

# Mayborn Insider

A green light to greatness.®

Nov./Dec. 2014



## The Greatest Homecoming on Earth

**I**t's time for UNT Homecoming, and game day is Saturday, Nov. 8.

With a Mean Green Circus theme and events scheduled throughout the week from Nov. 3–8, this year's event is slated to be the best homecoming on the planet.

Monday, Nov. 3 is the Powder Puff Football game at Apogee Stadium, Tuesday is the Homecoming Picnic, Wednesday's Yell Like Hell and Thursday's Spirit Day will get you ready for the Spirit March and bonfire on Friday.

Get more information about events at: [studentaffairs.unt.edu/homecoming#students](http://studentaffairs.unt.edu/homecoming#students).

The Homecoming Parade Saturday will be followed by the Mayborn Journalism Tailgate from 3:00 p.m. until game time at Victory Plaza adjacent to Apogee Stadium. The tent will be catered with food and drinks and is open to Mayborn students, alumni, faculty, staff, friends and family!

To view a map to the tailgating site, visit <http://www.meangreenmap.com/apogeepricing.html>

Saturday night's game begins at 6:00 p.m., when the Mean Green football team will take on Florida Atlantic in the 1,000th game in the history of North Texas football. Show your green pride, welcome our alumni and enjoy the Homecoming fun.

## UNT EAGLES! Fight! Fight! Fight!

Share your favorite homecoming memory with us online at [Facebook.com/MaybornUNT](https://www.facebook.com/MaybornUNT).



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FRANK W. & SUE MAYBORN  
SCHOOL OF JOURNALISM



## A message from the Dean

Charldean Newell says her 1960 B.A. degree in Journalism from what was then North Texas State College is “invaluable because writing has been the key to all my research success.”

One of the fun things about being dean is visiting with alumni as well as learning how their journalism training has shaped and led them in a variety of directions.

As a former Campus Chat editor, Newell says, “I spent a lot of time in the President’s Office” explaining “why we did what we did.” That’s why I thank God for pioneers like Newell, the First Amendment and freedom of speech.

Newell, who turned 75 in October, is among a growing number of alumni who want to help our current students, and she will be part of the UNT Mayborn School of Journalism Alumni Network.

Newell earned her M.A. in Government (1962) from NTSU and her Ph.D. in Government from the University of Texas in Austin (1968). She then returned to North Texas to carve out a distinguished career as a Regents Professor in Public Administration and as an administrator. “I got a degree in government because I wanted to be a public affairs reporter” after working for the *Tyler Courier Times and Telegraph*. “I got sidetracked and became a professor. I considered city management, but in 1961, no one wanted to take a woman as a city manager intern.”

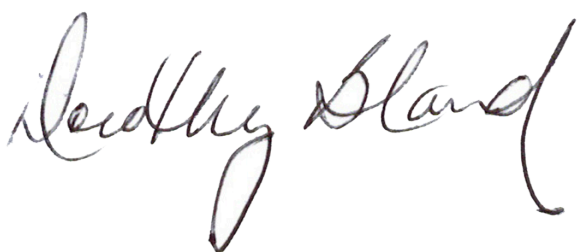
Although she retired from UNT in 2002, Newell still teaches professional development courses for the International City/County Management Association and anticipates release of the 13th edition of *Texas Politics*, a comprehensive textbook on Texas government and politics, immediately after the holidays.

Newell is a fountain of wisdom, and I’m grateful that she’s a UNT journalism alum. If you’d like to be a mentor, please email me at [dorothy.bland@unt.edu](mailto:dorothy.bland@unt.edu) by Dec. 15, and we’ll announce mentor/mentee pairings in January 2015 for up to 20 students and 20 alumni. Mentees must be at least sophomore journalism majors in good standing and have passed the first news writing class to be eligible for consideration.

To the more than 4,500 UNT journalism alumni around the globe, this is a reminder that we’d love to hear from you. Got a new job or a new baby? If you have something you’d like to brag about, please email the news to [mayborninsider@unt.edu](mailto:mayborninsider@unt.edu) or find UNT journalism grads on Facebook and post it.

As I bring this column to a close, I’d like to take this opportunity to express my sincere gratitude and appreciation to our dedicated faculty, staff, students, alumni and other supporters. You are among my blessings this holiday season.

Onward and upward,



Dorothy M. Bland  
Dean



## Young Spurs Writing Initiative



The 2014 Young Spurs winners (left to right): Nakai McPhate from Denton, TX; Jessica Ivy from Farmington, CT; Sabrina Corsiga from Grand Prairie, TX; Kiernan Majerus-Collins from West Hartford, CT; Johanna Boedenauer from Norcross, GA; Annacarine Caruso from Nottingham, MD; and Elizabeth Nevins from Plano, TX.

**T**he George Bush Presidential Library and Museum, Big Thought of Dallas, Biographers International and *The Dallas Morning News* teamed up in 2010 to launch what is now known as the Young Spurs National Writing Initiative. The mission is to offer the best high school and community college students in the country the opportunity to learn the narrative craft from nationally acclaimed journalists and nonfiction writers and editors from the Mayborn Conference Nonfiction Literary Conference.

Each year, the Young Spurs initiative is launched at the George Bush Presidential Library and Museum in College Station with a series of lectures on the narrative craft by a keynote speaker who has spoken at the Mayborn Conference. Bryan Burrough, author of "Texas Rich" and a writer for *Vanity Fair*, was 2014's speaker; Ron Powers, author of "Flags of Our Fathers," led the lecture series in 2013.

Shirley Hammond, Barbara Bush's education director at the George Bush Presidential Library and Museum, buses in about 1,200 high school and community college students from around Texas to attend the lecture series over a three or

four-day period, depending on the number of high schools that sign up for our Young Spurs program. All of the students are also given a powerful gift -- one of the books authored and signed by our keynote speaker.

The lecture series is recorded and made available to high school and community college students around the country who decide to compete in our national writing contest -- which offers the opportunity for the students to win complimentary registration and accommodations to the Mayborn Literary Nonfiction Conference, attend an all-day writing workshop at the conference and have their work published in *The Dallas Morning News*.

The lecture series will take place at the George Bush Presidential Library and Museum January 13-16, 2015 and will focus on energy innovators and pioneers.

## DCTV



**D**CTV is a partnership between the City of Denton and the Frank W. and Sue Mayborn School of Journalism at the University of North Texas, under which the Mayborn School operates the Denton Public Access Channel.

Denton Community Access Television (DCTV) (Charter Channel 191, Verizon Channel 39) provides a cable television channel on which Denton citizens can cablecast recorded programming which they produce. This includes content produced by students or classes affiliated with the Mayborn School of Journalism at UNT.

Led by Nann Goplerud, the Mayborn's community producers will produce a total of 12 shows during the 2014 fall semester. DCTV will air Denton County Commissioners Court meetings and it added a Spanish-

language show, *Opiniones*. Students will produce two newscasts each week as well as one Spanish-language newscast. Visit [dentonctv.com](http://dentonctv.com) for program schedule and more info.

# Mayborn News

## Mayborn Career Fair

**T**he Mayborn hosted its fall Internship and Career Fair on Oct. 27 at the UNT Gateway Center. Over 150 students participated and came ready to network with the 26 companies on site. Please join us on February 25, 2015 from 1 p.m.- 4 p.m. at the UNT Gateway Center as we host our spring Internship and Career Fair. Dress sharp, bring your resume... your future starts now!

### Many thanks to all the amazing companies who took part:

Agency Entourage  
Allied Integrated Marketing  
AppFolio  
AppleOne Employment Services  
Burson-Marsteller  
CBS 11 KTVT

CultureHype  
Denton Record-Chronicle  
Fleishman-Hillard  
Gannett Company, Inc.  
HCK2 Partners  
Ketchum Public Relations  
KTEN Media  
LBJ Infrastructure Group LLC  
Lone Star Brahmas  
MedAssets  
MWW Group  
PMG Advertising Agency  
Raze Media  
Slingshot LLC  
Social Media Delivered  
Splash Media  
SUCCESS Magazine  
THAT A GIRL & FRIENDS SPEAKERS AGENCY  
The Dallas Morning News  
TracyLocke



The Denton Record-Chronicle talks with eager students during the Mayborn's fall Internship and Career Fair on Oct. 27.



The 2013-14 Mayborn Annual report is hot off the press! Look for a copy to learn more about Mayborn, our culture and UNT pride.

Read: <http://goo.gl/rexJMi>



Grammy Award-winning and Oscar-nominated record executive, Amir Windom, spoke about "Moving from Success to Significance" at UNT on November 6, 2014.



(Left to right) Dawn Chevalier, Dorothy Bland, Lucinda Lopez and Scott Sidway at NBC5 Studio in Fort Worth. They participated in the National Association of Television Program Executives Career Day, Job Fair and TV Station Tour in Oct. 25.

# Student News & Awards

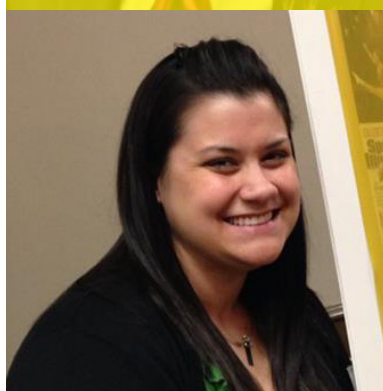


Students pictured at the first meeting of the UNT student chapter of the National Broadcasting Society-Alpha Epsilon Rho, which was established in fall 2014. Led by president and broadcast major Calah Kelley, the group recently registered NBS-AERho as a student organization on the UNT campus and began holding meetings. The club is for students interested in broadcast media and all students can join. Welcome to NBS-AERho!

- Congratulations to graduate students Cheran Ratnam and Sara Blankenship for successfully defending their theses. Ratnam's is titled "A textual analysis of news framing in the Sri Lankan conflict". Blankenship's is "Still on the sidelines: The female experience in sports media." Many kudos on all your hard work!



Cheran Ratnam



Sara Blankenship

- Congratulations to Rhiannon Saegert, the William W. Lace winner for 2014-15. She will receive a \$1,000 scholarship thanks to the generosity of Lace, a UNT journalism alum who serves on the Mayborn School of Journalism Board of Advisors. Lace, a retired vice chancellor and now an adjunct instructor at Tarrant County College, taught Saegert in her first reporting class. She is a journalism major and earned her associate degree from TCC.

- Fabianna Blanco is the new president for the UNT chapter of the National Association of Hispanic Journalists. Feel free to reach out to Fabianna with any questions at: [fabiannablancosalvadore@my.unt.edu](mailto:fabiannablancosalvadore@my.unt.edu).

- Mayborn students Trent Johnson and Lance Ragland are the first participants of the AIM Sports Internship, sponsored by AIM Media (<http://aimmediatexas.com>), publishers and newspapers across Texas. Johnson and Ragland are writing briefs about the Dallas Cowboys for its special weekly "Cowboys Extra Page" that runs in the *McAllen Monitor*. Every Friday, they are providing six to 10 short features about the team, its players and other activities. In addition to the *McAllen Monitor*, AIM Media also publishes the *Valley Morning Star* (Harlingen), *The Brownsville Herald*, *Mid-Valley Town Crier*, *The Coastal Current*, *El Extra*, *El Nuevo Herald* and *Odessa American*.



Dean Dorothy Bland sponsored a membership to the Society of Professional Journalists for the 2014-15 school year. Pictured at the raffle held in GAB 207 (left to right) are students Joï Davis, Shania Jackson, Matthew Brown, Amber Williams, Dalton LaFerney, Dorothy Bland, Linda Kessler, Meshell Bellah and Dionecea Petit. Congratulations to winner Dalton LaFerney!

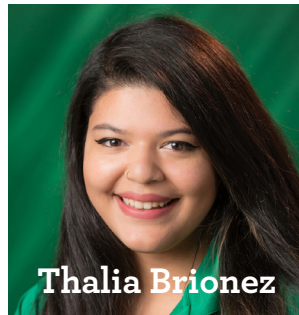
# More News & Awards

## Meet the 2014-2015 Mayborn Ambassadors

The Mayborn Ambassador Program is a mentor/recruiting program for current sophomores, juniors and seniors to help market the School of Journalism to prospective students.

This is also an opportunity for ambassadors to visit high school television stations, journalism courses and school newspapers to speak about the program. They also assist the undergraduate advisors in showcasing the excellence of the Mayborn. Student ambassadors will attend events, college nights, conferences and other university functions to represent the Mayborn.

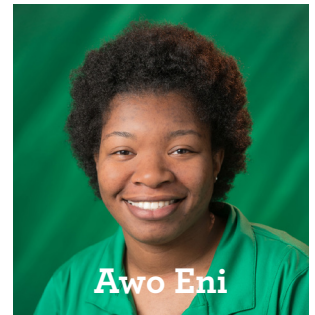
Contact a Mayborn Ambassador to schedule a tour, or get more information about the Mayborn at [Maybornambassadors@unt.edu](mailto:Maybornambassadors@unt.edu).



Thalia Brionez



Dawn Chevalier



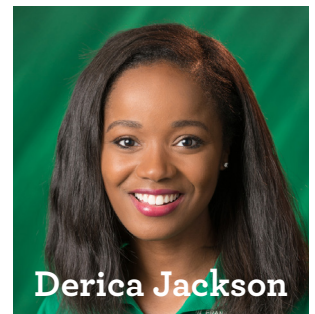
Awo Eni



Helen Hernandez



Jon Hernandez



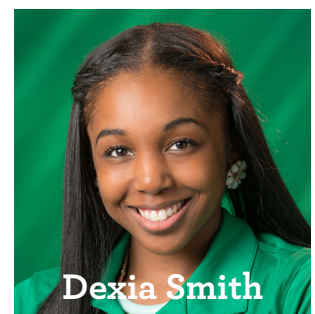
Derica Jackson



Kendra Kinion



Samantha McDonald



Dexia Smith

## Alumni News

- Wendy Moore (M.J. 2008) is an assistant professor and faculty adviser for the *Island Waves* student newspaper at Texas A&M University in Corpus Christi.
- Brantley Hargrove (B.A. 2006) of the *Dallas Observer* was a winner in the Metropolitan/Statewide Spot News category at the Dallas Bar Association Reporting Contest for his article headlined "The Killings in Kaufman."
- Amanda Gleason (M.J. 2011) has been named a senior communication specialist at Marketwave, a strategic public relations and digital marketing firm in Addison, Texas.

- Noah Bunn (M.J. 2011) is the director of communications at First United Methodist Church of Dallas. He also is an adjunct instructor at UNT's Mayborn School of Journalism and editorial director for *Denton Live* magazine.
- Congratulations to Hunter Hauk, who starts Dec. 1 as the new pop music critic for *The Dallas Morning News*. He previously was an editor-designer at the *Denton Record-Chronicle* and worked as entertainment editor for Quick, the weekly publication that ceased publication in 2011. He has done graduate journalism studies at UNT.

## Staff Updates

- Kudos to Brandee Hartley, the dean's administrative assistant. She completed the "Administrative Assistance Conference" by Skillpath in September.
- Stephanie Garza, senior academic adviser, represented the Mayborn School of Journalism at the National Academic Advising Association Conference Oct. 8-11 in Minneapolis.

# Faculty News & Research



Dr. Gwen Nisbett

- Thanks to Dr. Sheri Broyles, Dr. Tracy Everbach and Principal Lecturer Nann Goplerud for serving as Mayborn School of Journalism reps for the UNT Women's Faculty Network. Broyles also serves on the UNT Faculty Senate.

- Mayborn School of Journalism Dean Dorothy Bland participated in the "Because News Matters: A News Literacy Summit" Sept. 14-15 in Chicago. The conference focus was "to increase the impact of programs that teach students and all citizens how to tell news from noise," she said. "I encourage others to take the News Literacy Pledge" and look forward to working with media partners and others in Texas to expand the dialogue and improve news literacy. To take the news literacy pledge, go to <http://www.mccormickfoundation.org/pledge>.



Congratulations to professor of photography Thorne Anderson and his wife Kael Alford on the Oct. 8 birth of their daughter, Rosalie Luna Alford.



Dr. Koji Fuse and Dr. Jim Mueller

- Three faculty members – Dr. Koji Fuse, Dr. Gwen Nisbett and Dr. Jim Mueller – will be presenting papers at the National Communication Association's 100th annual convention Nov. 20-23 in Chicago. Dr. Fuse and Dr. Mueller will present "Buried for Seven Decades: A U.S.-Japan Comparative Textual Analysis of News Coverage of the Battle of Iwo Jima." Dr. Fuse will also take part in the panel discussion session: "Territorial Disputes and Consequences of Culture and Politics: East Asia, the Island Debate and NCA." Dr. Nisbett will be presenting 4 papers: "'Um', 'Uh', Scratch, Nod: Understanding Nonverbal Influence on Candidate Favorability in the 2008 Presidential Debates"; "The Role of Credibility, Efficiency, and Community in Predicting Newspaper Readership"; "Does Celebrity Advocacy Work? Testing the Potential for Endorsements to Backfire" and "Coming Out of the Shadows: Reducing Stigma toward Bipolar Disorder via Celebrity Health Disclosures."

- Professor Jim Mueller, Ph.D., attended the High Plains BookFest in Billings, Montana October 23-26. His book, "Shooting Arrows and Slingshot Mud: Custer, the Press and the Little Bighorn," is a finalist for the Highland Plains Book Award.



Dr. Meredith Clark

- Meredith Clark, an assistant professor, presented her research on Black Twitter and how social-justice advocates can use social media to interact with diverse communities at the Clayman Institute for Gender Research conference #Yesallwomen: The Challenges and Possibilities of Online Feminism Conference, at Stanford University on Oct. 10.

From the organizers: "This conference aims to bring together a diverse group of activists, scholars, students, bloggers and online contributors in a focused discussion about the evolution of feminism and how online communities can reflect the diversity of feminist perspectives. Speakers include: Feminista Jones (Salon.com and Ebony.com), Emily May (Hollaback!), and Meredith Clark (University of North Texas, black twitter scholar)."

- Congratulations to Dr. Tracy Everbach's as she scored another publication: "American women never again will be second-class citizens": Analyzing New York Times coverage of Geraldine Ferraro's 1984 vice-presidential bid. *Southwestern Mass Communication Journal*, 29, 2. <http://swmcjournal.com/wp-content/uploads/2014/08/everbach.pdf>

- Lecturer David Tracy represented the Mayborn School of Journalism at the Texas Association of Journalism Educators Fall Fiesta Conference in San Antonio Oct. 25-26.

# *the mayborn*

literary nonfiction conference

The Mayborn Literary Nonfiction Conference will celebrate its 11th year July 17-19, 2015 in Grapevine, Texas and we are excited to announce Saturday evening's Literary Lights dinner will feature keynote speaker Barbara Ehrenreich, author of "Nickel and Dimed: On (Not) Getting By in America." This year's theme "The Great Divide" promises to be nothing short of captivating. Online conference registration will open late fall on [themayborn.com](http://themayborn.com). More speakers to come...stay tuned!

## *Consider a year-end 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 Dean Dorothy Bland at [Dorothy.Bland@unt.edu](mailto:Dorothy.Bland@unt.edu) or call her at: 940-565-4917.

## *Upcoming Events*

- UNT Homecoming Week – Nov. 3-8
- Amir Windom: "Moving from Success to Significance" – Nov. 6
- UNT Mayborn School of Journalism Board of Advisors Meeting – Nov. 7
- UNT Preview Day – Nov. 22
- UNT Closed for Thanksgiving Break – Nov. 27-28
- Fall Commencement – Dec. 13-14
- UNT Closed for Holiday Break – Dec. 24 – Jan. 4



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*Onward and Upward!*

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