Hinnen is teaching JOUR 2310, Introduction to Media Writing. She was a senior lecturer at Mayborn for six years before retiring this summer.

- Bryan Lockhead is teaching JOUR 2330, Introduction to Visual Communication. He has worked at Fox 4 and owns his own company where he works as a video and still photographer/editor.

- Christian McPhate teaches JOUR 2310, Introduction to Media Writing. He is a regional reporter at the *Denton Record Chronicle* and a contributing writer at the *Dallas Observer* and *Fort Worth Weekly*. McPhate is a UNT journalism alum.

- Vinny Minchillo will co-teach JOUR 4051, Advertising Creative 2. He has worked on campaigns for American Airlines and the Dallas Cowboys. He received his bachelor of arts degree in journalism from UNT.

- Annette Bernhard Nevins, who teaches JOUR 2310, Introduction to Media Writing, has more than 20 years of experience in news reporting. Nevins is a UNT journalism alum.

- Rebecca Poynter received her master of journalism degree from UNT and teaches JOUR 3430, Public Relations Writing. She runs Onpoynt Communications; she received her master of journalism degree from UNT.

- Keith Shelton is teaching JOUR 4410, Reporting of Public Affairs, and has been affiliated with UNT's journalism program for 23 years. He is a former managing editor of the *Denton Record-Chronicle*. Shelton is a UNT journalism alum.

- Vivian Pappas Unger is teaching JOUR 3040, Advertising Media Strategy. She has experience in local and national media sales and marketing in top 50 markets. She received her master of journalism degree from UNT.

Student Clubs & Organizations

Hatch Visuals

Advisor: Thorne Anderson, thorne.anderson@unt.edu
Contact: Editor.Hatch@gmail.com
Website: www.hatchvisuals.com

UNT Society of Professional Journalists

Advisor: George Getschow, getschow@unt.edu
President: Amelia Jaycen, amelijaycen@gmail.com
Website: www.spj.org

UNT Advertising Club

Advisor: Peter Noble, peter.noble@unt.edu
President: E.J. Stancil, untadclub@gmail.com
Website: untadclub.com

SWOOP

Advisor: Bill Ford, bill.ford@unt.edu
President: Zachery Wilson, zachery.wilson22@yahoo.com
Website: http://journalism.unt.edu/swoop

UNT National Press Photographers Association

Advisor: Thorne Anderson, thorne.anderson@unt.edu
Website: www.nppa.org

UNT National Association of Hispanic Journalists

Advisor: Dr. Gwen Nisbett, gwen.nisbett@unt.edu
President: Olmar Vanegas, olmarvanegas@gmail.com
Website: www.nahj.org

UNT National Association of Black Journalists

Advisor: Neil Foote, foote@unt.edu
President: Dawn Chevalier, dawnchevalier57@gmail.com
Website: http://untnabj.wordpress.com

UNT National Broadcasting Association

The Mayborn is gauging interest in establishing a chapter of the National Broadcasting Association. If you are interested in joining or want information, contact CalahKelley@my.unt.edu

UNT Public Relations Student Society of America

Advisor: Samra Bufkins, samra.bufkins@unt.edu
President: Shania Jackson, shaniajackson@my.unt.edu
Website: ntprssa.wordpress.com

